Comparison Between the Facebook Pages for Different Platforms

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Introduction

We chose to do our presentation on the similarities and differences between various game platforms. We chose this as it is something we are familier with, due to us all being games development students, and it could be interesting to look at different variations of the same service.

Chosen Pages

The three services we will be looking at are:

- Xbox
- Playstation
- Steam

We chose these as they are the most widely used platforms and so were likely to yield the most active FaceBook Pages.

Xbox and Playstation

These two are both examples of console gaming platforms. They are usually cheaper to get into with a lower barrier of entry. There is a larger focus on major releases periodically throughout the year.

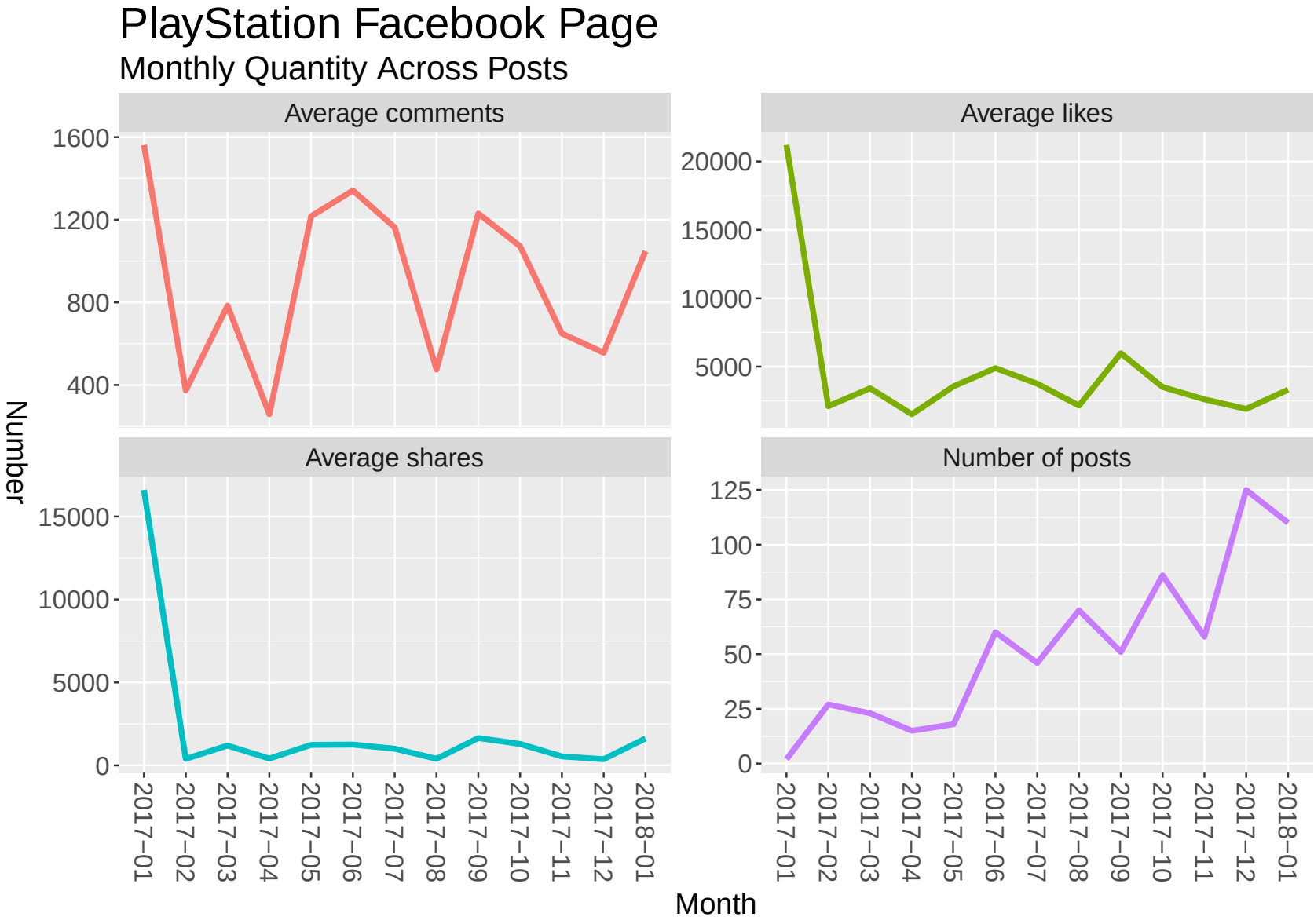
We chose to use two examples of consoles because they are in direct competition so there is the possiblility of analysing similarities and differences between the two.

