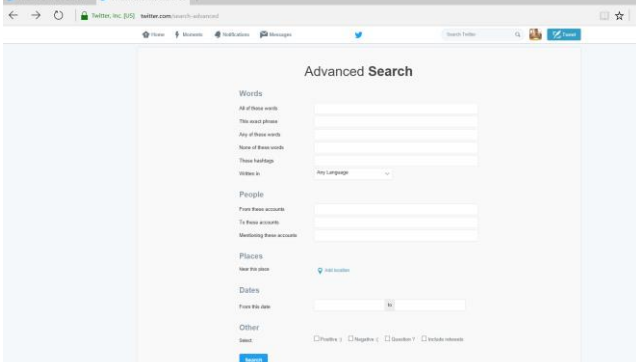
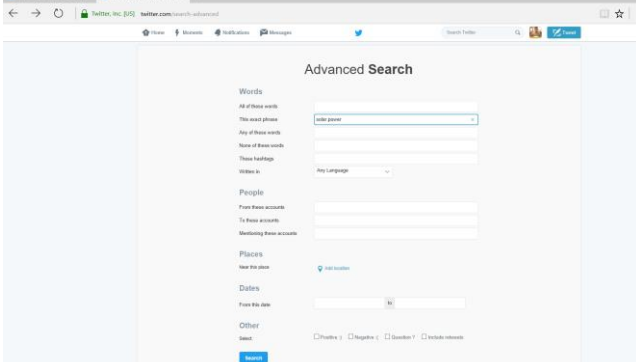
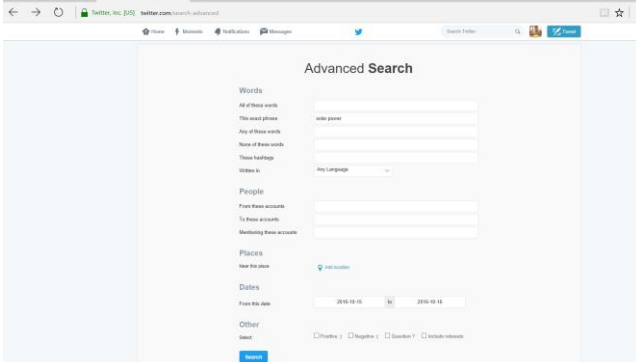


SMEDA XL: A TWITTER SCRAPER & MACROS FOR SOCIAL MEDIA EXPLORATORY DATA ANALYTICS IN EXCEL

Step 2: Get A Twitter Query Search String

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ACTION	REACTION
<ul style="list-style-type: none">Go to twitter.com/search-advanced <p>Why? We will use Twitter’s advanced search page to generate the query used by SMEDA. You can search on a collection of words, an exact phrase, hashtags, specific people, etc. You can also limit the dates for your search.</p> <p>Note: The Twitter API only lets you go back from six to nine days. They don’t want people scraping from the beginning of time</p>	
<ul style="list-style-type: none">Enter a search term <p>In this example, I looked for the exact phrase “solar power”. HOWEVER usually you search for one or more <i>hashtags</i>. For example, if you are scraping the TV Show The Walking Dead, you should enter #TheWalkingDead and #TWD —the official hashtags for the TV show — into the textbox labelled <i>These hashtags</i>.</p>	
<ul style="list-style-type: none">Scroll down and enter a date range <p>I entered a start date of 2016-10-15 and an end date of 2016-16-16.</p> <p>Remember: Twitter will only let you go back 6-9 days. This is to prevent people from scraping the entire Twitter database, and slowing the system down.</p> <p>Note: typically you only scrape 1 day at a time.</p>	
<ul style="list-style-type: none">Click the search button <p>Your search results are returned. What’s important here is the URL. The magic fragment is everything after the question mark, which I’ve highlighted in bold. This is the Twitter Query String, and SMEDA uses it to scrape Twitter.</p> <p>https://twitter.com/search?q=%22solar%20power%22%20since%3A2016-10-15%20until%3A2016-10-16&src=typd</p> <p>We are now ready to run the SMEDA Twitter Scraper</p>	