A REPORT: TWITTER USERS SEGMENTATION

(AFRICAN INFLUENCERS)

PROJECT

10 Academy July 2020 Training – Week 1 Challenge

TOPIC

Twitter Users Segmentation (African Influencers)

INTRODUCTION

Nike Inc is planning a new digital campaign in Africa, and wants to understand who the social media influencers are in Africa and in which area fall into (e.g. politics, fashion, art, etc.). This is key to Nike as they don't want to be associated with the wrong influencers (ethnic and religious polarisation figures for example).

They want to think about:

- Could they try to partner with or hire some key influencers to amplify their planned digital campaign?
- How are the influencers endorsed by key government officials?
- Which topics are important for both influencers and key government officials?

AIM AND OBJECTIVES

The aim is to help Nike Inc. identify top African twitter influencers that is best fit for partnership or hire for its digital campaign in Africa.

The objectives are to:

- Get the twitter account names of top 100 African influencers and Government officials from a website.
- Gather the twitter data of the respective account names.
- Analyse the twitter data gathered.

QUESTIONS

1. Who are the top African twitter influencers and Government officials? This is calculated using the following metrics:

- Popularity score: Retweets + Likes

- Reach Score: Followers – Following

- Relevance: User mentions + Comments

2. What topic is important for both influencers and government officials?

- What is the most used hashtag?

METHODOLOGY

Data Gathering

- The twitter account names of the influencers and government officials was gotten by collecting data from the following websites:
    - Influencers: https://africafreak.com/100-most-influential-twitter-users-in-africa
    - Government Officials: https://www.atlanticcouncil.org/blogs/africasource/african-leaders-respond-to-coronavirus-on-twitter/#east-africa

The data gotten from these websites was then cleaned to get the twitter handles and stored as a csv file.

- The twitter handles gotten was then used to gather details of the respective influencers and government officials from the Twitter API. Some of the details gathered about each users includes:
    - Twitter id
    - Followers count
    - Following count
    - Retweet count
    - Favorite count
    - Tweets (containing hashtags), etc.

Analysis

Observations (Answering questions above)

The analysis was performed in respect to the aim and objectives of the project. In an attempt to answer the above questions, the following were gotten from the analysed data:

1. The following are the top African influencers and government officials:

African Influencers: Trevor Noah and Julius Sello Malema.

Government Officials: Muhammadu Buhari, Boris Johnson, and Nana Akufo Addo

2. **#COVID19** is the most used hashtag among African influencers and government officials
   - African Influencers: 113
   - African Government Officials: 573

Limitations

- Relevance score (user mentions + comments) wasn't calculated and considered due to lack of adequate knowledge needed in getting the user mentions, and getting comments is only available to Twitter API premium features.
- Some hashtags like #COVID19, #covid19, #coronavirus are similar, however I could not group them as one because of lack of time and adequate knowledge.
- Segregating influencers based on which area they fall into such as: fashion, politics, art, etc. wasn't done due to lack of time and adequate knowledge.

Recommendations and Conclusions

The following is recommended to Nike Inc. in its digital campaign planning in Africa:

- Partnership with the African Twitter Influencer – Trevor Noah, should be considered.
- The digital campaign should be framed around COVID19 since it's the most popular hashtag.

The partnership recommendation was made based on the popularity score (retweets + likes) since the relevance score wasn't calculated and reach score isn't a suitable criteria for measuring the influence of users, this is in reference to a paper on "Measuring User Influence In Twitter: The Million Follower Fallacy".

Reference

Measuring User Influence In Twitter: The Million Follower Fallacy - http://twitter.mpi-sws.org/icwsm2010_fallacy.pdf