

# SMEDA XL: A TWITTER SCRAPER & MACROS FOR SOCIAL MEDIA EXPLORATORY DATA ANALYTICS IN EXCEL

## Count User Tweets

Nick V. Flor, University of New Mexico (nickflor@unm.edu)

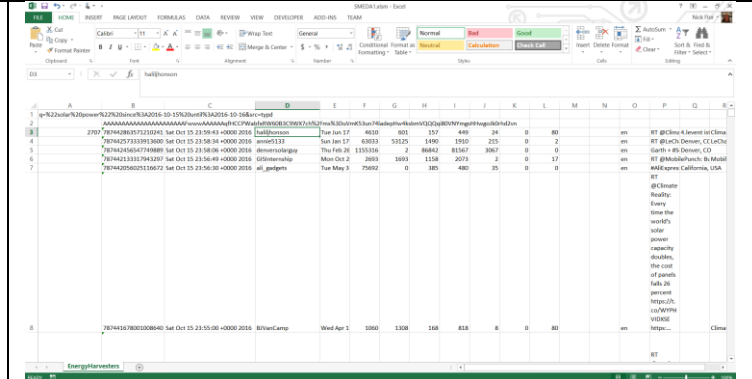
### ACTION

### REACTION

- Click on the first user's cell in column D (D3).

Note: I expanded column D so I could see the entire name.

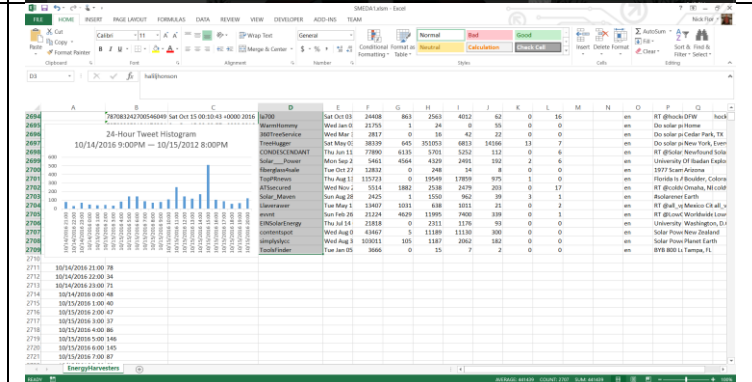
Why? In order to count how many tweets a user has made, we need to first highlight all the user names. These user names start at D3 and can go down very far into the spreadsheet. A nice trick to highlight all the names quickly is as follows:



- Type Ctrl-Shift-↓ (Depress those keys in order without releasing your fingers until after you've hit the down arrow).

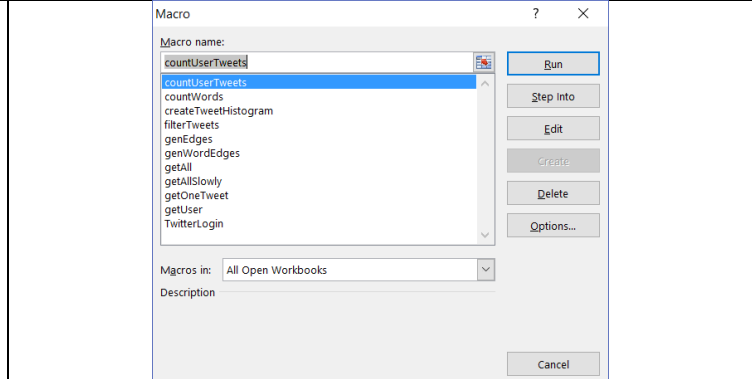
Note 1: All the user names are highlighted.

Note 2: There is extra data in my spreadsheet because this tutorial continues off of other tutorials. Your screen may look different depending on the order you did the tutorials.



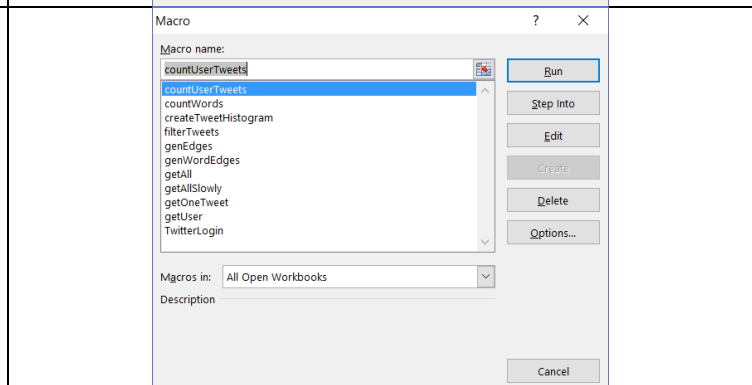
- Select Developer (menu) > Macros.

