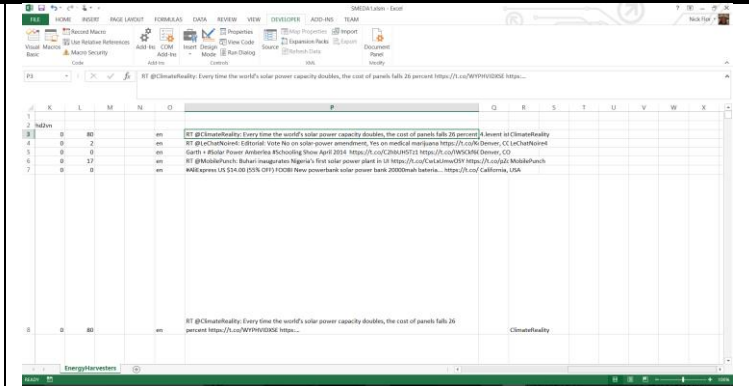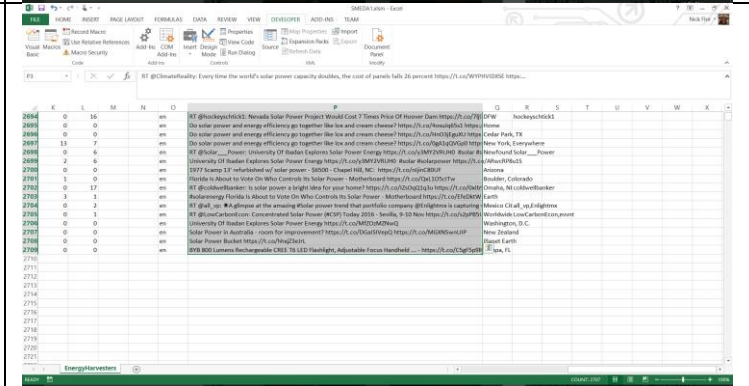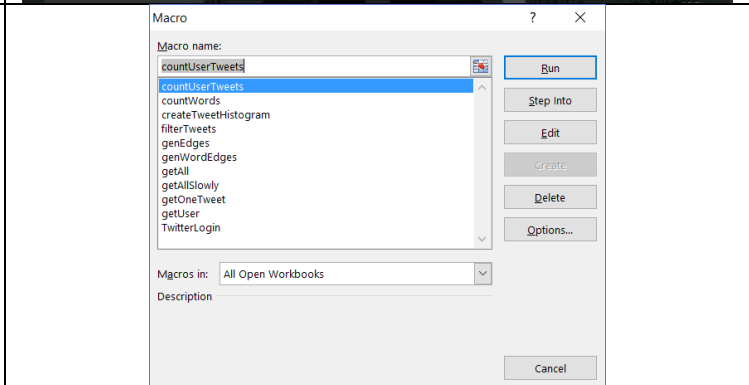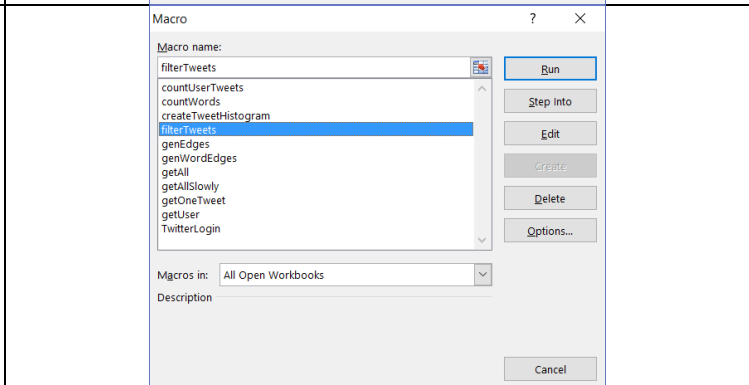# SMEDA XL: A TWITTER SCRAPER & MACROS FOR SOCIAL MEDIAL EXPLORATORY DATA ANALYTICS IN EXCEL
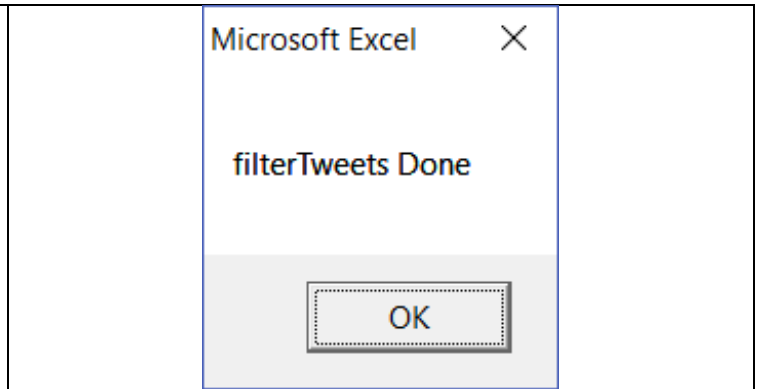
Filter and Count User Words

