

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

## One-Time Setup, Step 1: Obtain a Consumer Key and Secret

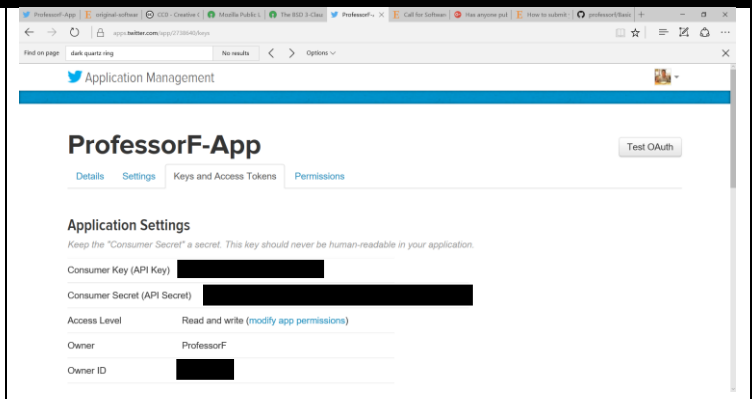
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### ACTION

### REACTION

- Register for a Twitter Account (steps not shown)
- Go to apps.twitter.com & sign up for a Consumer Key and Consumer Secret (steps not shown, Consumer Key & Secret blacked-out for privacy)
- Copy down the Consumer Key and Consumer Secret—you will need to plug these values into Excel. It's probably best to copy and paste them into Notepad, for easy transfer from the clipboard

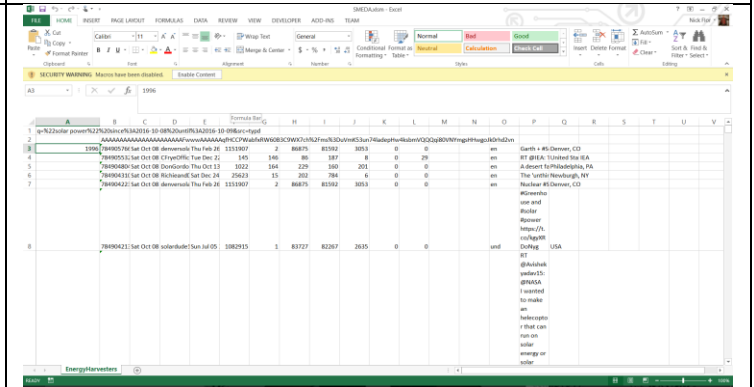
Note: Twitter uses the Consumer Key & Secret to keep track of & to limit your scraping activities.



- Open up SMEDA.XLS

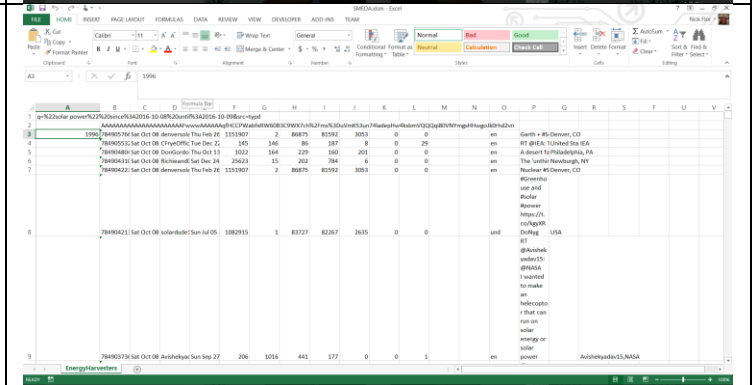
Aside: SMEDA is short for Social Media Exploratory Data Analytics. It contains a Twitter Scraper and macros for doing social media, exploratory data analysis.

Note: For security reasons you need to enable macros before you can run SMEDA.

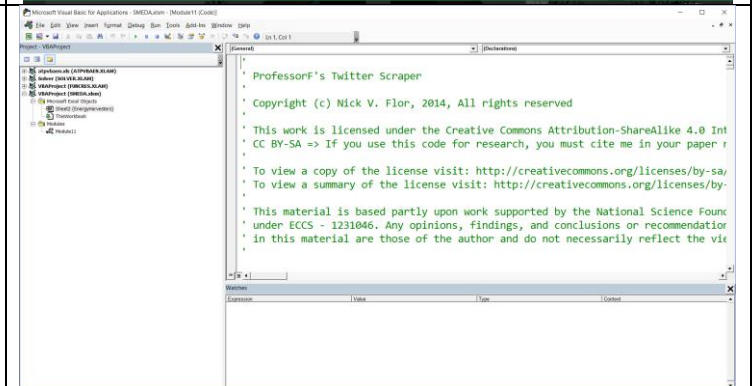


- Click Enable Content

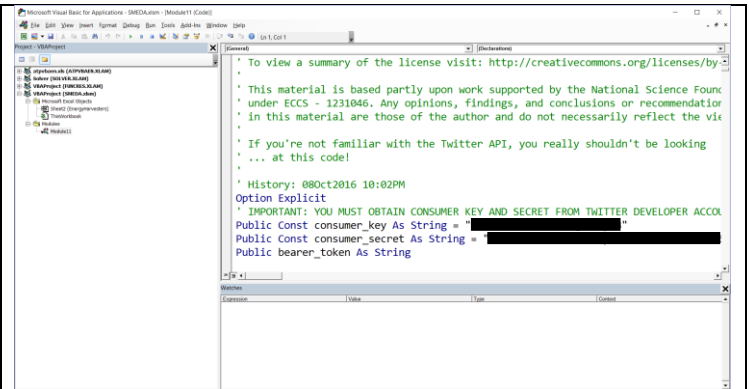
This allows you to run the macros.



- Select Developer (menu) > Visual Basic

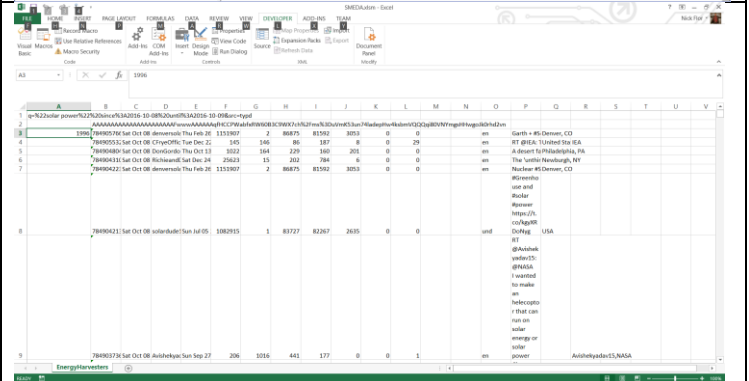


- Scroll down a couple of lines until you see the consumer\_key and consumer\_secret variables
- Paste your Consumer Key *between* the quotes (“...”) — *not shown for privacy reasons*
- Paste your Consumer Secret *between* the quotes (“...”) — *not shown for privacy reasons*



- Close the Visual Basic window

You should be back in Excel



- File > Save
- File > Save As (some other file name like SMEDA1.xlsm)

From here on, you can use SMEDA.xlsm without having to enter the consumer key and consumer secret each time.

It is advised that you Save As under a different filename, so you always have a working copy.

