

Twitterlytics Version 0.9.2 – Release Notes

More info: www.renerosendahl.com/twitterlytics.html

Change Log

0.9.5 (*initial public demo*)

- Added link to Product Web Page

0.9.2

- Added export to Excel functionality for query results
- Added progress indicator and disabled buttons during analysis and querying

0.9

- Added top 20 words per query, which includes a user-configurable list of words to exclude from the Top 20 analysis

Goals of Twitterlytics

Twitterlytics is a proof of concept demonstrating the ability to:

- Access a Twitter feed programmatically while utilizing the proper frameworks and authentication methods
- Run search queries and retrieve and store result sets
- Analyze the result sets based on provisional methodology using attributes, keywords and scoring

Why Social Media, e. g. Twitter?

Using social media for sentiment analysis is highly desirable for the following reasons:

- Direct insights into the thoughts of large number of consumers
- Completely real-time, no lag
- Tweets come with plenty of attached meta data about location, individual/account
- Configurable search terms/queries
- Access to data is free (at the moment; volume limits apply)

Instructions for Twitterlytics

Installation

1. Copy the app onto your computer
2. When upgrading from a previous version (< 0.9), please manually delete the following file:

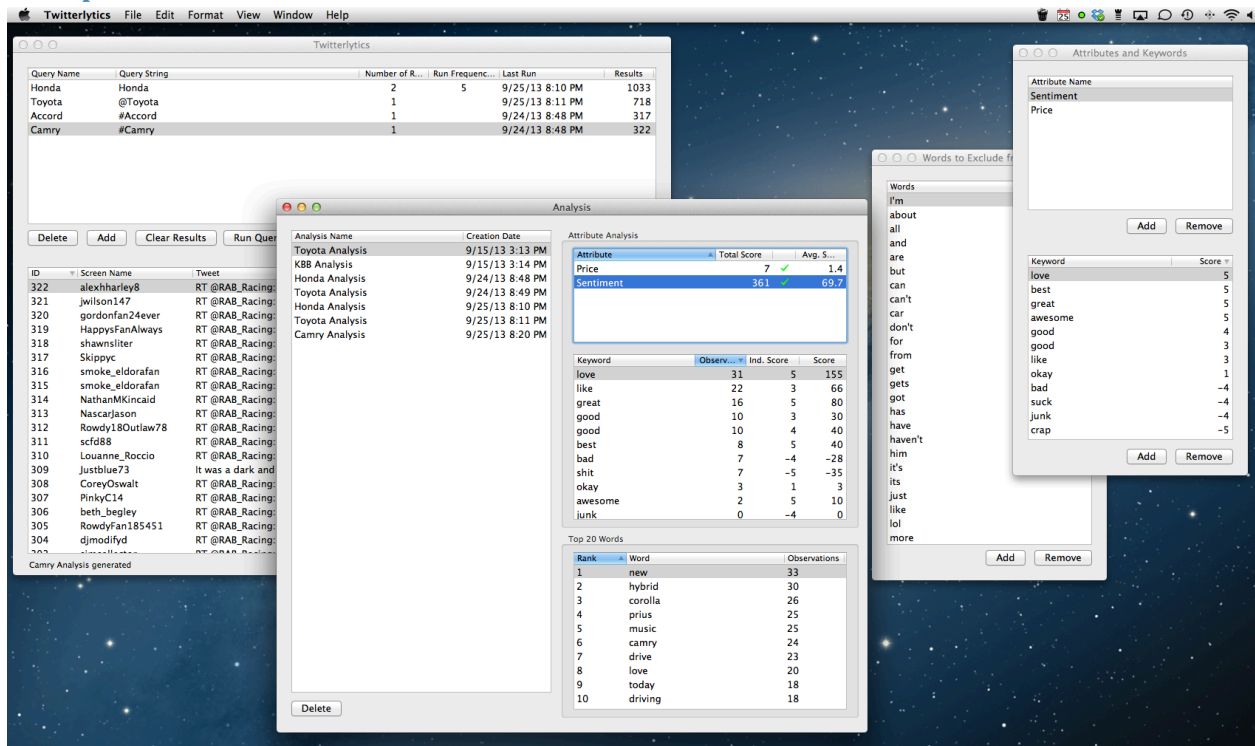
```
~/Library/Containers/Rene-Rosendahl.Twitterlytics/Data/Library/Application\
Support/Rene-Rosendahl.Twitterlytics/Twitterlytics.storedata
```

3. Run the app (based on app security setting in Mac OS Gatekeeper, it may be required to right-click the app and choose “Open” from the pop-menu)

Use

1. Create a **“Query”**: select “add” double-click into the new row to edit the fields. Add a title and a search keyword (e.g. “#Toyota” or “Elantra”). “Number of runs” should be 1 or greater. “Run Frequency (seconds)” should be either empty or greater or equal to 5. (Due to Twitter search policy, no more than 100 tweets every 5 seconds can be retrieved.)
2. Select “Run Query” to execute the query; results should appear in the lower pane.
3. Ensure the result set is big enough for an analysis. Re-run the query if needed, which will add additional results.
4. Create **attributes** and associated **keywords** with scores. Example: attribute “attitude” with keywords great (5), good (4), nice (2), bad (-2), poor (-2), sucks (-4), crap (-5). (You can select your own scores; I have used a scale from -5 to 5 with positive numbers indicating positive impact on the attribute and negative the reverse.)
5. Maintain a list of **Words to be Excluded from Top 20**; these words will not be included when determining the top 20 words, which is useful for words like he, she, it, not, and, has, etc. (by design, words with only 1-2 characters will not be included in the results).
6. Select a query and select **“Analyze Results”**.
7. Review the “Analysis” window and select an analysis to view the results. Select individual attributes to see the underlying keywords and their respective scores. Based on the scale described above, a positive total score means a positive outcome for a given attribute. The average score is calculated in order to allow comparisons between different queries using the same attribute, e.g. “attitude” toward brand A vs. brand B (even if the result sets vary in size)

Example:



Known Issues

- Not all windows are fully resizable at this time.
- If keywords are preceded by “not”, “no” etc. or a sentence is otherwise negated, the keyword score is not negated.