Tweeting #Uber

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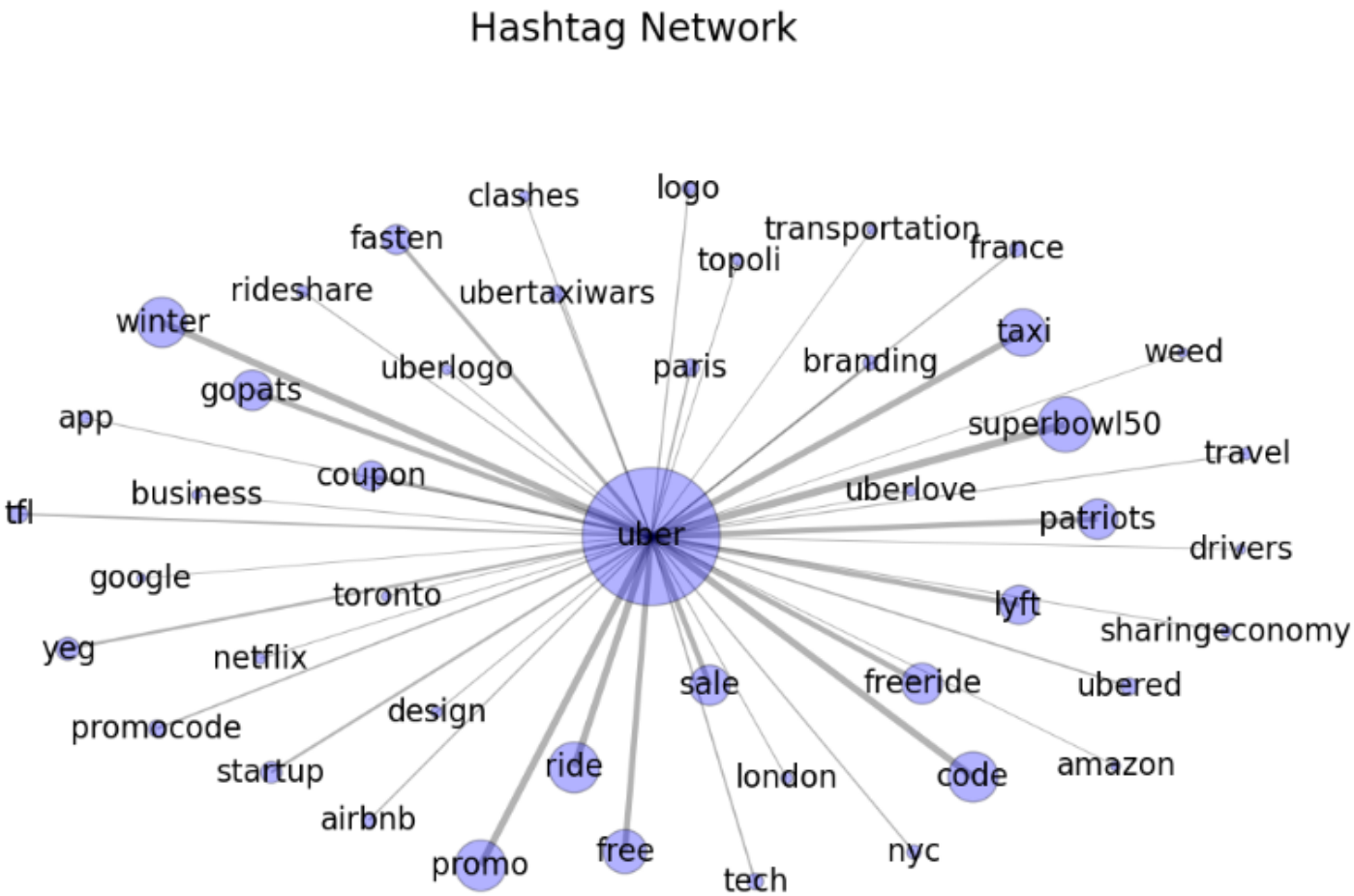
Questions

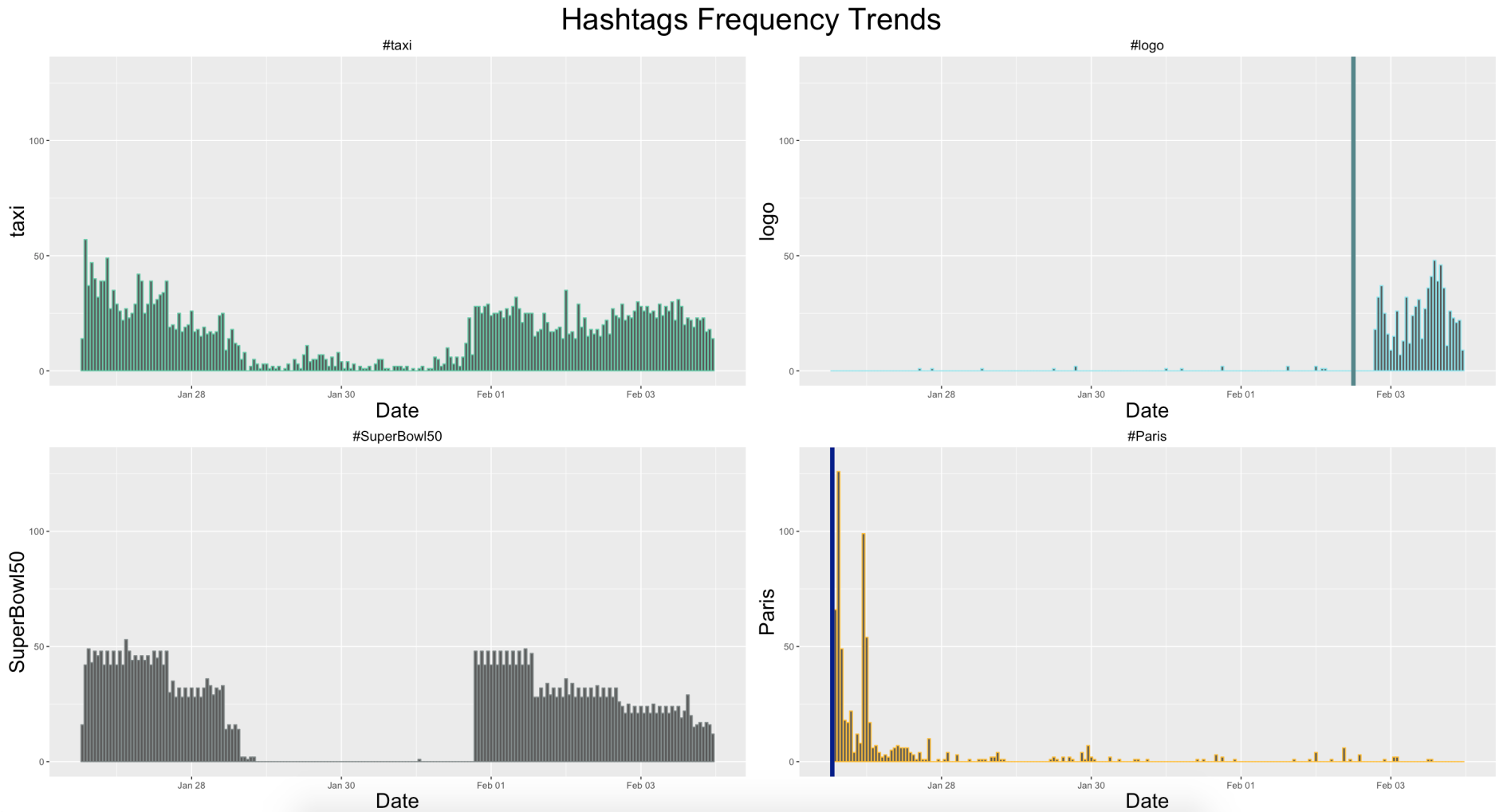
- Dedicate

General: Hash tags concurrent with #uber



Hash tag	superbowl	promo	ride	code	winter	taxi	free	freeride
Frequency	8446	7134	7080	6979	6934	6226	5277	4606

