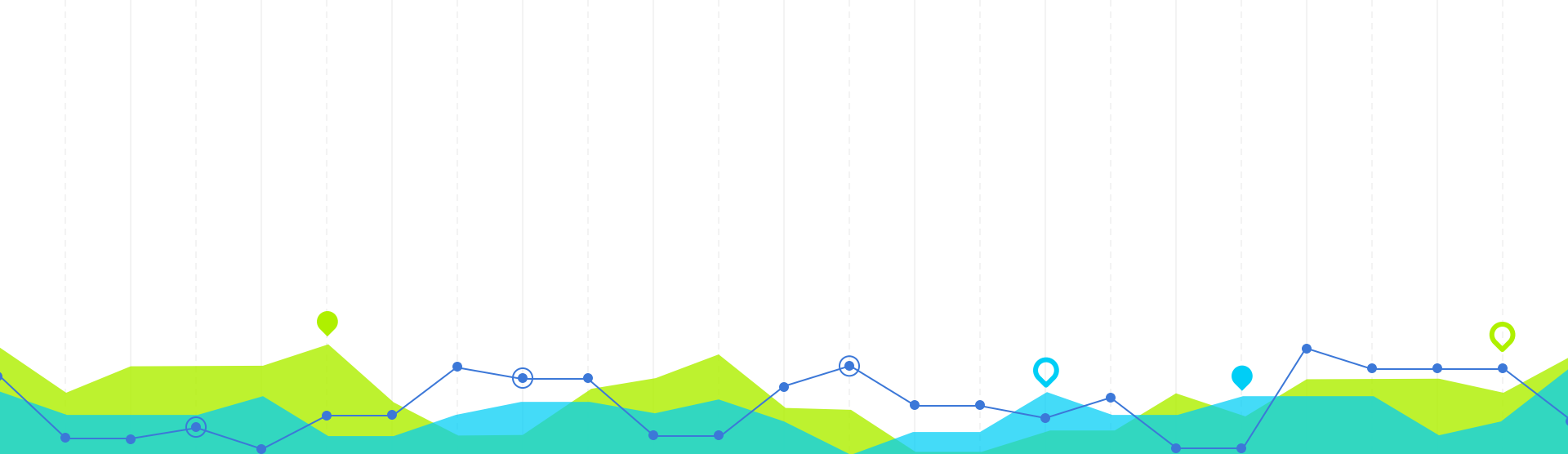




NBA Beat Writer Twitter Analysis



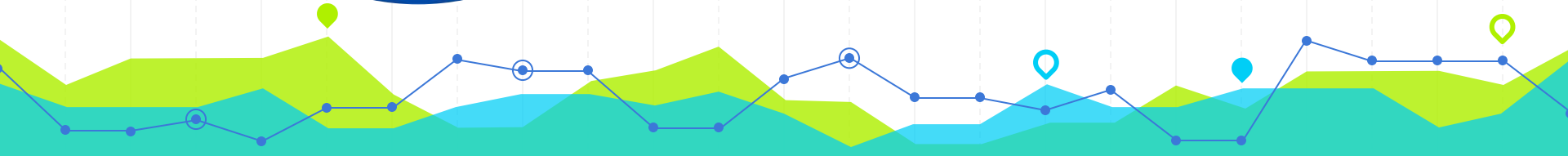
Background

why do we care?

The National Basketball Association



NBA has grown immensely in popularity over the last few years



NBA Twitterverse



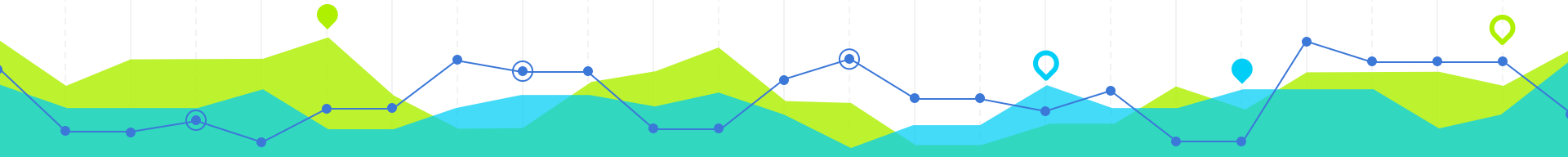
Success partly attributable to ability to connect with millennials

