ERYKA PROBIERZ
Silesian University of Technology, Poland

WOJCIECH SIKORA
Silesian University of Technology, Poland

USING TEXT MINING IN SOCIAL SCIENCE - TWEET ANALYSIS OF GENERATION Y AND Z.

Abstract:

Millennials are a generation of people born in the eighth and ninth decades of the twentieth century. They are also called the digital generation. Around this generation, as well as the previous age formation (eg baby boomers), many stereotypes have been created to give certain characteristics to a given population. Millennials are often referred to as the "global village", with a high level of self-confidence, caring for the quality of life and further development. Generaration Z is demographic cohort born after millennials, they have Internet even before they were born. Poster aims to present research in the area of text exploration analysis. There are 400 tweets in English, marked with hashtags: #millenials, #genY, #millenial, #genZ, #iGen, #postMillenial. An analysis of the mutual understanding of the phrases and phrases. Selected tweets have been published in January 2018. The obtained data are to serve as a confirmation or denial of the popularly generated stereotypes about both generations, and indicate the main areas of difficulty faced by representatives of this age groups.

Keywords:

text mining, social science, millenials, generation Z, tweet analysis

JEL Classification: C51, E21, C81