General: Selected hash tag frequency trend



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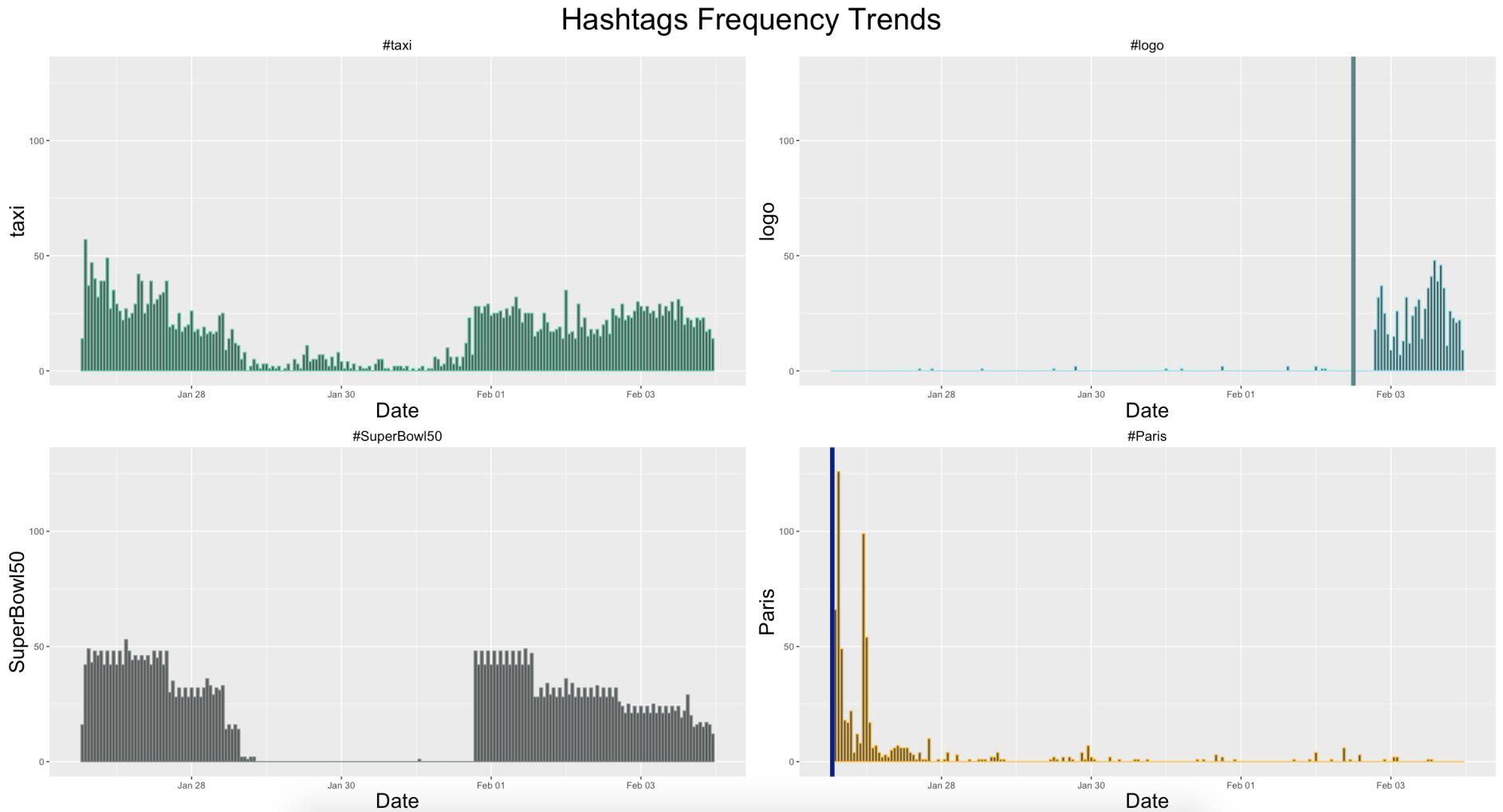
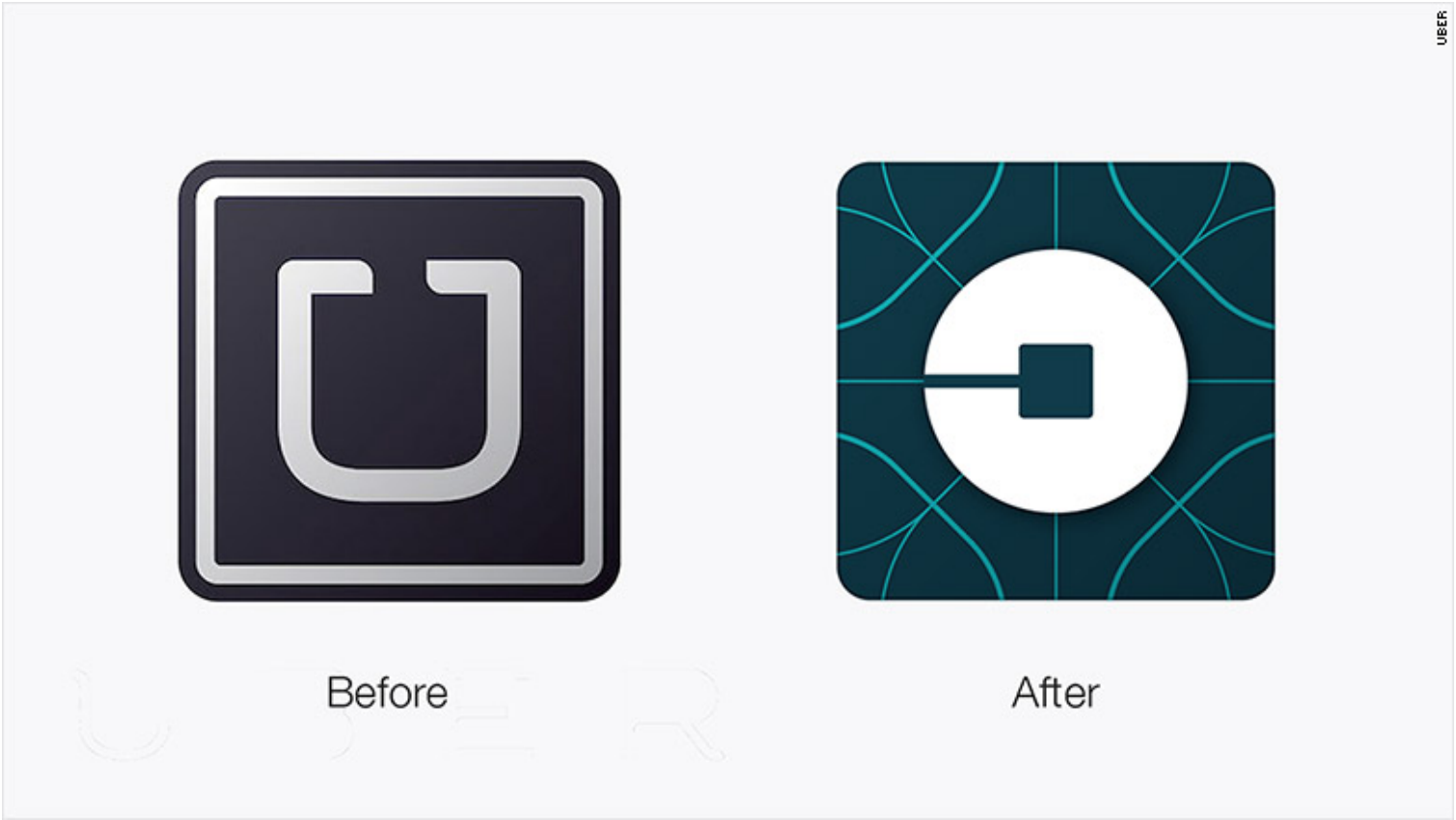
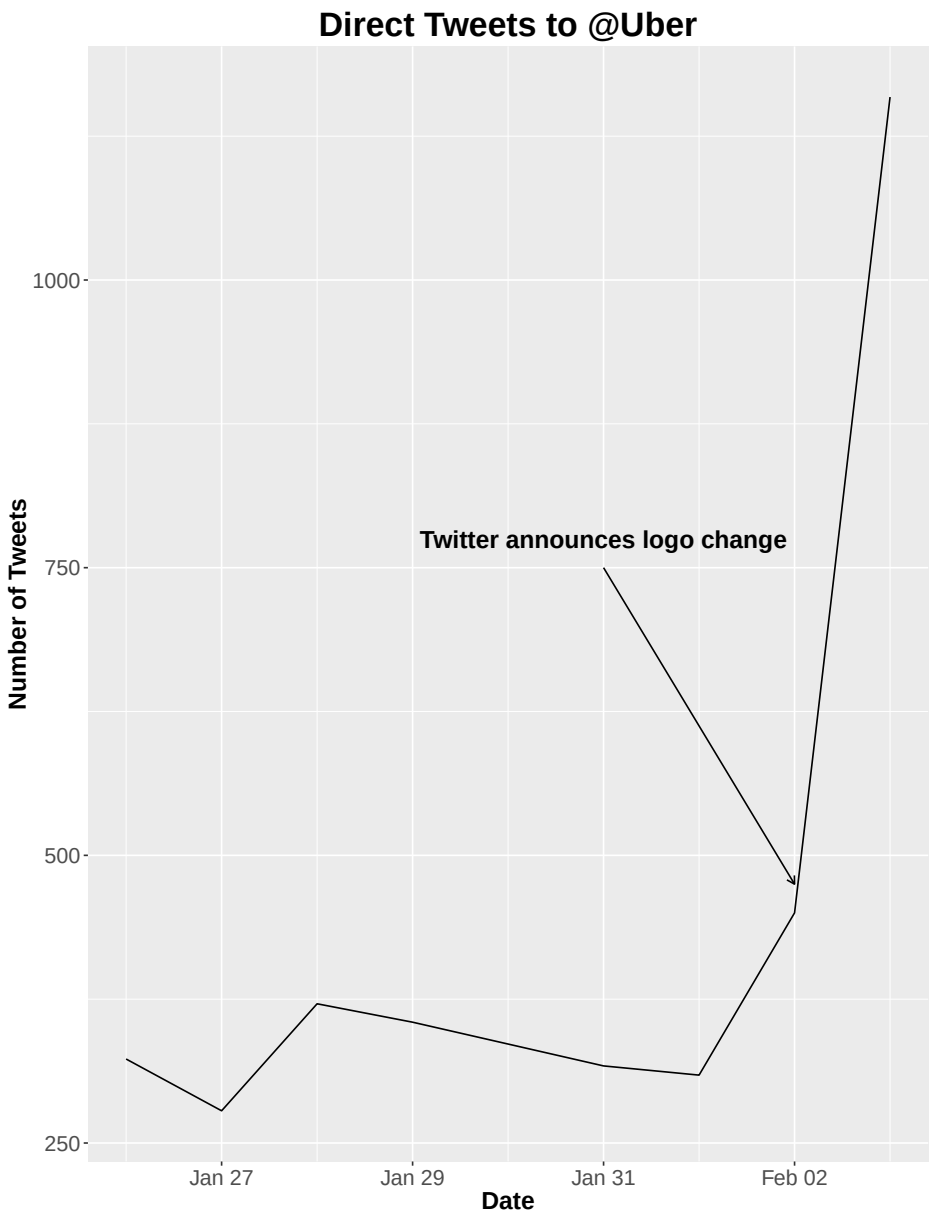