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

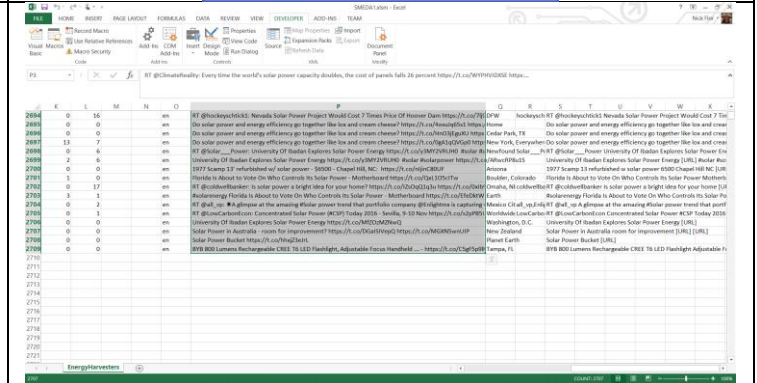| ACTION	REACTION
o Click on the first user tweet in column P (P3). Note: I expanded column P so I could see most of the tweet, and scrolled over to the right a bit. Background: In order to count all the words in all the tweets, we have to first select all the tweets and filter out all punctuation and URLS. We don't want to destroy the original tweets—so our code will put the filtered tweets in another column (S)	
o 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.	
o Select Developer (menu) > Macros. The pop-up window lists all the macros you can run.	
o Select filterTweets.	

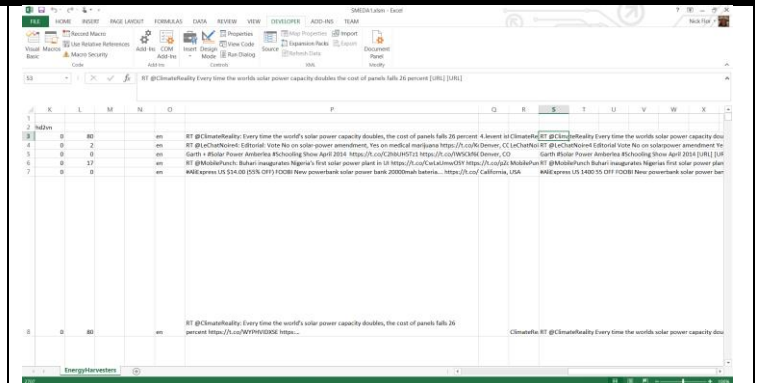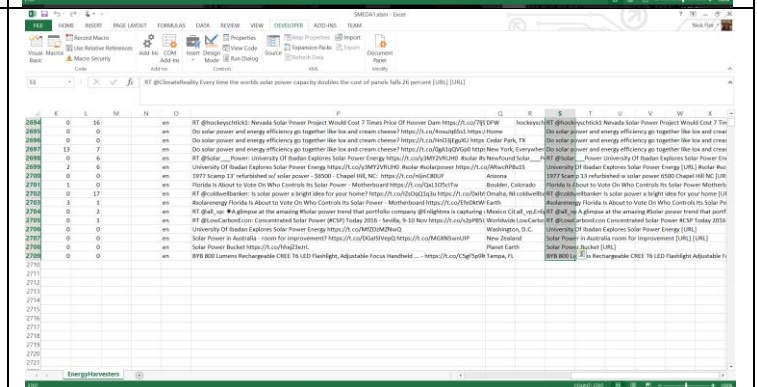|	
o Click the Run button and wait for the macro to finish. This will take a while. Note: If you look at the lower left of the Excel window, you can see the Tweet # that the code is processing.	 Microsoft Excel ✕ filterTweets Done OK
o Click OK. Note: Column S has the filtered tweets. URLs have been converted to [URL] and some punctuation has been retained like @ for username and # for hashtags	