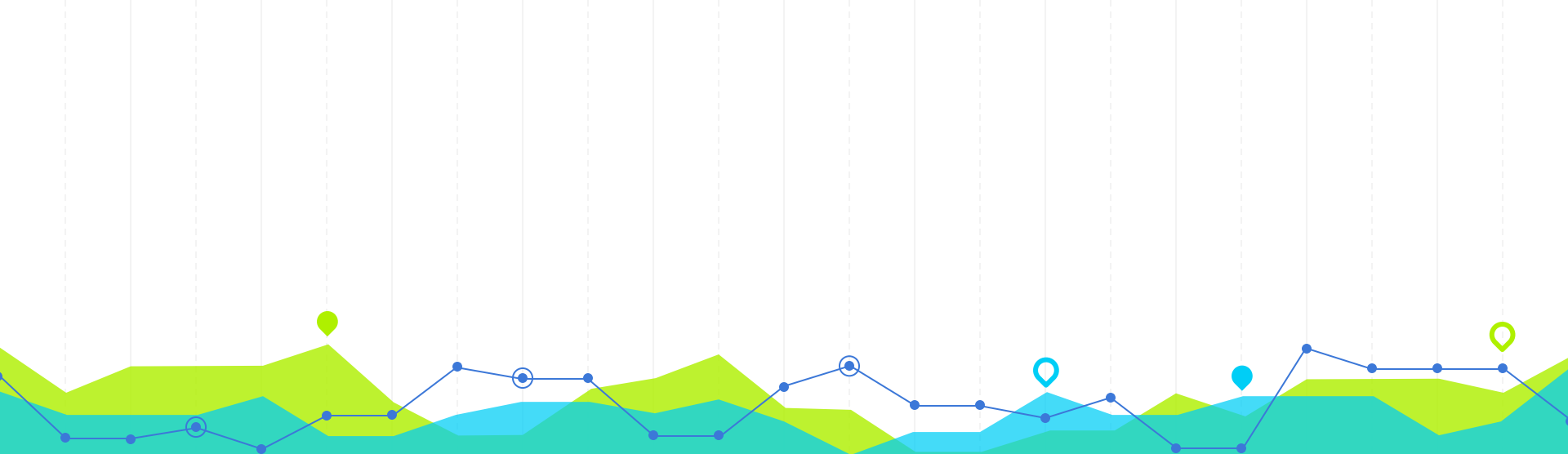
Social media, particularly twitter, plays a major role in this



Beat Reporting

genre of journalism that can be described as the craft of in-depth reporting on a particular topic over time.

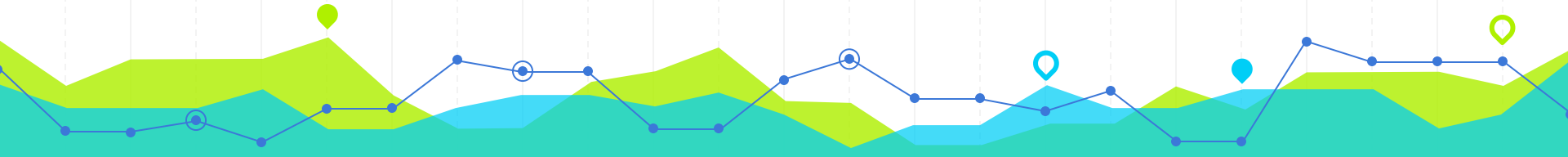




Problem
kind of.

Who Should I Follow?

With such a large NBA presences in the twitterverse, how can the casual fan decide which writers follow on twitter?