Event analysis: New logo launch



- On February 2nd, 2016, Uber announced a complete branding overhaul
- The new branding, specifically the change of logo, led to large public outcry.

Event analysis: New logo launch



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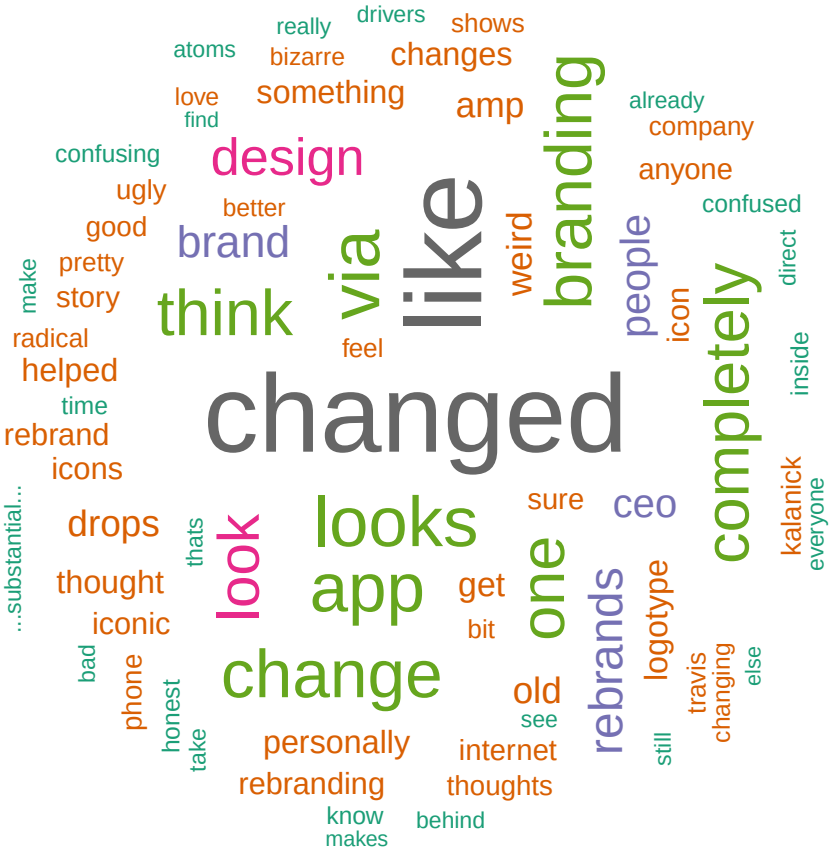
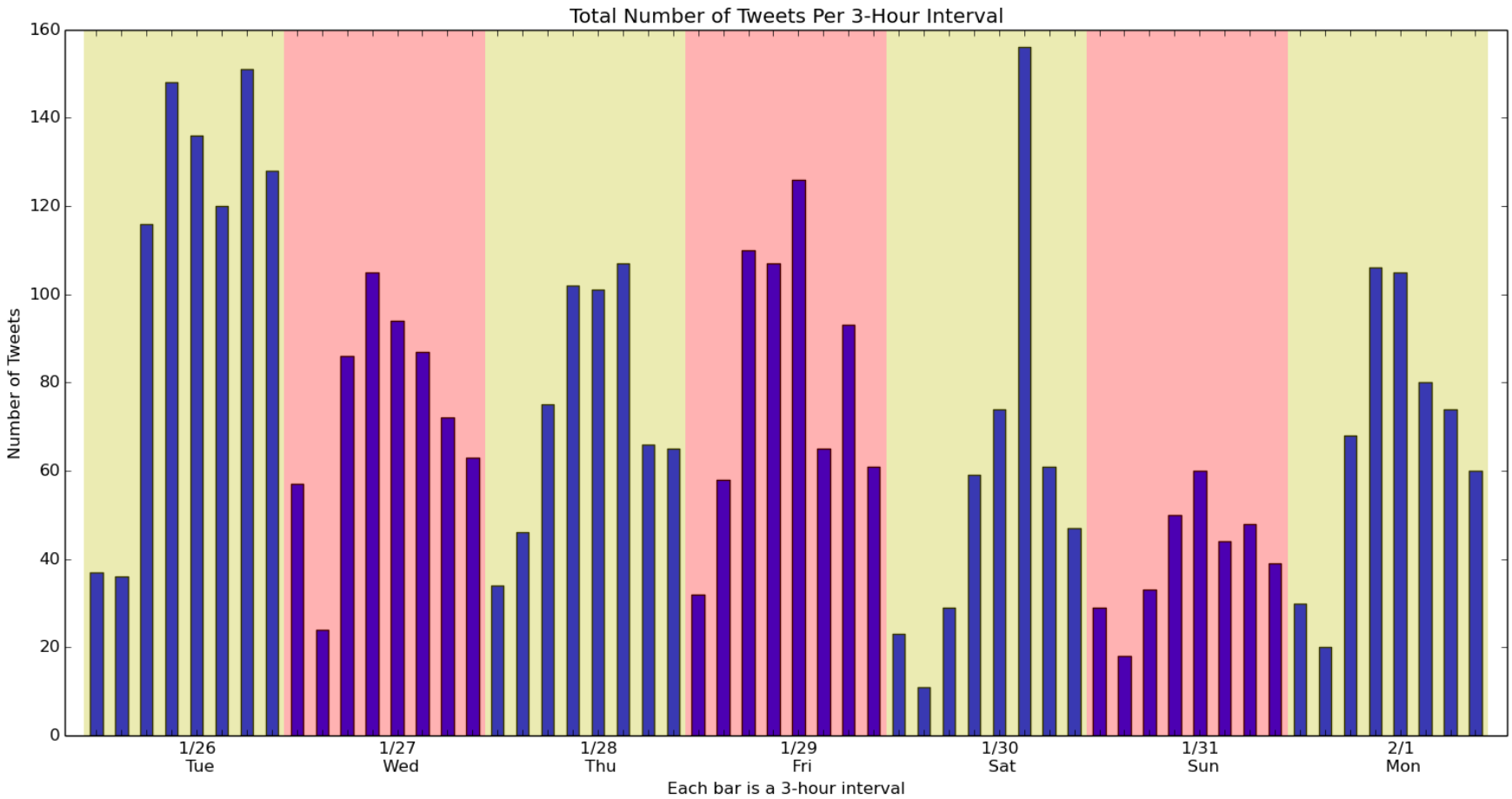
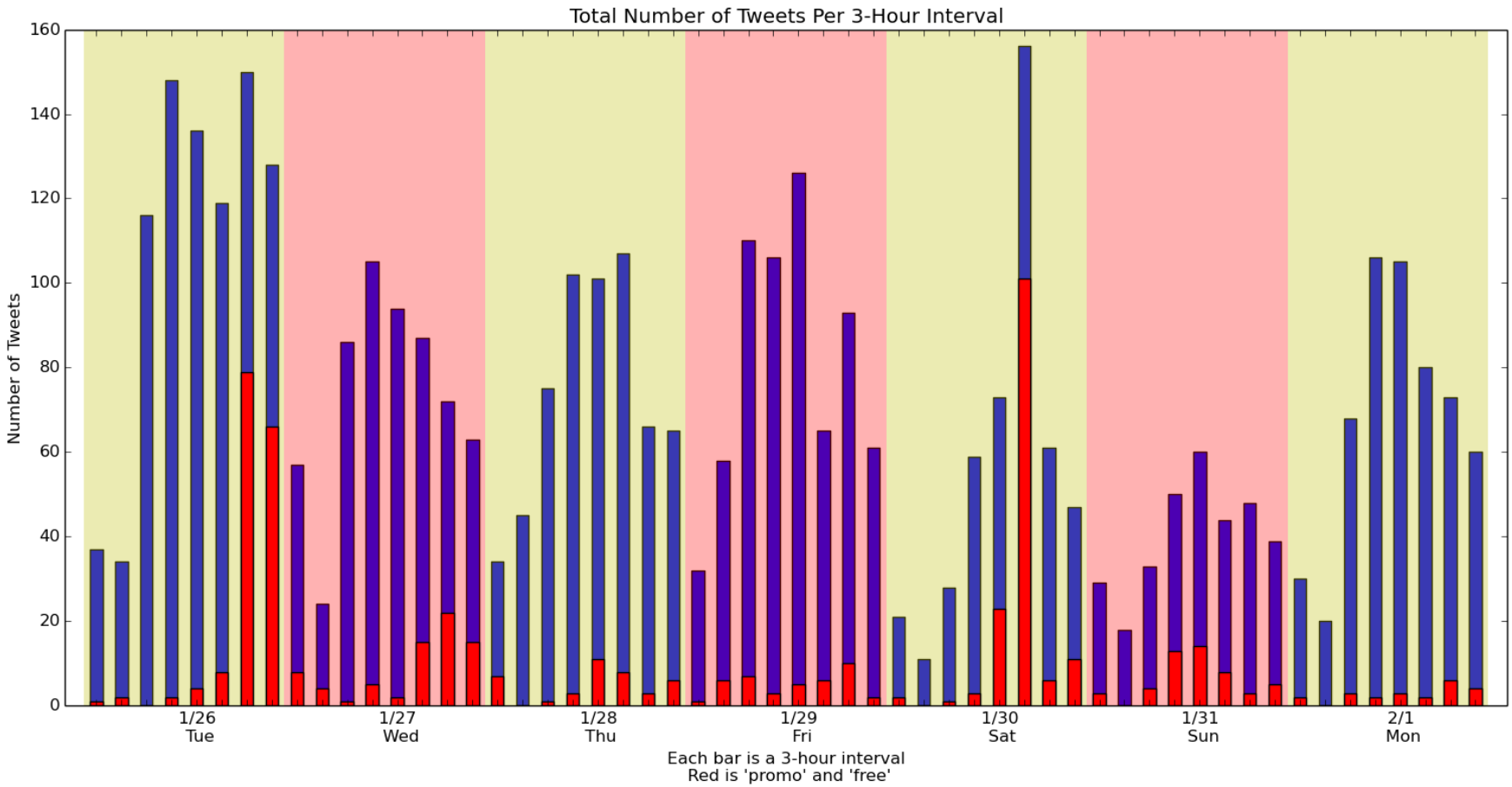