COUNT WORDS IN FILTERED TWEETS

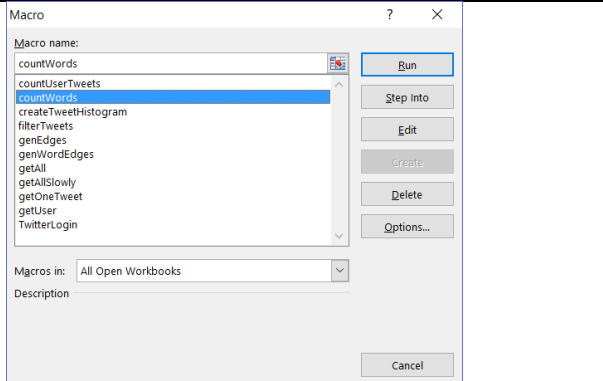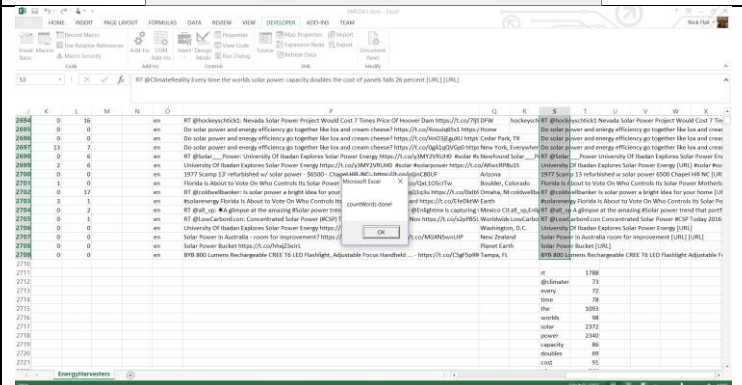|	
o Click on the first filtered tweet in column S (S3). Why? We are going to count all the words in all the filtered tweets. This is the first step in selecting all the filtered tweets.	
o Type Ctrl-Shift-↓ (Depress those keys in order without releasing your fingers until after you've hit the down arrow).	

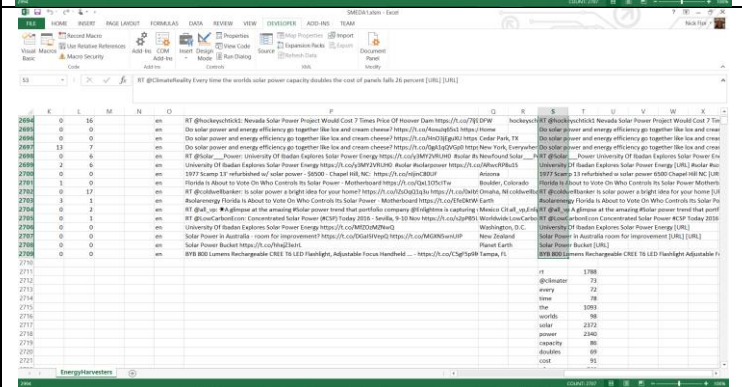|	
o Select Developer (Menu) > Macros o Highlight countWords	
o Click the Run button This takes a long time to run because the code is counting each word in each tweet and there can be thousands of tweets. As before, the lower left corner of Excel (dark-green status bar) contains information about the code's progress.	
o Click OK Note: In generating the word counts, the code skips a line and places the word,# pairs in columns S & T.	

SORT (Find the most popular word)

o Right-click over the first value and hover over Sort > Sort Largest to Smallest	

- Click Sort Largest to Smallest.

Note: The most popular words now appear near the top of the list and you can get a sense for how users are talking about (in this case) solar power.