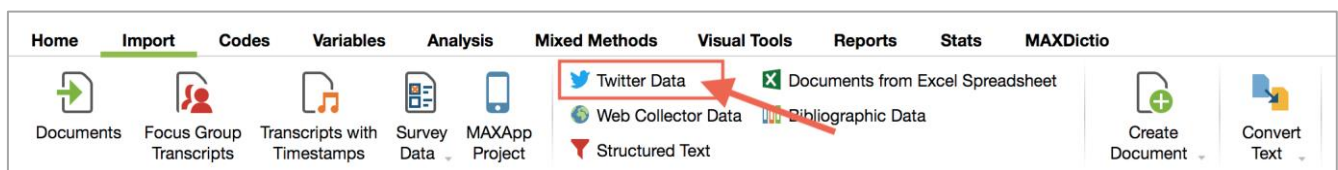


# Analyzing Twitter Data (Spotlight Session)

MAXQDA 2018 can search for and import tweets from the past week. Tweets can be automatically coded with up to 100 hashtags and 100 author names for later analysis.

## Import Data from Twitter

### 1. Connect to your Twitter Account



Click **Import > Twitter Data** and from the next window log into your Twitter account. You will also need to agree that you are not using Twitter data for advertising purposes or for people identification.

### 2. Search for Tweets

Search for Tweets by words (used - or not used) or hashtags and limit search to specific accounts, languages or dates.

MAXQDA can access Tweets from the last 7 days. This is the maximum period set by Twitter's search function.

Search

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

#phdlife

From these accounts

To these accounts

Mentioning these accounts

Written in

English

From

01.02.18

to

07.02.18

### 3. Automatically Code by Hashtag and/or Author

MAXQDA can automatically code imported tweets during import with the name of their authors and used hashtags (both with a maximum of 100). You can also do this later via **Analysis > Twitter > Autocode Twitter data**.

Document System

Documents

Twitter data (07.02.18 15:48)

Tweets 1 - 1000
Tweets 1001 - 2000
Tweets 2001 - 2463

Code System

Code System
Autocode Twitter Data (07.02.18 15:51)

Tweet Hashtag
phdlife
phdchat
academictwitter
gradschoolproblems
planningyourphd

Document Browser: Tweets 1 - 1000

Challenges\Life Strategy

	1: Date/Time	2: Tweet	3: Hashtags
1	07.02.18 15:48:40	You are more than your work. Love what you do, but love yourself more. #WednesdayWisdom #phdchat #phdlife... https://t.co/x8vBrMahu0	WednesdayWisdom phdchat phdlife
2	07.02.18 15:45:21	When my love of RPGs and science collide in one tweet that is all too real #phdlife #instructor #dnd https://t.co/gil80ULwrY	phdlife instructor dnd
3	07.02.18 15:44:53	Attempting to catalogue (trad published, UK/US, English lang, 2014 onwards) disability representation in YA. All of... https://t.co/WyhwSRx04o	

## Analyze Twitter Data

You can analyze tweets after import like any other table document, but analyzing thousands of tweets this way has its limitations. In MAXQDA 2018 you can use the Twitter Analysis tool to analyze large numbers of tweets with filters and diagrams.

### 1. Open Twitter Analysis window via **Analysis > Twitter > Analyze Tweets**.

The screenshot shows the 'Analyze Tweets' window in MAXQDA. The left sidebar contains several filter categories: Type, Most frequently used words, Most frequently used hashtags, Authors by number of tweets, Authors by number of followers, Mentioned accounts, Languages, and Sources. The main area displays a table of tweets with columns for Author, Date/Time, Type, Tweet, Retweets, Likes, and Followers. The table lists 10 tweets, including ones from Jack Ferguson, Martin Pfeiffer, and TimesHigherEd.

