Using Tweetmap to Analyze User Sentiment
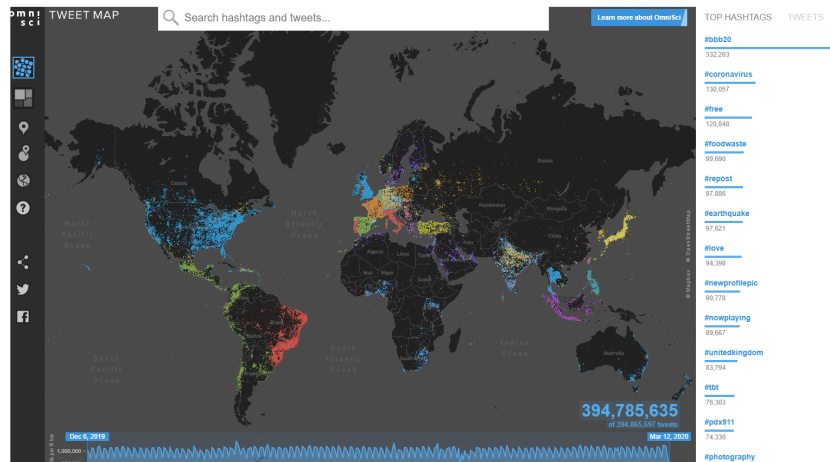

Figure 1: Screencap of Twitter Map. 2020. Retrieved via OmniSci Tweetmap site.

At first glance, the interactive Omnisci Tweetmap can seem intimidating (Figure 1). However, when used correctly, it can provide a basic overview of real-world user sentiment (pathos) and/or frequency of mention concerning your broader topic. This worksheet will also overview how Tweetmap may be used in conjunction with Voyant-Tools.

Background

The Tweetmap can be another type of online observation. However, keep in mind that Tweets are not representative of your topic. Instead, they are a piece to a larger puzzle.

Consider the credibility (ethos) of real-world users when assessing Tweets. They are not always correct or as well-versed in the topic as they may imply. Review this real-world example (Figure 2):

Figure 2. "Rivas Tweet About Bloomberg Election Spending." 2020. Retrieved from Real Clear Politics Website.

Even if real-world users are wrong in their facts, online observation can still be representative of the sentiment (pathos) concerning the topic. For instance, the math in the tweet is wrong, but the user's sentiment still represents a growing frustration with money in politics. Thus, the tweet can be cited/evaluated for pathos.

Below, you'll find methods for finding Tweets using Tweetmap.

Step-by-Step Guide

1. If your topic is relevant in the spheres of social media, or you're aware of trending hashtags, you can start there. Otherwise, type in a general word concerning your topic. To the right, you'll see top hashtags associated with the larger topic. To the right, you'll see top hashtags associated with the larger topic (Figure 3).

Figure 3: Screencap of Hashtag Search on Tweetmap.