Steam

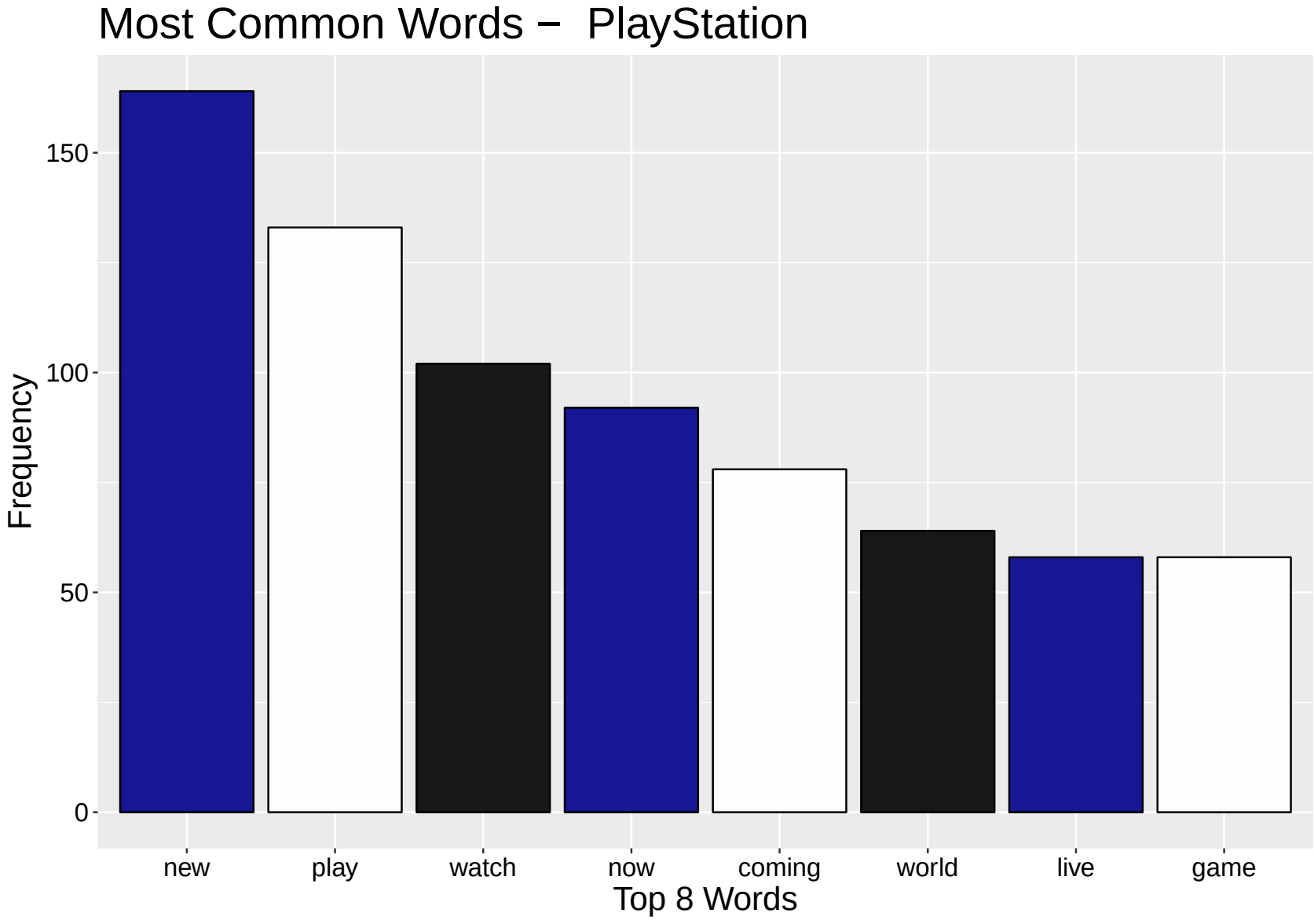
Steam was picked to compare against the two console platforms. It is the primary method for gaming on a PC and therefore tends to have a higher barrier for enrty as a PC can be more expensive up-front than a console.

Steam also gets the major releases at distinct points throughout the year but has a much greater focus on smaller games releasing very rapidly; almost constantly.