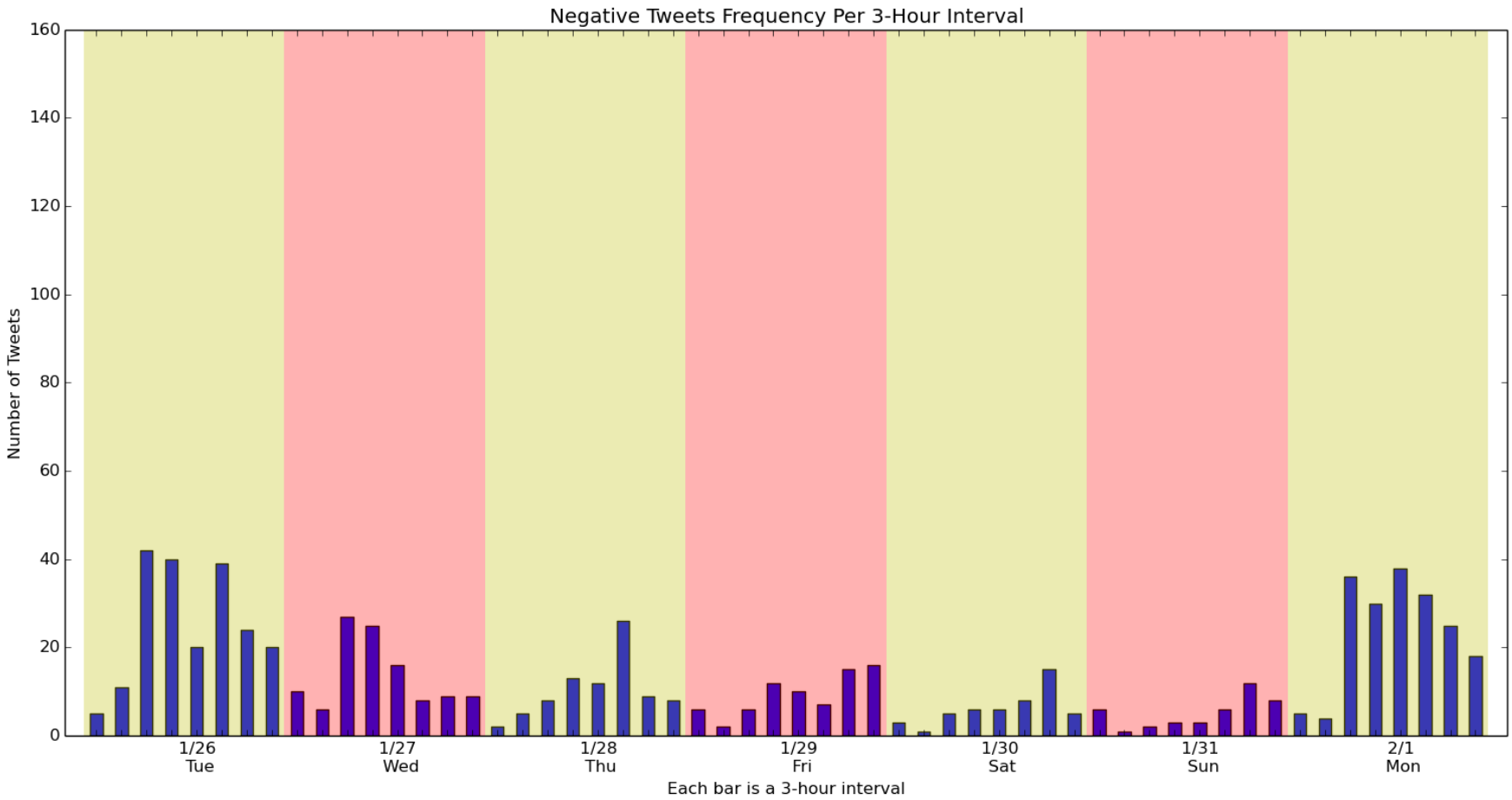
Sentimental analysis: total tweets frequency time series



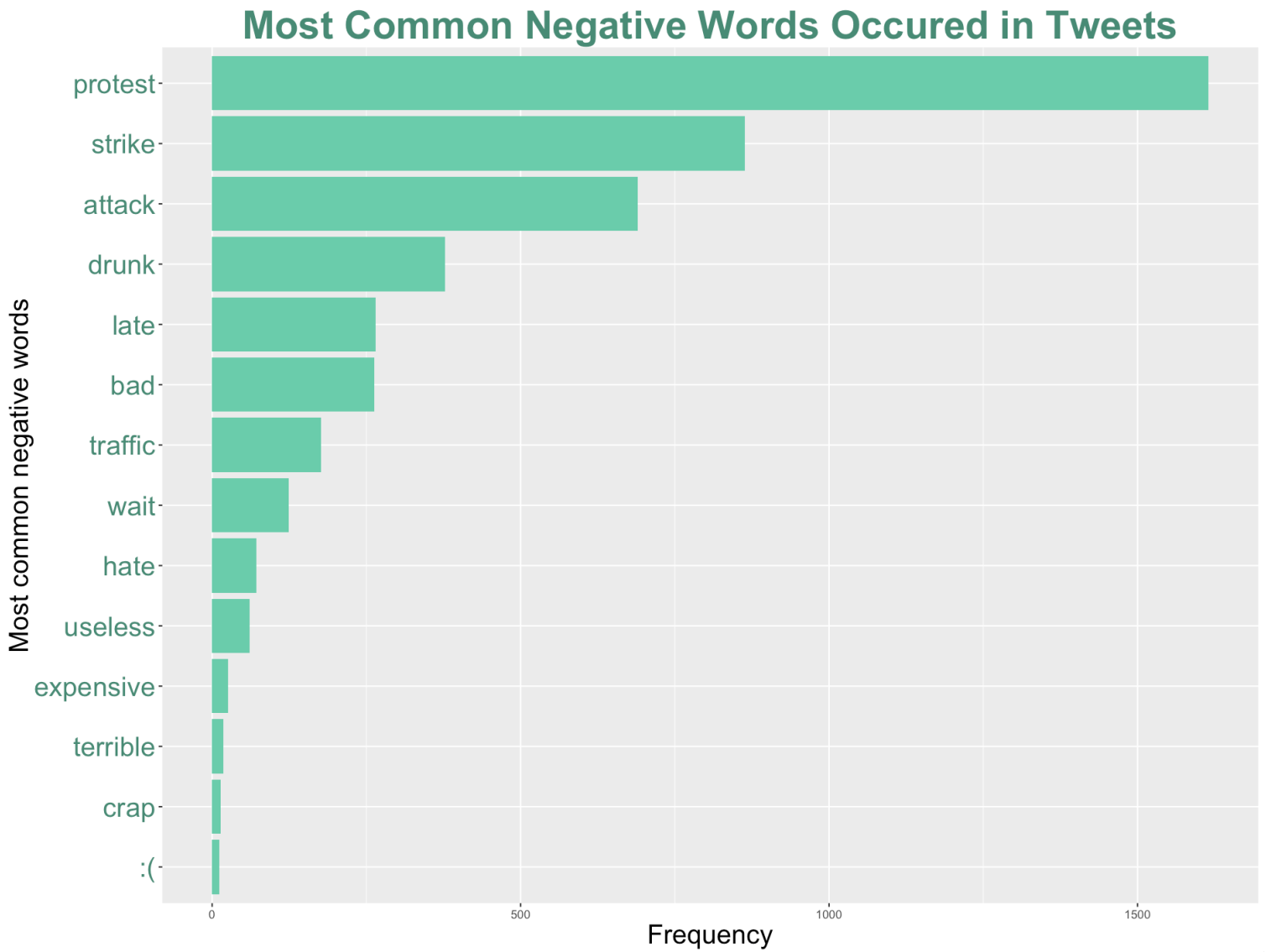
Sentimental analysis: tweets with #promo or #free