2. Click on a hashtag associated with your topic. This opens up a listing of specific tweets to sift through on the sidebar, while also showing you the number of total tweets (Figure 4). *Note: knowing the sample size can help later when analyzing for relevance and ethos*.
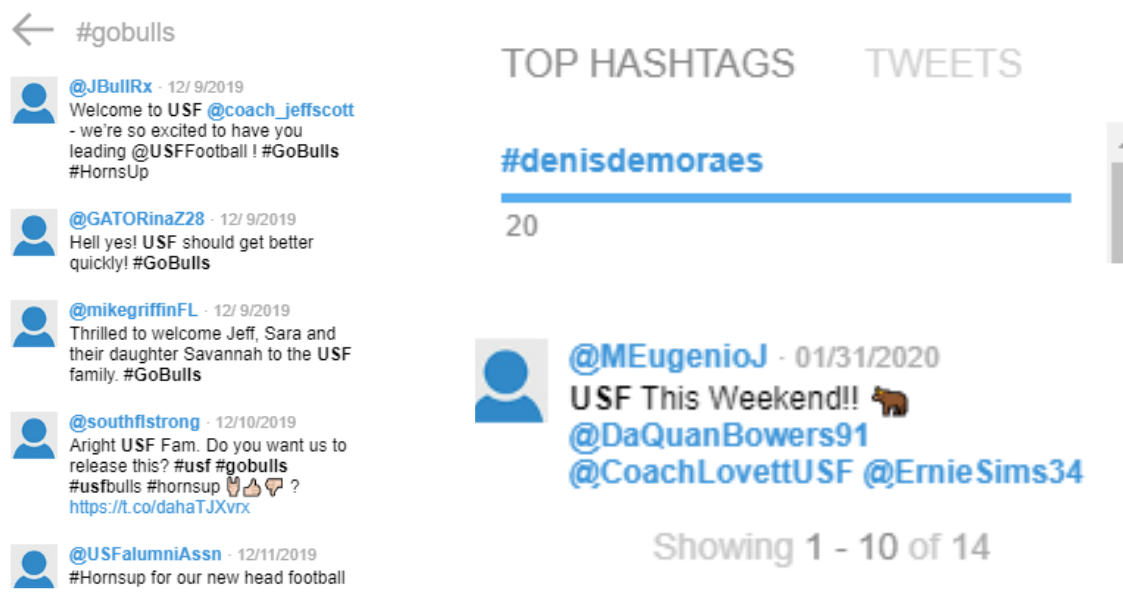
Figure 4: Screencaps of tweet list (left), hashtag search (top right), and number of tweets (bottom right).

3. If none of the hashtags are relevant, overview the overall tweets by instead clicking TWEETS on the right-hand sidebar (Figure 5).

Figure 5: Screencap of TWEETS option on the right-hand sidebar.

This opens up all tweets associated with the topic you typed in the search bar, while still reminding you of the sample size (Figure 6).
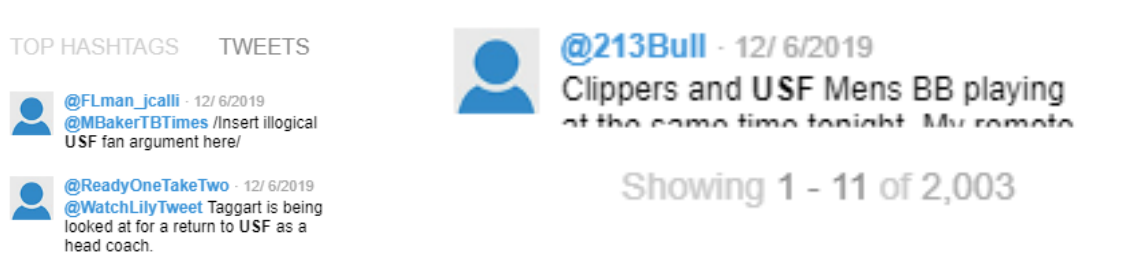

Figure 6: Screencaps of topic-related tweets (left) and total sample size (right).

