Abstract

With the evolution of online social networking and micro-blogging media, two major changes have occurred in the landscape of the Internet usage. Primarily, the Internet is replacing traditional media like television and print media as a source for obtaining news and information about current events. Secondly, the Internet has provided a platform for common people to share information and express their opinions. Quick response time and high connectivity speed have fueled the propagation and dissemination of information, by users on online social media services like Facebook, Twitter and YouTube. Twitter is a micro-blogging service, which has gained popularity as a major news source and information dissemination agent over last few years. Users on Twitter, create their public/private profile and post messages (also referred as tweets or statuses) via the profile. The maximum length of the tweet can be 140 characters. Each post on Twitter is characterized by two main components: the tweet (content and associated metadata) and the user (source) who posted the tweet. Studies have explored and highlighted the role of Twitter as a news media and a platform to gauge public sentiments.
Ranking of Tweets for Digital Marketing

References


Index Terms

Computer Science Information Sciences

Keywords

Application Program Interface, Sentiment Analysis, BM-25 Algorithm.