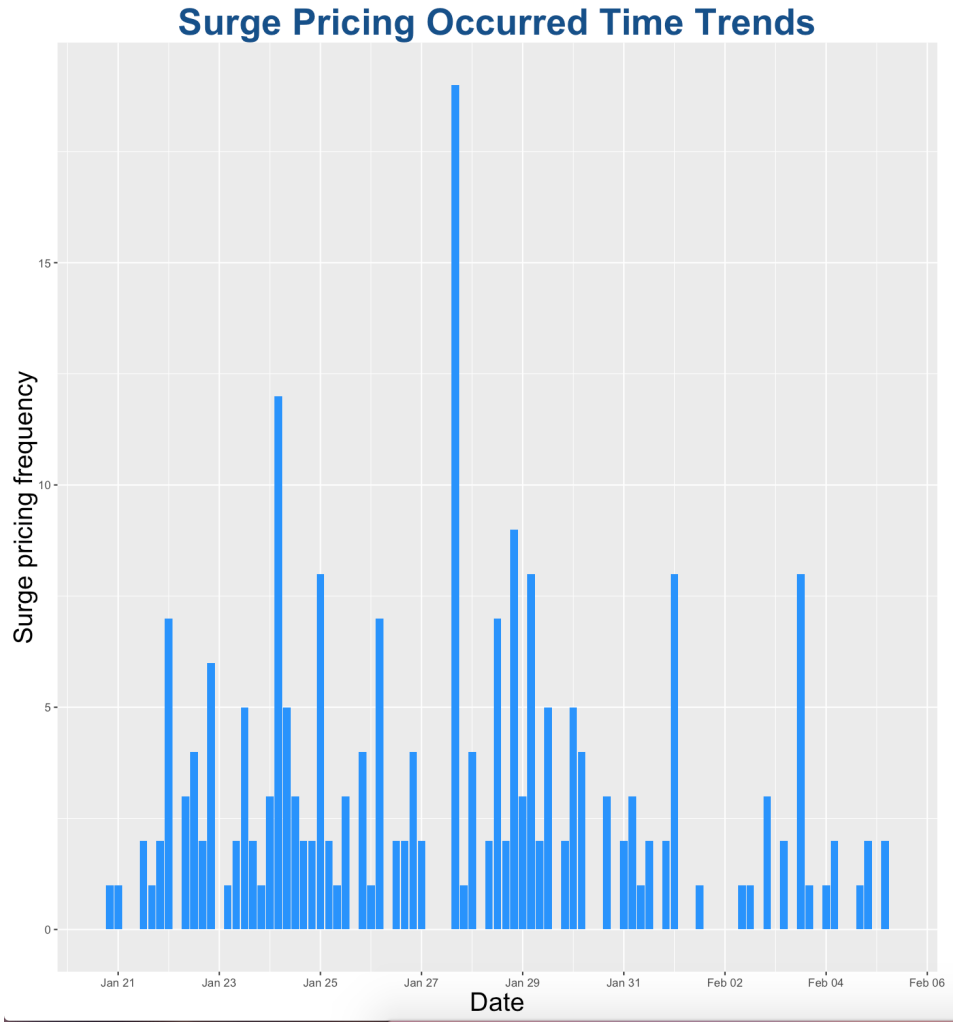
Sentimental analysis: negative tweets frequency

