Sysomos Assignment

For this assignment, you will work with one partner from your team (instead of the whole team). Choose a client or social issue you would like to explore. You might also explore a popular hashtag. Your report will have the following sections. Include all relevant charts from Sysomos and embed them into the results section. Format your report in an attractive way with a title page and then the following sections.

Purpose

Describe the purpose of your search.

Method

Describe your method (Sysomos). Provide your search query, the dates searched, and the filters used. Note how many tweets were returned by your search. You will explore Twitter results only.

Results

Start by examining trends over time. What issues are causing conversation to peak?

What words (not your search keywords) are featured prominently in the word cloud?

What words are central to the conversation in the buzz graph?

What hashtags did you find in your search? What do those hashtags mean and how do they relate to your topic? Are there any surprising hashtags?

What is the overall Twitter reach and what is the most popular mention type?

Where are the tweets coming from (geographically and by gender)? You can also filter by age groups if you think that would be interesting.

Which tweets received the most retweets? Why do you think these tweets received the most retweets? Is there a theme surrounding the retweets?

Look at the sentiment tab. What percentage of the tweets are positive/negative? What are some of the positive comments about? What are some of the negative comments about? How has sentiment changed over time?

Finally, look at the influencer communities under the influencer tab. How would you describe the top communities? Are there any surprising communities in the conversation?

Conclusion

Provide a brief conclusion summarizing the "story" you can tell through Sysomos and make recommendations to your "client" on any actionable insights. Through your research, you might have also uncovered ways that your client can more effectively engage users on Twitter. If so, provide suggestions here (maybe tweeting about a certain topic).