Tweet Considerations

Frequency

Quality

Sentiment

Topic



Tweet Consideration Metrics

Frequency

total tweet count
daily tweet counts

Quality

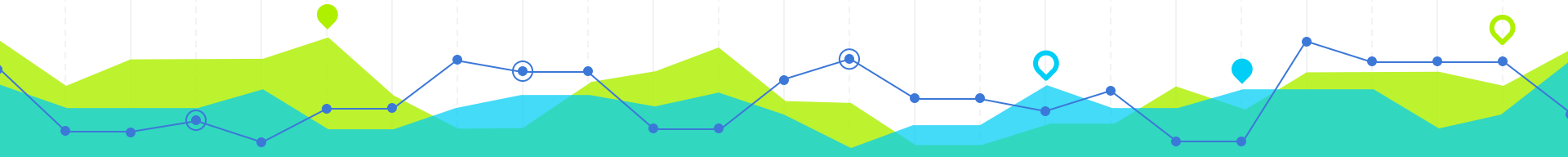
retweets
favorites

Sentiment

polarity and subjectivity analysis using
keyword pattern spotting technique

Topic

bag-of words model with PCA and K
Means Clustering, bi-gram frequency





**How can we use this information
effectively to make decisions?**

Interactive Dashboard

<http://localhost:8080/index.html#>

Team Selector

Boston Celtics: 2

Total Retweet

22,394

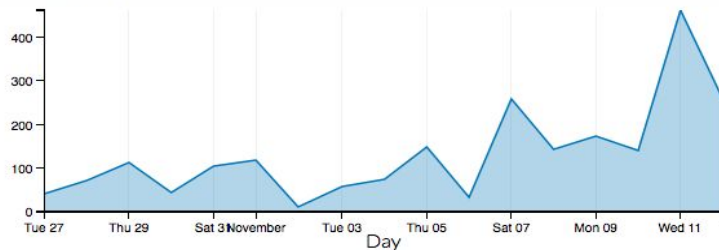
Total Favorite

35,011

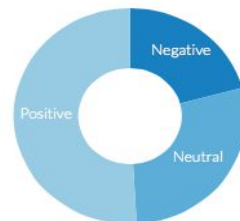
2,257 selected out of 9,402 records |

[Reset All](#)

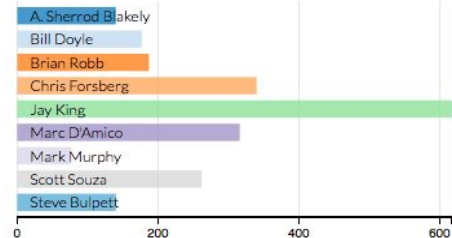
Number of Tweets



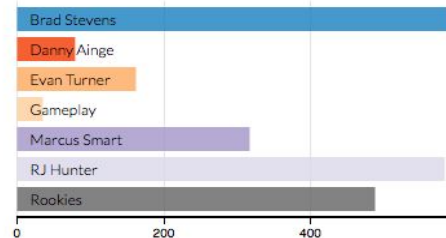
Polarity Distribution



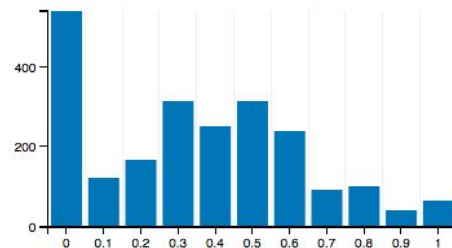
Tweet Count by Writer



Tweet Count by Topic



Subjectivity Distribution





Future Work

How can we improve?

