## Social Media Control Panel

### Objective
- Design a control panel for Twitter news feeds
- Investigate what controls people want to use on their Twitter news feeds
  - Positive/Negative emotion, Popularity, Closeness by social ties, Topics, etc.
- Investigate how users determine the effectiveness of filter controls

### What is Finished

**Example Tweet:**
```
Japanese turtles saved from sudden death thanks to cool, new train lanes
https://t.co/4y8xwUMSr https://t.co/QrplfUSFX0 || Value = 3
```
- Positive and negative sentiment analysis
  - Integration with LIWC 2015 Dictionary
  - Value > 0: “positive tweet”
  - Value < 0: “negative tweet”
  - i.e. “Value = 3”
- Basic Control Panel Interface
- Formatted tweets

### Method for Tweet Analysis

**Initial:** “Illinois’s weather is not too bad – as long as you don’t mind the cold.”

1. Explode tweet into an array
2. Remove punctuation
3. Remove all empty elements
4. Re-key array numerically

**[Illinois, weather, is, not, too, bad, as, long, as, you, dont, mind, the, cold]**

Compare each word with LIWC 2015 Dictionary for positive (+1) and negative (-1) emotions.

**Final:** “Illinois’s weather is not too bad – as long as you don’t mind the cold. Value = -1”

### Work In Progress
- Login system to allow all users
- Additional functionality for control panel
  - Content: Popularity of tweet, Topics, Social/Informational
  - People: Closeness of users by social ties, Frequency of user’s posts, Public/Real
- More intuitive interface for control panel and improved formatting of tweets
- Stop words and Wildcard vs Whole Word evaluation
- Multiple filters at the same time
- Mobile user integration
- Investigate filter preferences

### Discussion Questions
- Is the “word bag” approach for sentiment analysis the best approach for Twitter?
  - Consider: language and content of tweets
- What other data/information would a user like to control?
  - Consider: Metadata and statistics of tweet
- How fast should the filters update?
  - Consider: Instantaneously, On Button Click, On Refresh, or Later
- How visible is the control panel itself?
  - Consider: Front page, Popup, Secondary page
- What other social media platforms could benefit from a news feed control panel?