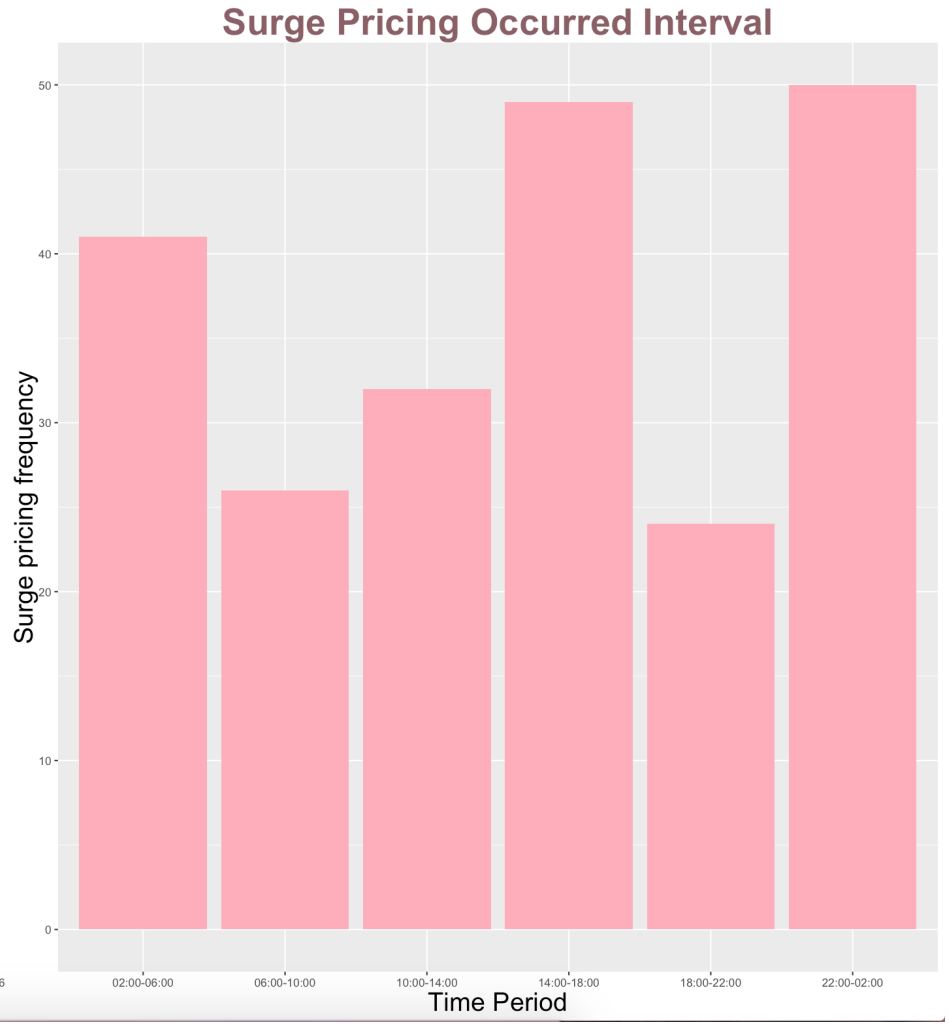


Sentimental analysis: Most frequent negative keywords

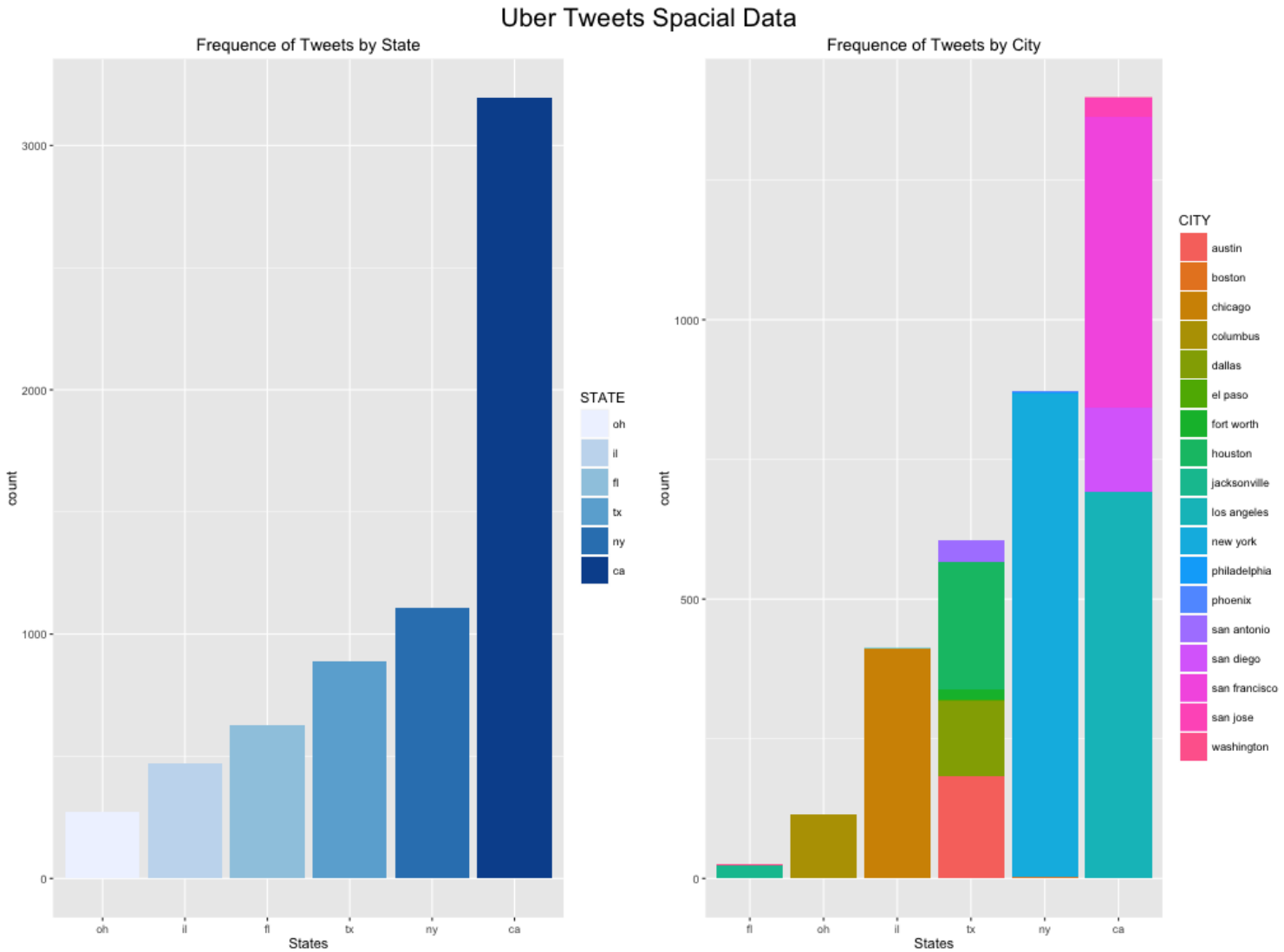


Sentimental analysis: #surgepricing frequency trend





Spacial analysis of tweets with #uber



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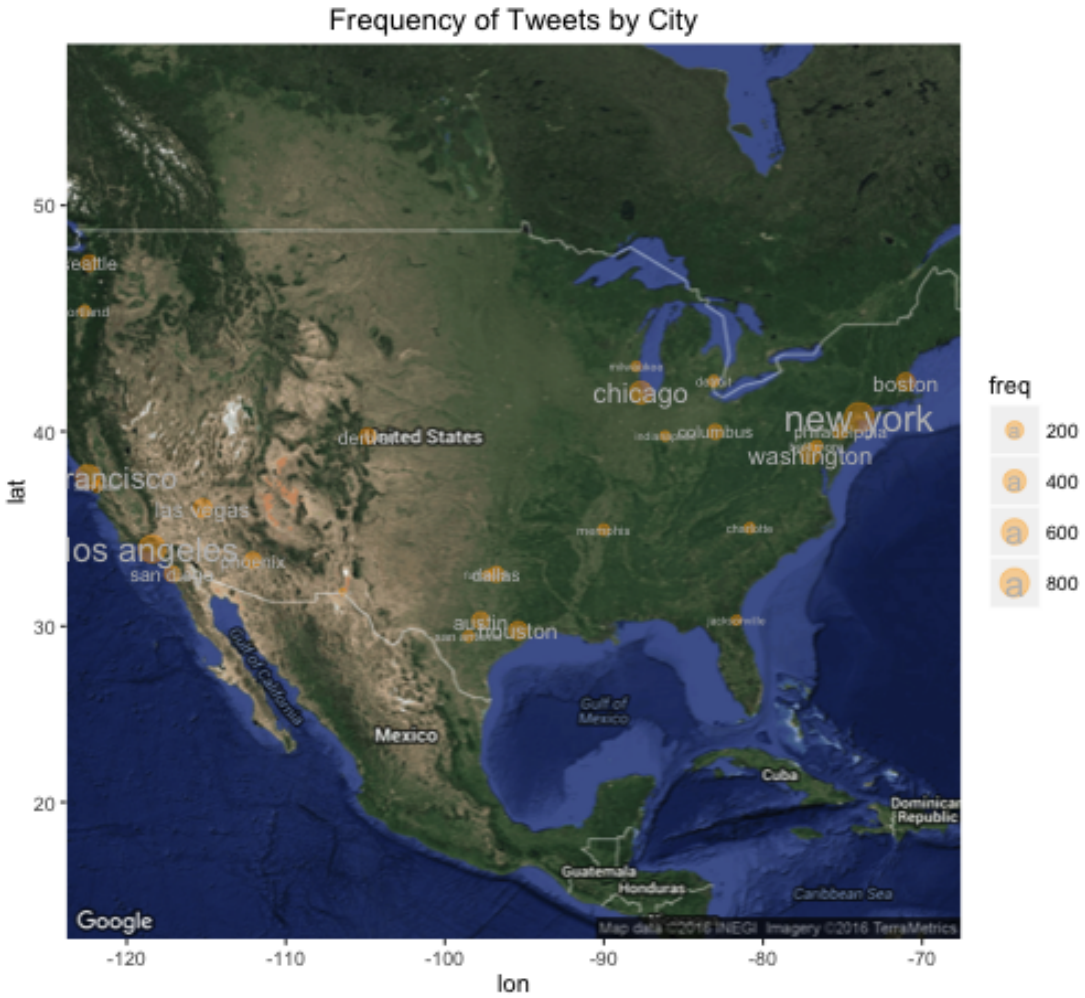