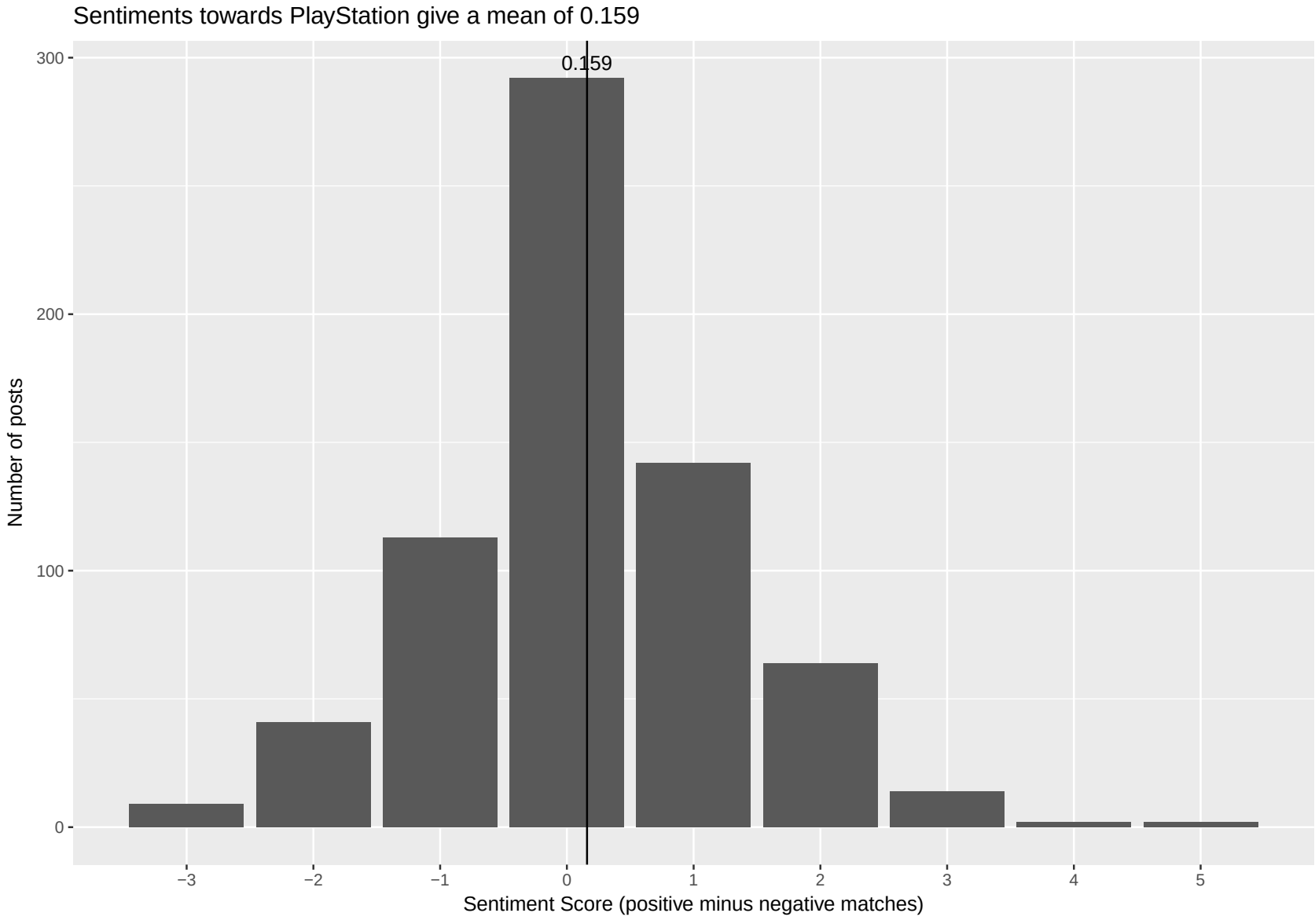
Playstation



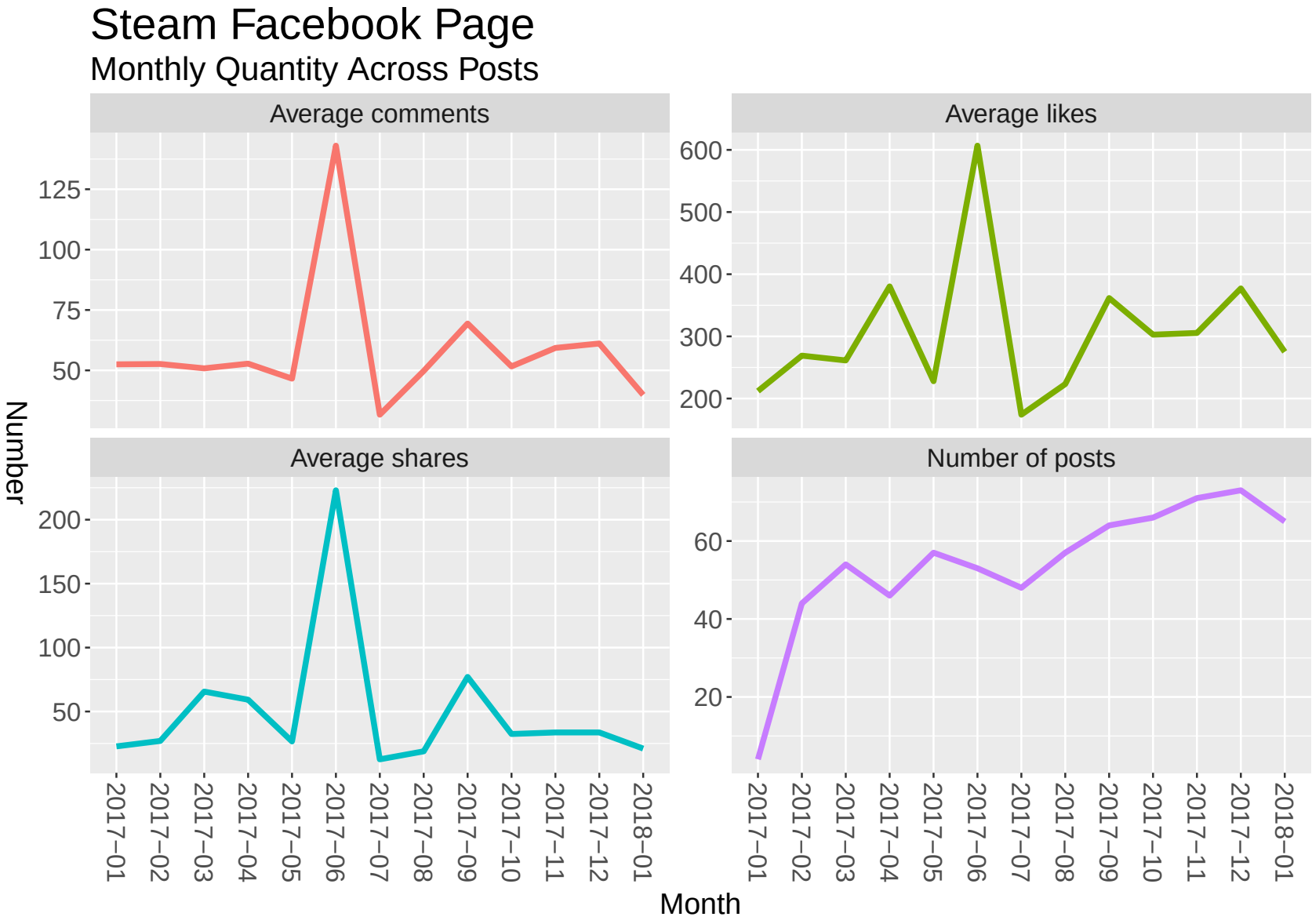
Negative and Positive Words in the Playstation Comments