Content

add more teams and writers and
improve topic modeling

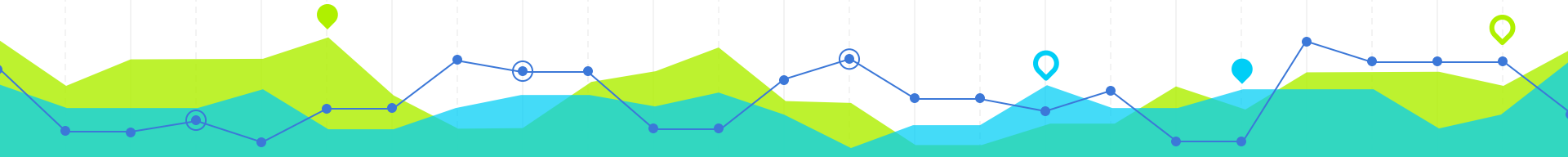
Real Time

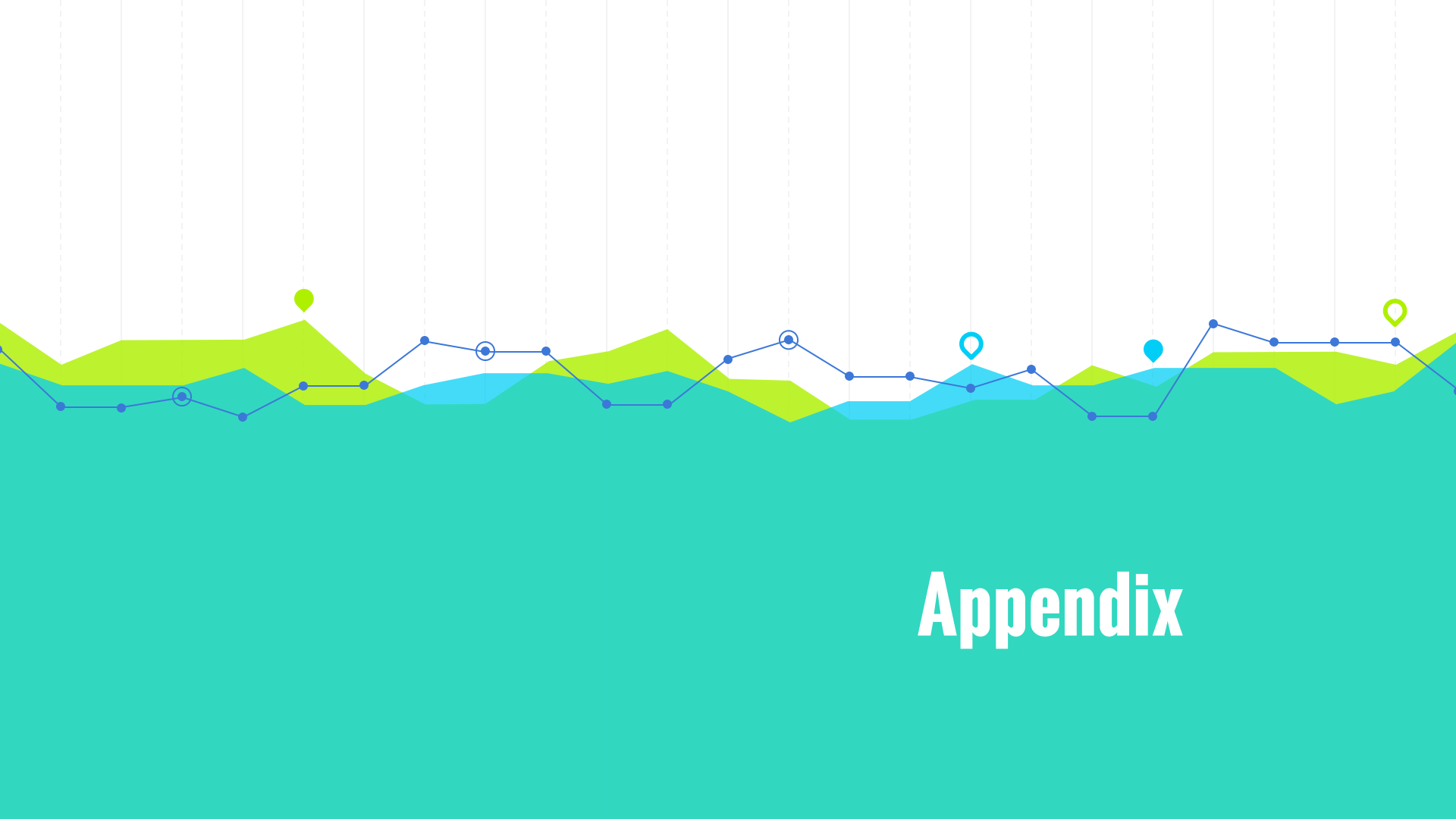
update dashboard for new
tweets in real time



THANKS!

