Hypothesis: I hypothesized that tweets are an effective mechanism to promote awareness of breast cancer by directing donations to cancer-related GoFundMe pages.

Abstract: This study aims at collecting twitter data and related GoFundMe data for one year so that each month can be compared to all other months. The related GoFundMe data involves Breast Cancer GoFundMe campaigns that are shared on Twitter. Currently, only six out of the twelve months of the year have been analyzed and approximately 11,187 tweets have been collected. Initial results have found that in the six months analyzed so far, October, which is the breast cancer awareness month, contained the most breast cancer-related tweets/retweets and raised the highest amount of money through GoFundMe pages.

Methods:

1. Create a computer system that autonomously collects real-time tweets that mention “breast cancer” and “GoFundMe”
2. Create a computer system that automatically pastes the details of these tweets onto a Google Sheet.
3. For each original tweet scrape data from GoFundMe onto a Google Sheet at the end of each month.
4. Gather and analyze the tweet-gofundme information on Google Sheets.

Results:

1. Create a computer system that autonomously collects real-time tweets that mention “breast cancer” and “GoFundMe”
2. Create a computer system that automatically pastes the details of these tweets onto a Google Sheet.
3. For each original tweet scrape data from GoFundMe onto a Google Sheet at the end of each month.
4. Gather and analyze the tweet-gofundme information on Google Sheets.

Conclusion:

This study demonstrates that the social platform, Twitter, provides valuable information about breast cancer. Social media is a great tool to raise awareness and money for a cause. These platforms possess the power to share and spread information worldwide to millions of people.