The pop-up window lists all the macros you can run.

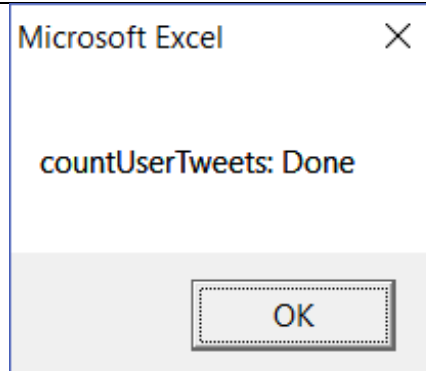


- Select countUserTweets if isn't already selected.

In the previous step it was already selected because it's the first item currently in the list.



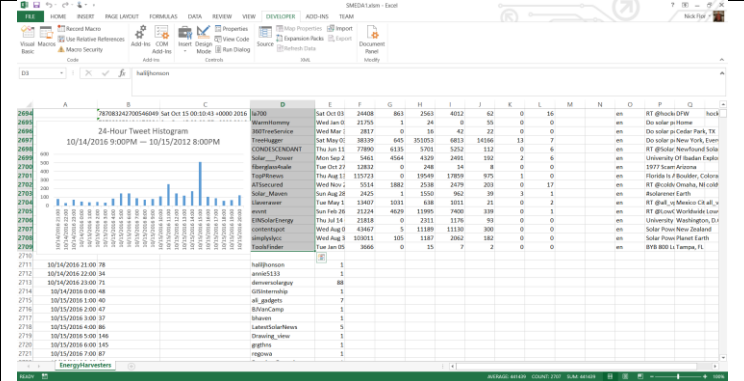
- Click the Run button and wait for the macro to finish.



- Click OK.

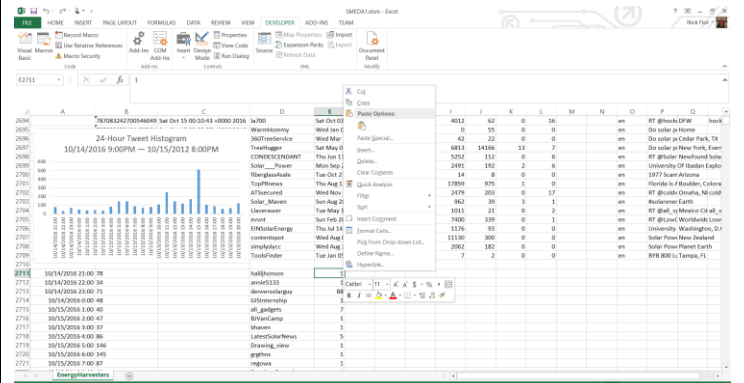
The countUserTweets macro skips a line after the last date, then puts the histogram data in columns D & E.

Now we can sort this list in descending order to discover the top Tweeters.

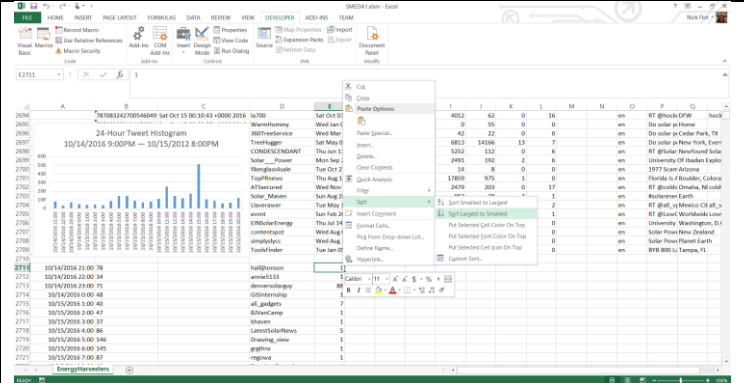


- Right-click over the first user-tweet-count number in column E

Context menu pop-up.



- Hover over Sort and then over the arrow to the right, to see the Sort sub menu



- Click Sort Largest to Smallest (sub menu item)

Note: The users are now sorted from most tweets to least tweets. Now you can easily see who the top Tweeter are driving the discussion for the time-period scraped.

Note: If you like, you can use Excel's built in functions on this list to do descriptive statistics, e.g., high, low, median, mean, standard deviation, etc.

