

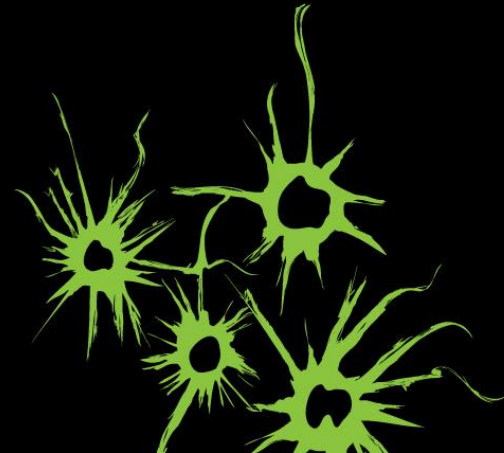
UNIVERSITY OF TWENTE.

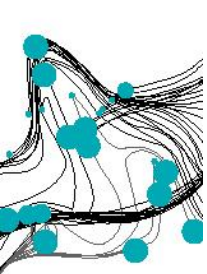


INTRODUCTION INTO WORKING WITH R

SESSION 3 – VERSION 17/11/2019

BENJAMIN ZIEPERT





THE CONSEQUENCES OF TERROR ATTACKS

CONSEQUENCES ON PERCEPTIONS OF LEADERS

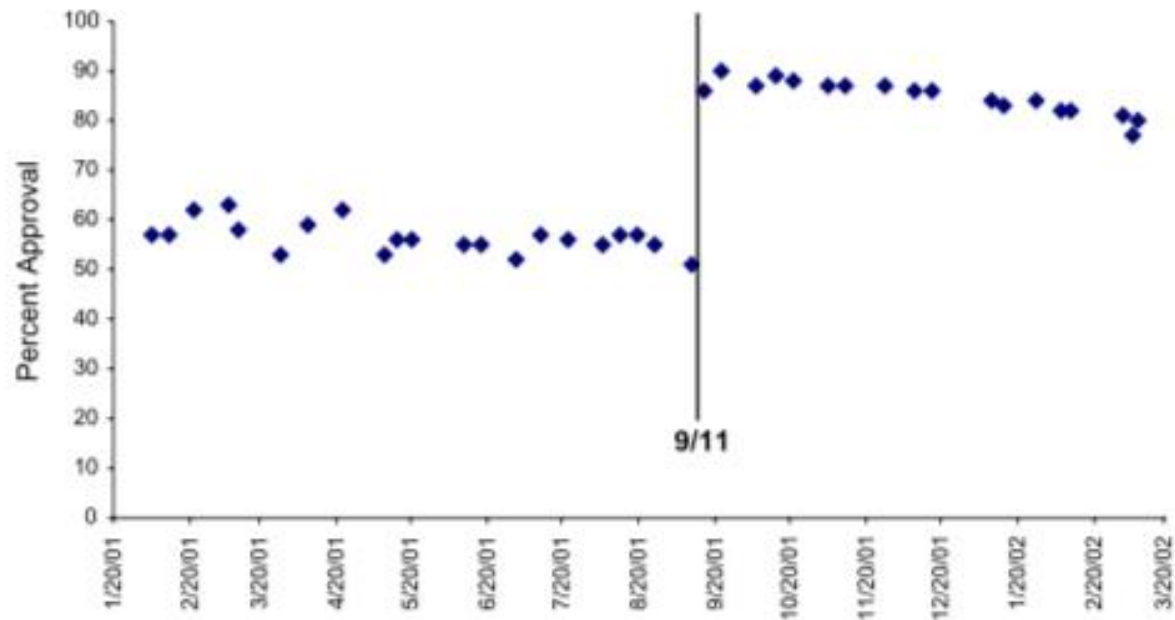
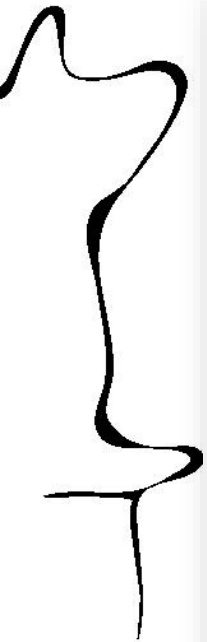


Fig. 2. Public approval ratings before and after 9/11. Ratings are averages of responses to the question, "Do you approve or disapprove of the way George W. Bush is handling his job as President?" from three separate agencies: *ABC News* and the *Washington Post*; *CNN/USA Today/Gallup*; and *Newsweek*.