4. Now, depending on the topic, you can narrow down your analysis in several ways:

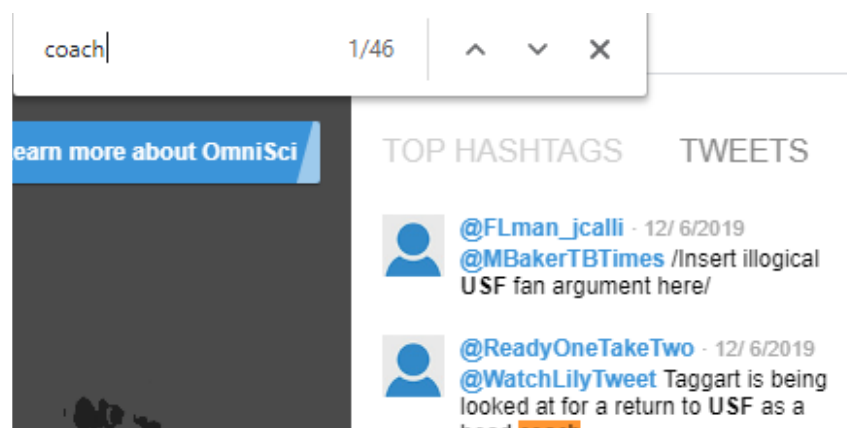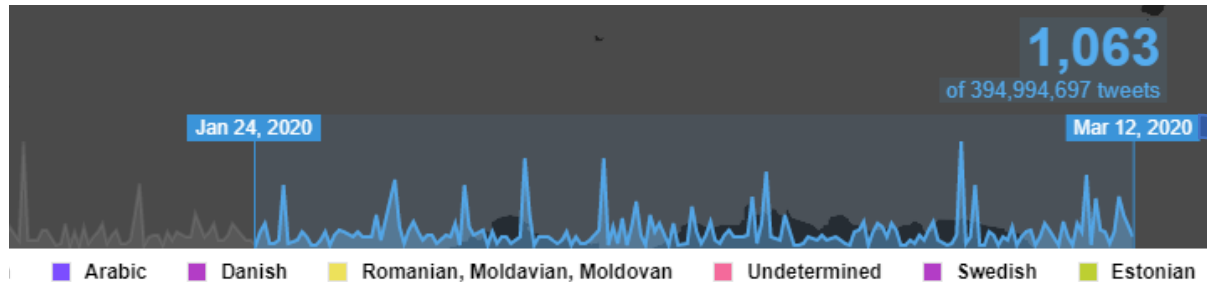**Use CTRL and F to find key words mentioned throughout the tweets (Figure 7)**

Figure 7: Screencap of key word search using CTRL-F.

Use the frequency chart at the bottom. Slide the date line if you wish to concentrate on tweets over a certain timespan (Figure 8).

Figure 8: Screencap of frequency chart timespan.

Hover over the rise and fall frequencies to determine number of tweets on specific days (Figure 9).

Note, this frequency chart can aid in analysis of peak days surrounding conversation of your topic.
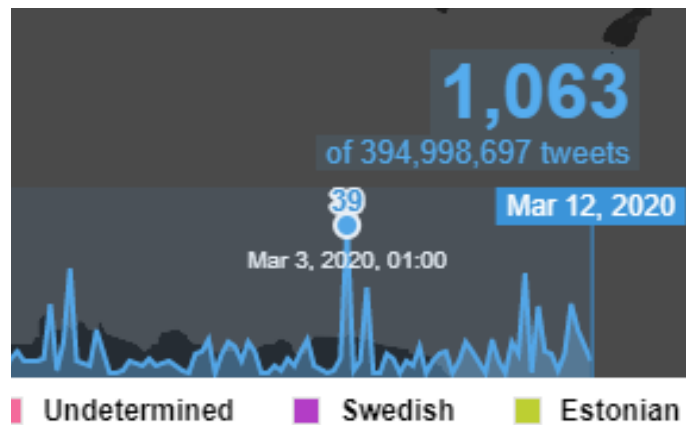

Figure 9:

Frequency chart close-up on individual days.

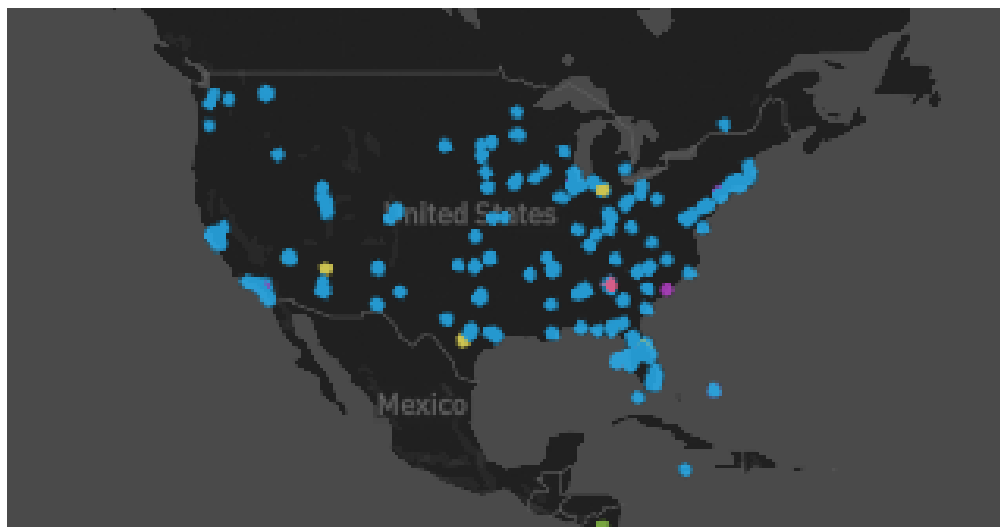**Assess the map for tweet clusters, and zoom in on specific clusters (Figure 10)**