Author	Date/Time	Type	Tweet	Retw...	Likes	Followers
Jack Ferguson jack_fergie	06.02.18 18:00	Tweet	The naming of lab racks is getting out of hand and there's still more to name. Suggestions please. #phdlife #phdchat <a href="https://t.co/wCoXe85frM">https://t.co/wCoXe85frM</a>	384	1,340	284
Martin Pfeiffer NuclearAnthro	06.02.18 06:05	Tweet	Oops. These blow my mind every time. On display at the Los Alamos Historical Society museum. #PhDLife <a href="https://t.co/f4sjgb12tF">https://t.co/f4sjgb12tF</a>	112	201	9,012
Martin Pfeiffer NuclearAnthro	02.02.18 08:33	Tweet	Y'all, the intersection of nuclear weapons and furry twitter is, um, not something I expected to have to discuss in... <a href="https://t.co/TMCK6MJ0rb">https://t.co/TMCK6MJ0rb</a>	48	143	9,012
TimesHigherEd timeshighered	06.02.18 06:48	Tweet	'How I manage doing a PhD and being a parent? Not well, and with a lot of support': Annabelle Workman on being a... <a href="https://t.co/g42CaSijX5">https://t.co/g42CaSijX5</a>	43	60	266,110
Jessica Eaton JessicaE13Eato	01.02.18 09:13	Tweet	This never gets old. Easily one of my fav academic memes. Hahahahaaa. You got any funny ones? #phdchat #ecr... <a href="https://t.co/kjL4IVbK7">https://t.co/kjL4IVbK7</a>	43	120	8,312
Alysha M. Page GradHistorian	01.02.18 19:56	Tweet	#PhD candidate The only profession where you're expected to work 24/7, learn while simultaneously educating others,... <a href="https://t.co/Yekj07wKDZ">https://t.co/Yekj07wKDZ</a>	35	163	68
TimesHigherEd timeshighered	04.02.18 19:45	Tweet	"The truth is, I don't think I'm clever enough to do it. After all, everyone who has a #PhD is clever - it's a sign... <a href="https://t.co/k7Nx3CdxCX">https://t.co/k7Nx3CdxCX</a>	31	54	266,110
Calum Carson calum_carson	05.02.18 12:19	Tweet	An important message: long hours and a horrific work-life balance are often seen as par for the course in academia,... <a href="https://t.co/9XH7pPkspi">https://t.co/9XH7pPkspi</a>	26	125	1,238
French Studies french_studies	06.02.18 14:58	Tweet	👉 FUNDING OPPORTUNITY 👉 The SFS is keen to support PG students, ECRs and retired scholars: check out the Research Sup... <a href="https://t.co/DDt0Q2nEsF">https://t.co/DDt0Q2nEsF</a>	24	17	864
SPS Graduate School spsgradschool	05.02.18 15:00	Tweet	Calling UK and EU students - are you a final year undergraduate, or studying for an MSc degree? Find out more about... <a href="https://t.co/kEpWDVvM0I">https://t.co/kEpWDVvM0I</a>	24	11	596
Helena Rosado hrescience	02.02.18 23:04	Tweet	Tips to exercise your critical thinking @glodigcit #phdchat #phdlife #research #innovation <a href="https://t.co/qptd6ftyxk">https://t.co/qptd6ftyxk</a>	22	37	1,116
Florence Chavemoff	02.02.18	Tweet	It is a "moral imperative" for scientists to communicate their work to the general public says @GlobalEcoGuv... <a href="https://t.co/l2wbJlMnxH">https://t.co/l2wbJlMnxH</a>	20	22	1,077


### 2. Filter Tweets

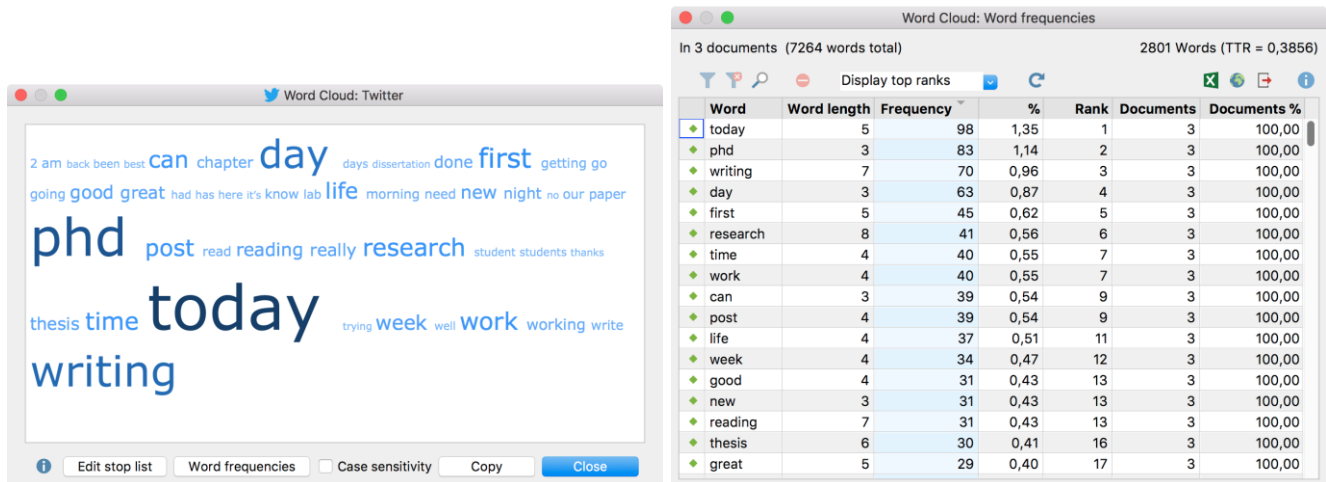
Using the filters on the left you can limit the tweets that are displayed and taken into account for word clouds and charts by:

Type	Filter by "Tweet", "Retweet" and "Reply".
Most frequently used words	Lists the most common words in descending order. Internet links and mentioned accounts will be ignored. All the words currently contained in the stop list for the word cloud will also be filtered out
Most frequently used hashtags	Lists the most common hashtags in descending order.
Authors by number of tweets	Lists the most active authors in descending order. Only the analyzed tweets are considered.
Authors by number of followers	Lists the authors with the largest reach in descending order. Their number of followers is used as an indicator of reach.
Mentioned accounts	Lists the most frequently mentioned accounts in descending order.
Languages	Lists the most frequently used languages in descending order. (The language is identified by Twitter automatically).
Sources	Lists the most frequently used devices and programs from which the tweets were sent in descending order.


### 3. Visualize with Diagrams and Word Clouds

#### Word Clouds

Visualize filtered tweets with a Word Cloud by clicking the word cloud icon  at the top of the Twitter analysis window. Only tweets currently displayed in the table are visualized. You can use a stop list to filter out unwanted words or characters and access the “Word frequencies” to view all of the words that occur in your data.



#### Statistical Diagrams

Visualize filtered tweets with a diagram by clicking the diagram icon  at the top of the Twitter analysis window.. Diagrams are available for: Day of the week, Time, Tweet Type, Most frequently used words or hashtags, Author names, Authors by number of followers, Source, Language, Retweets, Likes, and Followers.

