Social media has become such a prevalent part of our society, and so many diverse people opt to share their feelings and concerns on these platforms. This creates a repository of data that can be mined to gather information about a user’s feelings on particular topics. Additionally, this information could be useful in better understanding public opinion, and possibly for predictive analysis on how the public will respond to particular events.

**Results**

**Tweet Selection**
- The collection of Tweets selected from the initialization terms can be grown through a partial information agglomeration process.

**Data Visualization**
- **Word Clouds**
  - Visualization of high dimensional data.
  - Larger words occur at a higher frequency.
  - These can be used to gain a greater understanding of individual clusters.
- **Map Plot**
  - Tweets pertaining to clusters are color-coded and placed on a map
  - Allows for understanding of a cluster’s geographic location
- **Temporal Cluster Growth**
  - The growth and decay of a particular cluster can be visualized with respect to time.

All together the three forms of data visualization can portray when, where, and what Twitter users are communicating.

**Conclusion**

This project has been able to organically select a collection of tweets related to a particular topic. From there the data processing has been able to create some interesting figures. These figures can be used to garner a deeper understanding of the public’s reaction to events.

**Future Work**
- Improve Tweet selection.
- Improve the efficiency of algorithms.
- Experiment with different forms of visualization.

**References**