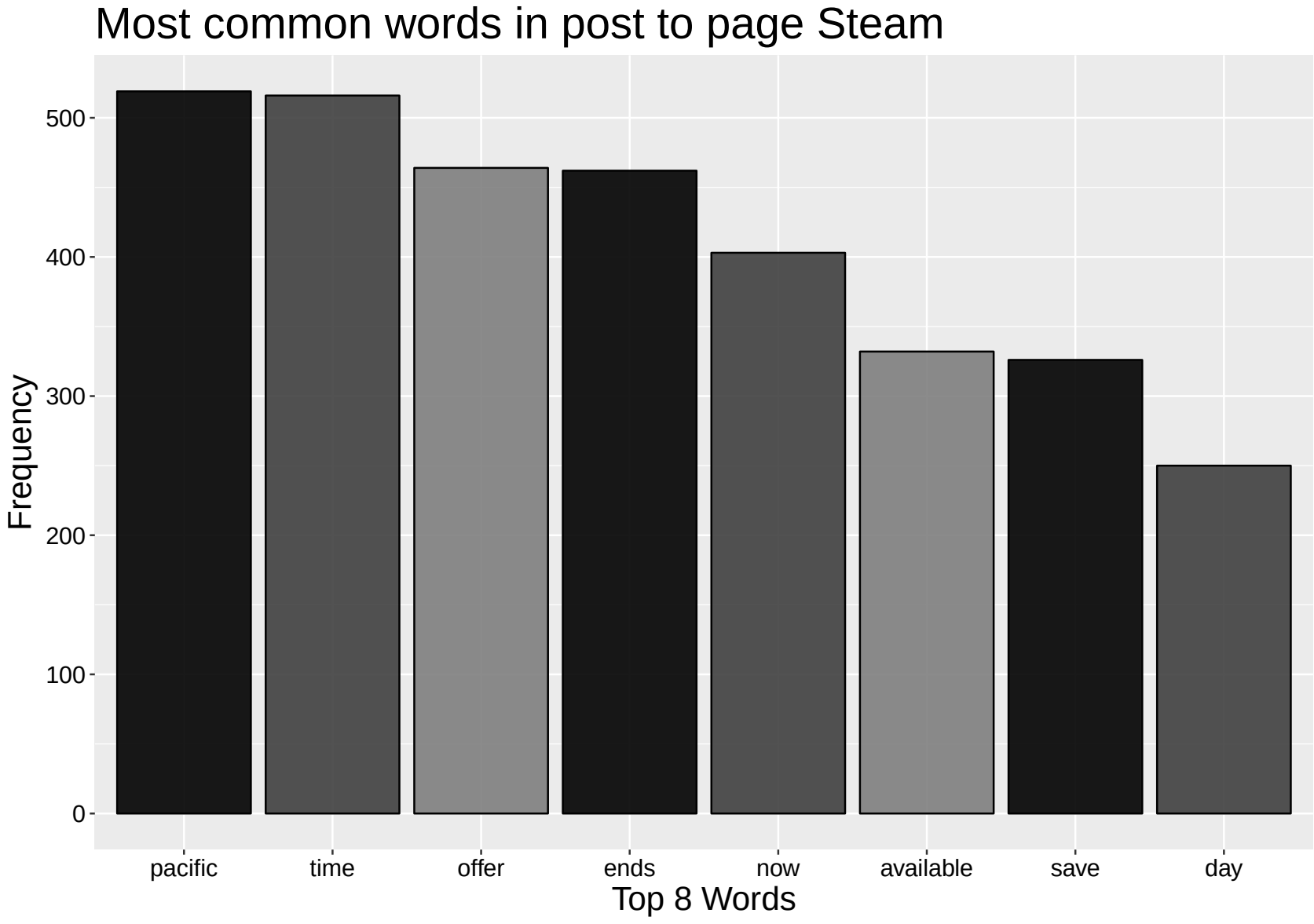
Playstation psitivity value



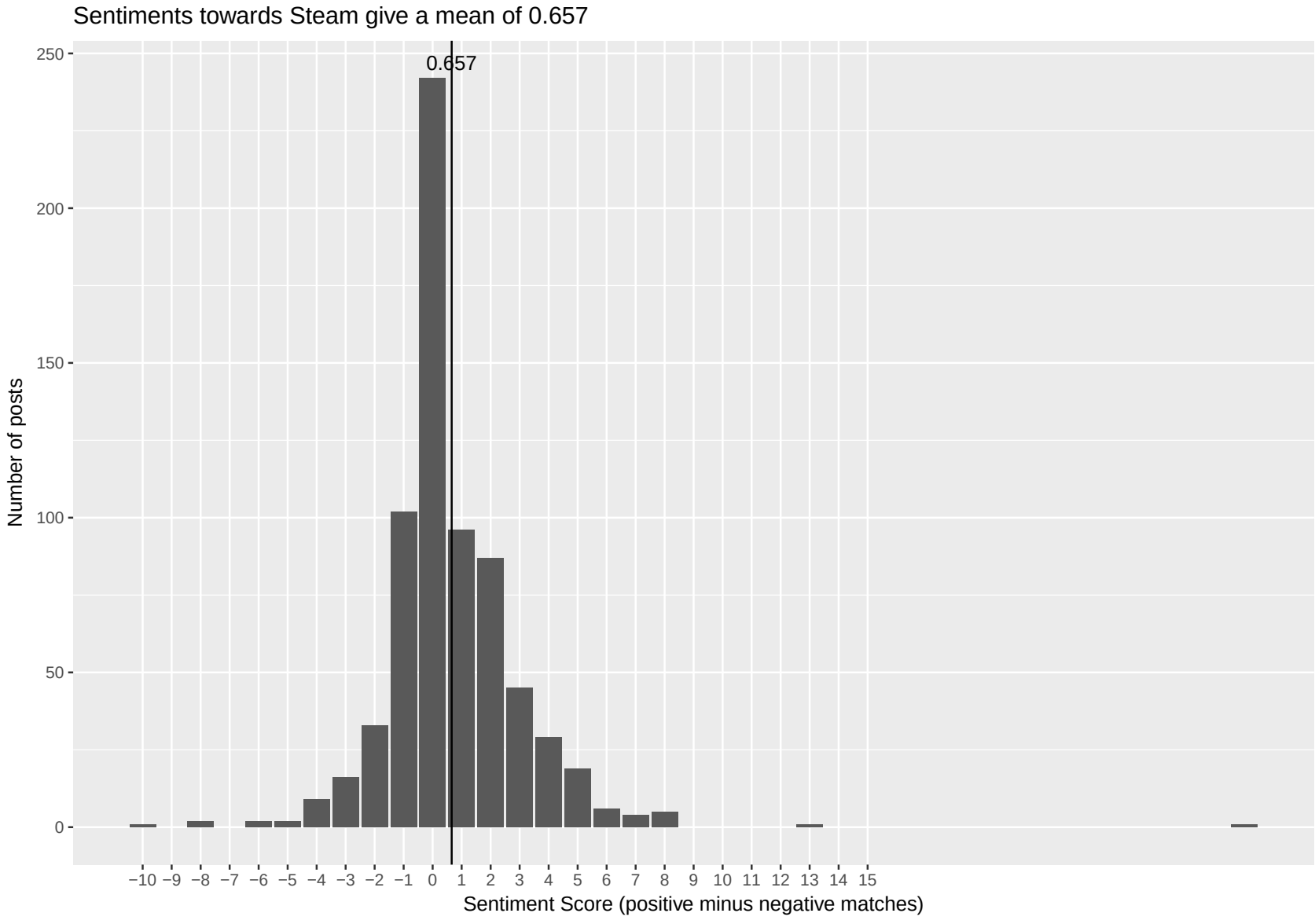
Steam


Steam Facebook Page
Monthly Quantity Across Posts
Average comments
Average likes
Average shares
Number of posts
Number
Month