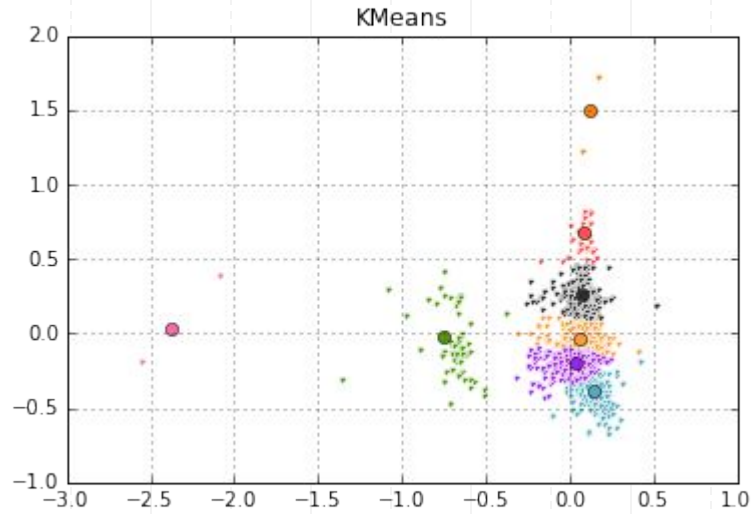
Any questions?





Appendix

Topic Clusters Celtics



Marcus Smart

Rookies

Evan Turner

Evan Turner

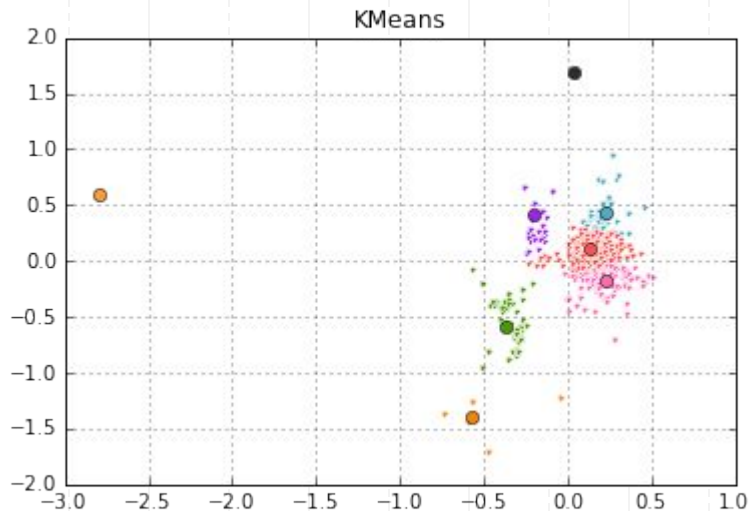
Brad Stevens

Danny Ainge

Gameplay

RJ Hunter

Topic Clusters Knicks



Madison Square Garden

Kristaps Porzingis

Kristaps Porzingis

Carmelo Anthony

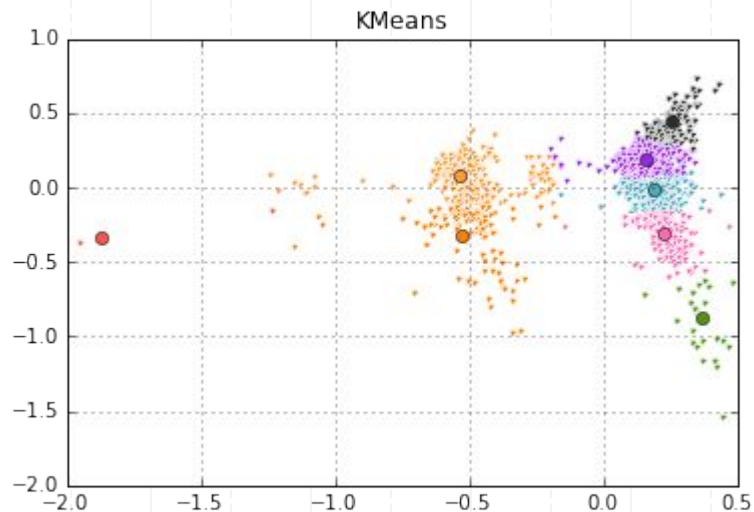
Langston Galloway

Derek Fisher

Kristaps Porzingis

Derek Fisher

Topic Clusters Lakers



Kobe Bryant

D'Angelo Russell

Byron Scott

Kobe Bryant

Non-Kobe Lakers

Kobe Bryant

Kobe Bryant

Larry Nance Jr.