Visualization of Twitter Data in the Classroom

This article was found in the journal “Decision Sciences Journal of Innovative

Education”. I choose this article because I use social media sites like Twitter, Facebook and Instagram. The objective of the article was to demonstrate how labs analyze data from the internet and incorporate it into research projects. This data can then be used to make decisions. Governments, companies and other organizations want to understand the input to make more informative choices. Businesses often find it difficult to find employees with the knowledge and analytical skills to make algorithms that can make sense of the large amount of information they get. Spunk was used in these labs. It is a tool that collects, analyzes, stores, and obtains data. It is useful because it is free, easy to use, works on multiple operating systems, allows users to interpret streaming information from live twitter feeds. Many businesses can use this data to make marketing decisions that can impact their profits. Consumer trends can be observed so that more of a product can be sold. If a company sees many negative tweets regarding a certain product, adjustments can be made to the product to make it more consumer-friendly. The article was interesting. I found the article informative and easy to follow and understand. The article did teach me decision making techniques that I did not know about. It was intriguing to find out how others use social media to profit and make marketing judgements.

References

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