Figure 10: Screencap of tweet clusters on map of the U.S.

Use the Choropleth option on the left-hand menu for a different visualization of tweets on your topic (Figure 11) and hover over select areas to highlight stats about tweet mentions of your topic (Figure 12).

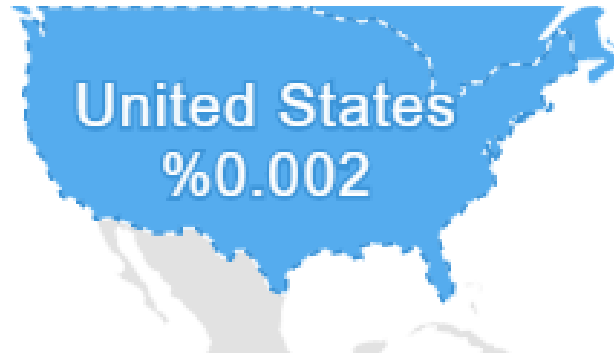*Figure 11: Choropleth option in Tweetmap.*

Figure 12: Choropleth hover over U.S. map.

There are several others features on Tweetmap, but don't get overwhelmed. Use simple search terms, and try not to go down too deep a rabbit hole. Remember, this tool can provide an overview of frequency and user-sentiment, adding another layer of analysis to your primary and secondary research.

Using Tweetmap with Voyant-Tools

If you're ambitious and have the time, you may consider adding a more comprehensive, text-based analysis of audience reception by copying the tweets into Voyant-Tools.

However, you should consider a cut-off number. For instance, if you have 2000 tweets, decide on analyzing the first 50-100. This will lessen the amount of time you'll have to spend "cleaning" the text in preparation for a cleaner text-report from Voyant-Tools.