Bligh, M. C., Kohles, J. C., & Meindl, J. R. (2004). Charisma under crisis: Presidential leadership, rhetoric, and media responses before and after the September 11th terrorist attacks. *The Leadership Quarterly*, 15(2), 211–239.

THE CONSEQUENCES OF TERROR ATTACKS

CONSEQUENCES ON PERCEPTIONS OF LEADERS

- On November 31st, 8 people died after a man drove a truck into pedestrians on a cycle path in Manhattan.
- Did this affect the way people tweeted about Trump?





USING R FOR ANALYZING SOCIAL MEDIA

- Structured versus unstructured data
- With R you can:
 - “Harvest” social media online
 - Create a structured data-set
 - Visualize that data-set
 - Analyze that data-set

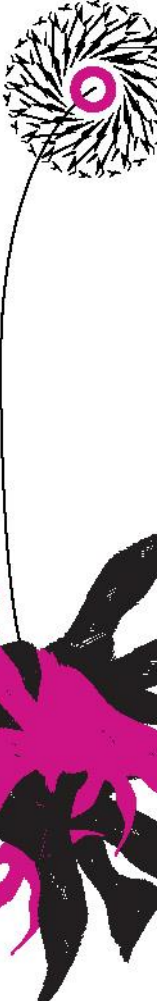
USING R FOR ANALYZING SOCIAL MEDIA

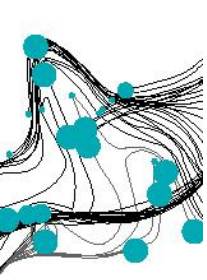
ANALYZING TWITTER MESSAGES

- Download files from benjaminziepert.com/teaching
- Place files in one folder
- Save new script into the folder
- Set working directory to that folder
- Open handout for twitter analysis



SENTIMENT ANALYSIS

- 
- How positive or negative is a message?
 - In a sentiment analysis you count the number of positive and negative words.
 - List of positive and negative words from Hu and Liu (2004).
 - To do this we use a function written by Jeffrey Breen



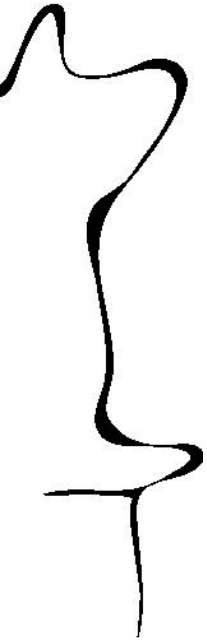
ASSIGNMENT: ADAPT SYNTAX TO ANSWER OWN QUESTION

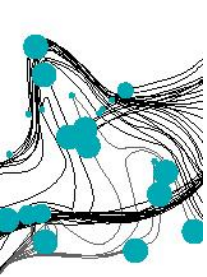
Assignment

- Come up with a simple research question about the valence of tweets
- Adapt the script so that you can answer this question
- You can work together as group and every student has to submit the r file

At the end

- Each group will make a short presentation and present their results
- Present your question and answer to the group





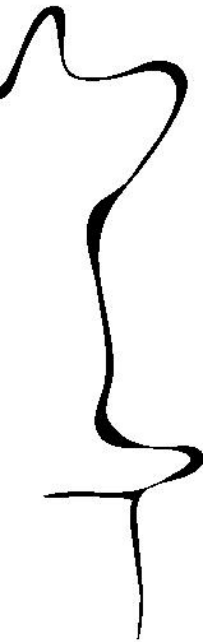
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TWITTER API LIMIT

ANALYZING TWITTER MESSAGES


- We only can harvest a limited amount of tweets from Twitter within a certain time. Therefore:
 - Only send as few requests as possible.
 - If you get a message that the rate limit is reached hit the stop button and don't try again for some time.
 - Request only a small number of tweets each time (150) until you are sure your code is working.
 - For your final analysis you can download more tweets.



DEADLINE

Submit before 5th of December 2019 by replying to my last e-mail:

- R code files from session 2 and 3
- Twitter analysis code
- DataCamp both assignments and 7000 XP



Make sure that I can execute the code on my computer without any changes, if all files are in the same folder.