A Web-based Application: Monitoring Political Candidates Popularity on Social Media
Outline

- Introduction
- Methodology
- Design and Implementation
- Conclusion and Future Work
Introduction

• The advancement of mobile communication technologies has led to the growth of data.
• The application of social media in politics has dramatically changes the way of political campaigns are run and how voters interact with their political candidates.
Introduction

• A growing number of users and governments have engaged in social media on politics related activities – general election, political parties, etc.
• This data is believed to have interesting patterns and valuable insights
Aim

• To develop a web-based application that is able to monitor the popularity of politicians
Methodology

- CRISP-DM offers a complete framework and guidelines for data miners to resolve existing problem.
- This model is flexible where we can always go back to the previous stage to adjust the details.
Fig. 1 CRISP-DM
Methodology

• Project Understanding
• Data Collection
• Data Preparation
• Modelling
• Evaluation
• Deployment
Design and Implementation

Fig 2: Login Page
Design and Implementation

Figure 3: Monitoring Political Dashboard
Design and Implementation

Figure 4: Adding new Politician Page
Design and Implementation

Figure 5: Sentiment Dashboard
Conclusion and Future Work

• The Monitoring Political Candidates Popularity application is capable to be implemented by the Government or any political party as it can assist them in analysing easily the publics’ text-based opinions.

• For future work, this study will extend the proposed application by implementing other classification methods such as SVM, decision tree, etc. The next step is to compare and validate the performance of each method.