Step-by-Step Instructions

1. When viewing the detailed tweets on the right sidebar, highlight and copy (Figure 13).
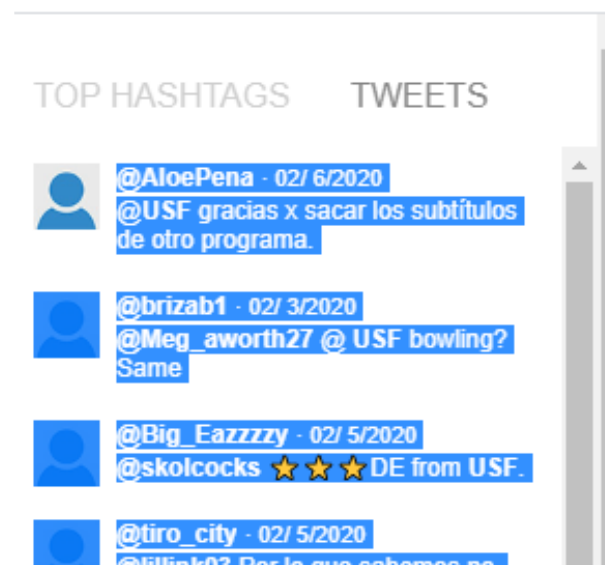
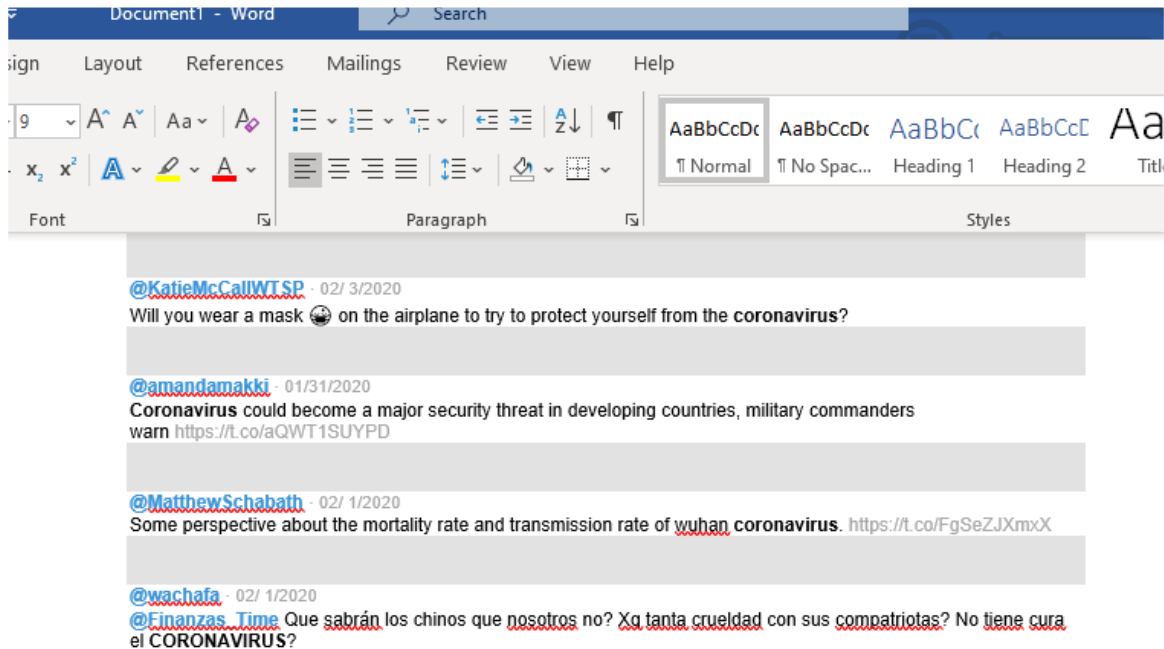**2.** Paste the results into a blank Word document or other word processor (Figure 14).

Figure 14: Copied tweets pasted into a blank Word document.

3. "Clean" the text: Start deleting usernames, emojis, and URL extensions, until you're left with just text (Figure 15). *Note: This is the time-consuming part, and this is why you should decide on a cut-off number when copy/pasting from Tweetmap.*

First case of deadly **coronavirus** detected in US
The Philadelphia Inquirer: As **coronavirus** spreads, anxiety rises in China and overseas.
The New York Times: First Wuhan **Coronavirus** Patient Identified in the United States.
"First confirmed **coronavirus** case identified in the US"
Coronavirus Soars |
That **Coronavirus** is fucking scary
All imma say is the Wuhan **Coronavirus** was brought to the U.S by a #Blacklister.
1 case of **Coronavirus** !!!! aka China flu now confirmed in United States !!!!!! Don't fly without your Sani-fly germ...
I want **coronavirus**! I feel that SO HARD RN
Global News: Here's what we know about the China **coronavirus** outbreak. NPR: Chinese Authorities Begin Quarantine Of Wuhan City As **Coronavirus** Cases Multiply

Figure 15: "Cleaned" tweet text in Word document.

4. Copy and paste your results into Voyant-Tools.org to assess for word correlations, frequencies, and word associations (TermsBerry Tool is highlighted below in Figure 16).

Figure 16: TermsBerry visualization of Tweetmap text in Voyant Tools.

Questions?

Please feel free to reach out to us if you have any questions about conducting online primary research for Projects 3 and 4 using Tweetmap and/or Voyant Tools.

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