



Spotlight Session: Twitter Data Analysis with MAXQDA

Importing Twitter Data

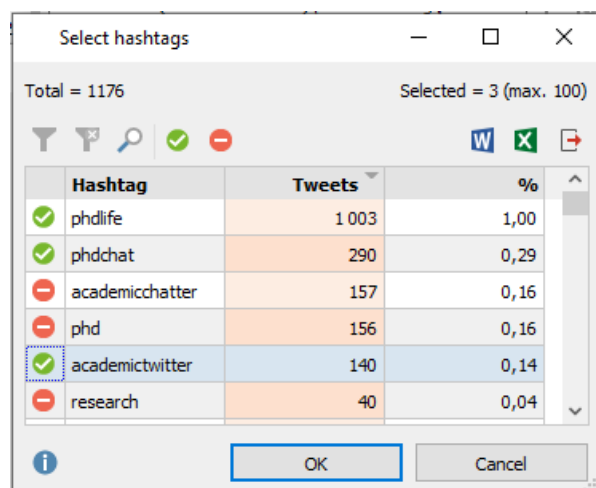
To import Twitter Data MAXQDA must be connected to a Twitter account as you will need to log in to your Twitter account and authorize MAXQDA.

Afterwards you can import Twitter data based on usernames (@user), on hashtags (#topic) or search terms. Up to 10.000 Tweets can be imported from Twitter, however Twitter does not allow them to be older than one week. The data is displayed as table documents. Each table contains up to 1.000 Tweets.

Autocode Tweets

Up to 100 authors and 100 hashtags can be automatically coded. You can start this process after the import was completed under: "Analysis > Twitter > Autocode Tweets".

There, you can select the table documents that you wish to include and select the hashtags and authors based on a list of the most frequent ones.



The selected authors and hashtags will be automatically coded and added to your list of codes.



Twitter Analysis

With the special Twitter analysis function Tweets can be filtered and analysed based on their hashtag, author, language and much more. You can call up the window following Analysis > Twitter > Analyse Tweets:

Type	Author	Date/T...	Type	Tweet	Retweets	Likes	Followers
		25.10.17 14:22	Tweet	The view from my apartment over to Tyson's Corner this morning. Grateful to be at heights in career, relationship a... https://t.co/MGOLudoAs8	1	0	1.933
		25.10.17 14:19	Tweet	"Reading has been shown to help prevent stress, depression & dementia, enhancing confidence, empathy, decision-making & life satisfaction"	0	0	3.673
		25.10.17 14:19	Reply	@... Just the myopia of fatuous borderline remedial homilies of the joyous satisfaction of accepting your... https://t.co/lvOKyjH80c	0	0	1.215
		25.10.17 14:18	Reply	@... @... @... dont give haters or anyone that satisfaction https://t.co/wzSrfwXmw	0	0	630
		25.10.17 13:54	Tweet	From metaphysics and mind to the meaning of life. Study Philosophy @... 2nd in UK @... for cours... https://t.co/YkzKuBS8GS	0	1	506
		25.10.17 13:31	Tweet	Go State Farm! #ProudToBeTheBest https://t.co/LJ7QamGcHH	0	0	3
		25.10.17 13:19	Reply	@... Whatever you say, not gonna give you the satisfaction of going on because I actually have a life.	0	0	1.082
		25.10.17 13:17	Tweet	Benefits of caseloading are increased satisfaction, autonomy, builds relationships, better work life balance & flexibility #CMUscotland17	4	3	3.623
		25.10.17 13:03	Tweet	We asked you about #mentalhealth, #disability & life satisfaction at #uni & this is what you said >... https://t.co/baC990IH4q	0	0	6.944

Filter

With the filter panel you can filter the tweets based on their type (Tweet, Retweet, Reply), based on frequently used words, hashtags, specific authors or language.

Within a filter MAXQDA applies an "OR" operator (here, English or German Tweets) in between the filters an "AND" operator is used (here only English/German tweets that also contain the word "PhD")

Most frequently used words

- Reset filter
- PhD (133)
- from (81)
- me (81)
- about (79)
- day (75)
- ↓ More

Most frequently used hashtags

Authors by number of tweets

Authors by number of followers

Mentioned accounts

Languages

- Reset filter
- English (930)
- Spanish (11)
- German (7)
- French (5)
- Indonesian (4)
- ↓ More

Sources



Statistics

When clicking on the statistics icon in the top of the analysis window, MAXQDA will create frequency tables and charts for a wide variety of variables. These include:

- Day and time
- Most frequently used word or hashtag
- Author
- Source
- Language
- Type
- Followers
- Likes

Word cloud and Frequency:

With the word cloud icon in the top of the analysis window, word frequencies and visualizations are just one click away. The word cloud will be based on the filtered results and can be configured and reshaped in many ways.



Analysing other Social Media data

Aside from analysing Twitter Data, MAXQDA can also automatically import YouTube Data containing comments, subtitles, video description and meta data such as likes and views.

You can read more on this here:

<https://www.maxqda.com/help-mx20/import/youtube-data>

Apart from that one can save websites as pdfs, download them with the MAXQDA Web Collector or use a programming scrip or third party tools to extract social media data in table form to import and analyse them in MAXQDA.

Contact your trainer

Andreas W. Müller (Vienna, Berlin)

✉ andreas@muellermixedmethods.com

🐦 @Aw_Mueller

☎ +49 15736000861