125
100
75
50
600
500
400
300
200
150
60
40
20
2017–01
2017–02
2017–03
2017–04
2017–05
2017–06
2017–07
2017–08
2017–09
2017–10
2017–11
2017–12
2018–01

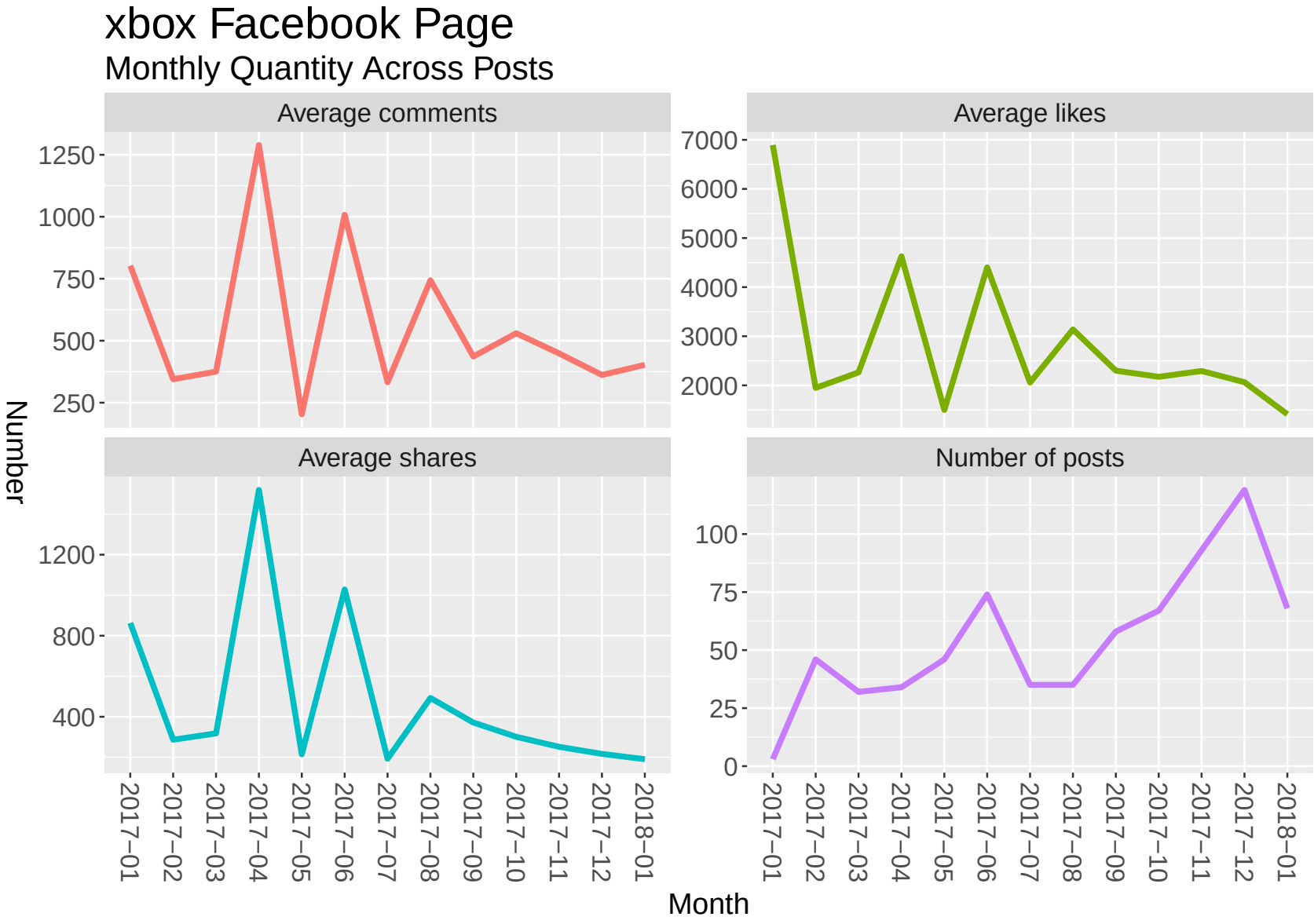
Negative and Positive Words in the Steam Comments