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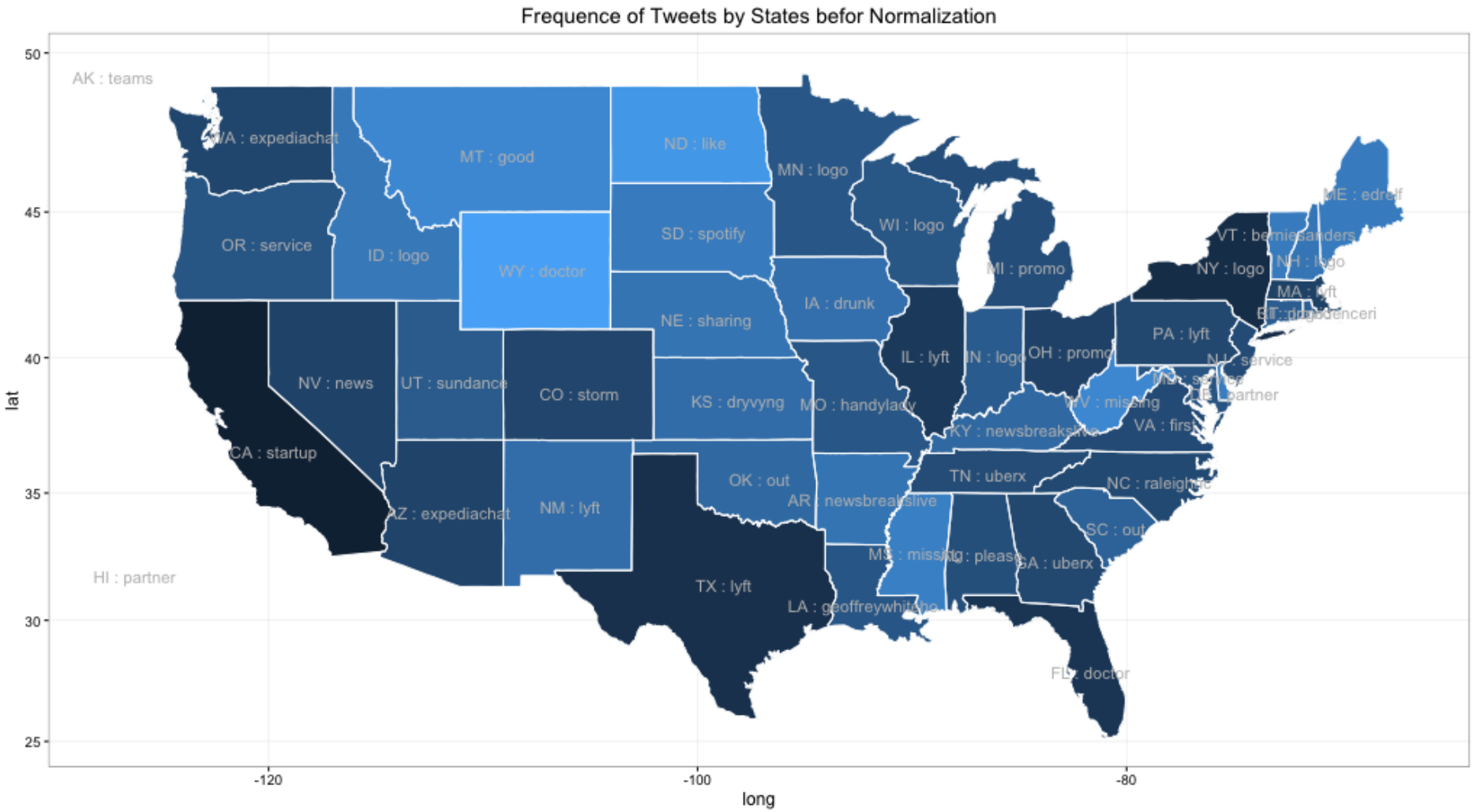

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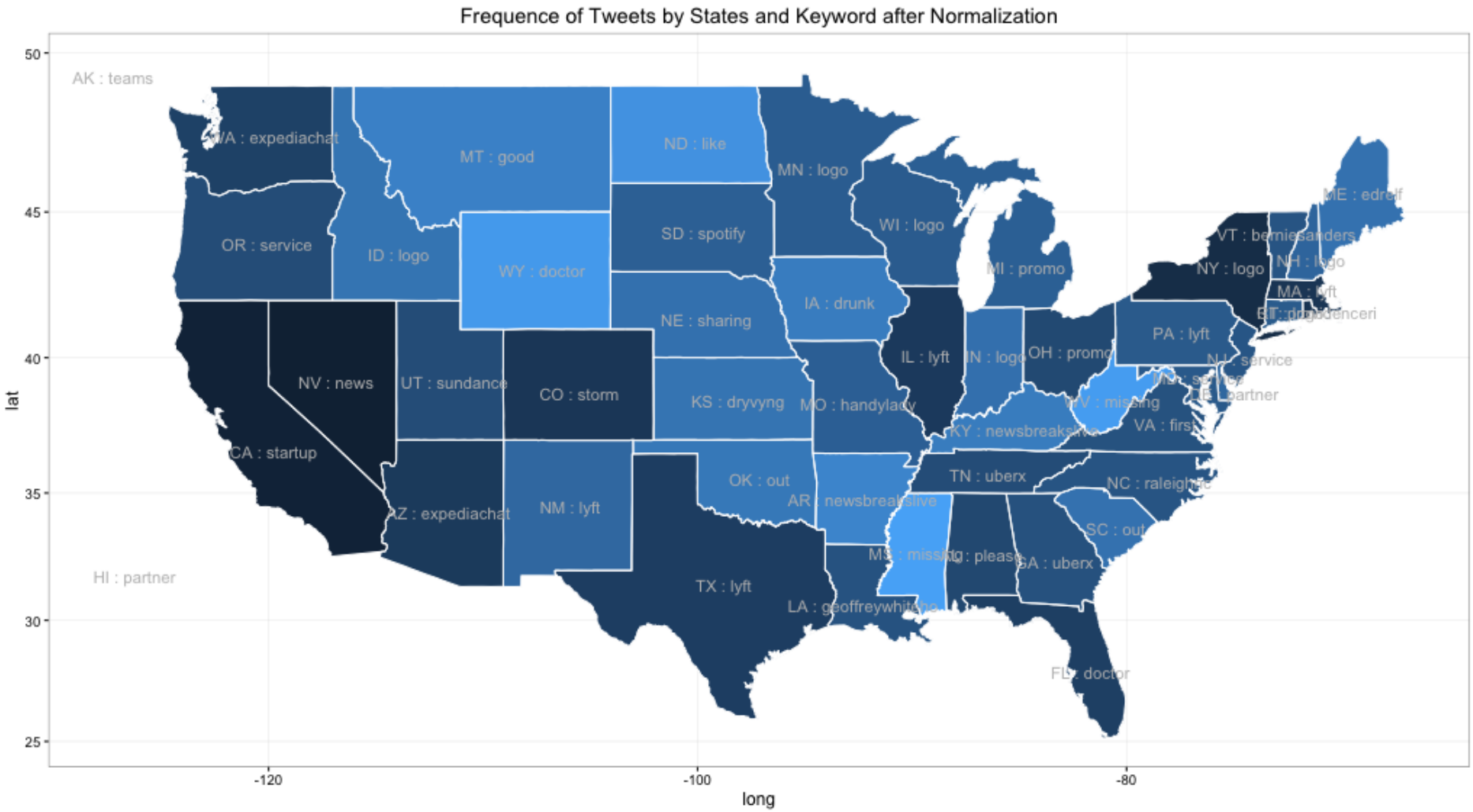

Spacial analysis: comparison between twitter and google

Summary

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