Steam Positivity Value



Xbox


xbox Facebook Page
Monthly Quantity Across Posts
Average comments
Average likes
Average shares
Number of posts
Number
Month
1250
1000
750
500
250
7000
6000
5000
4000
3000
2000
1200
800
400
100
75
50
25
0
2017–01
2017–02
2017–03
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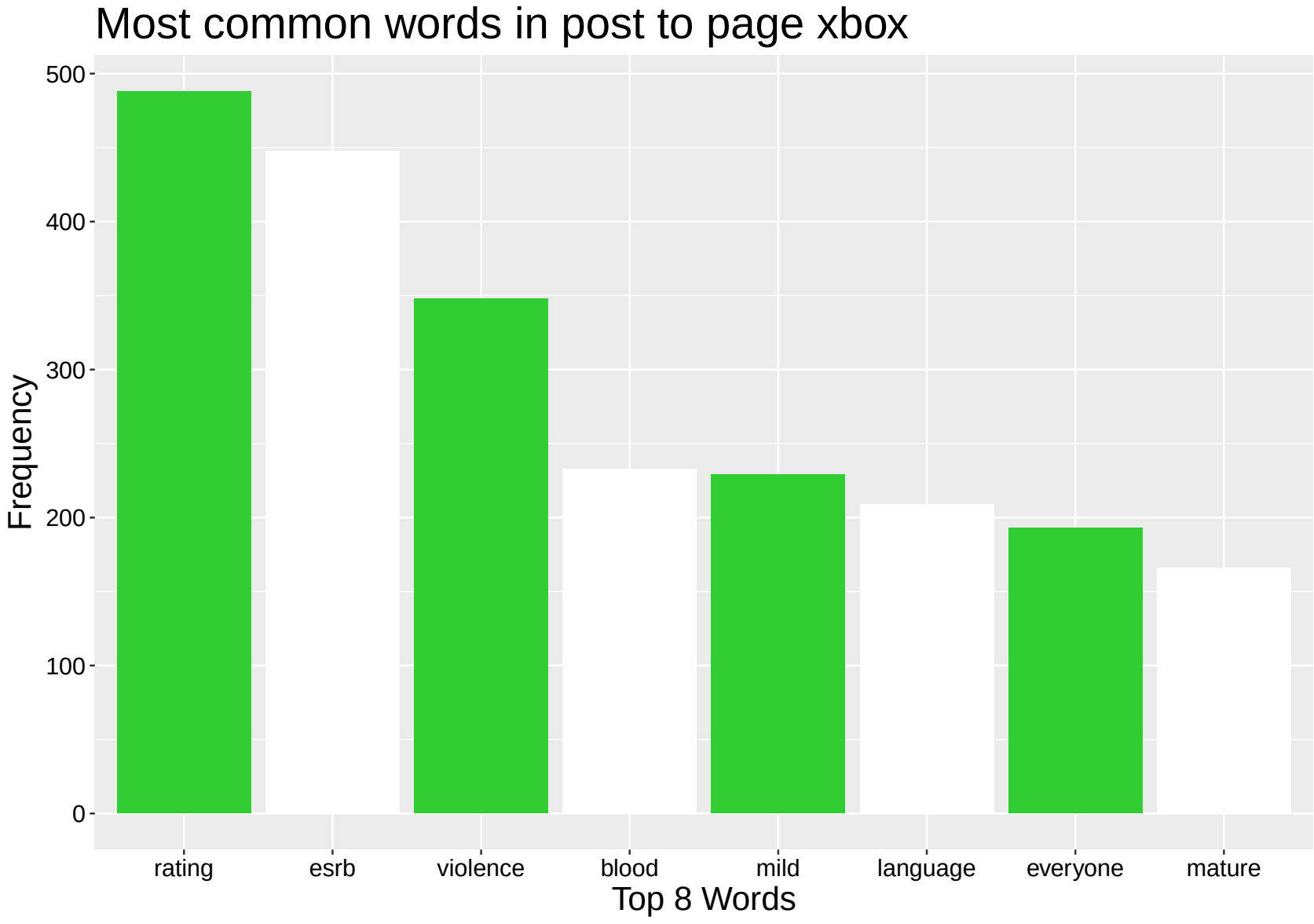
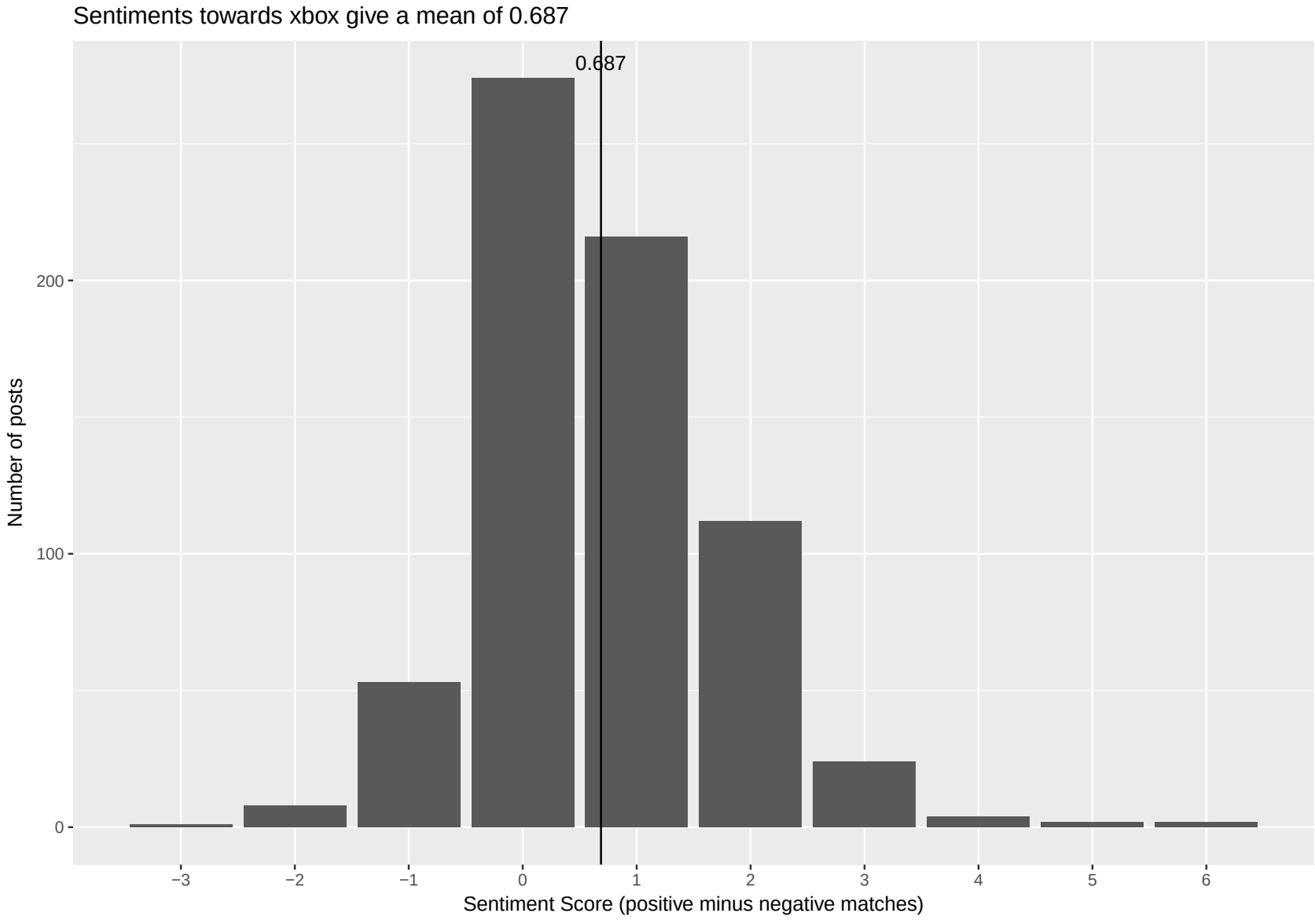
2017–12
2018–01

Negative and Positive Words in the Xbox Comments



Xbox Positivity Value

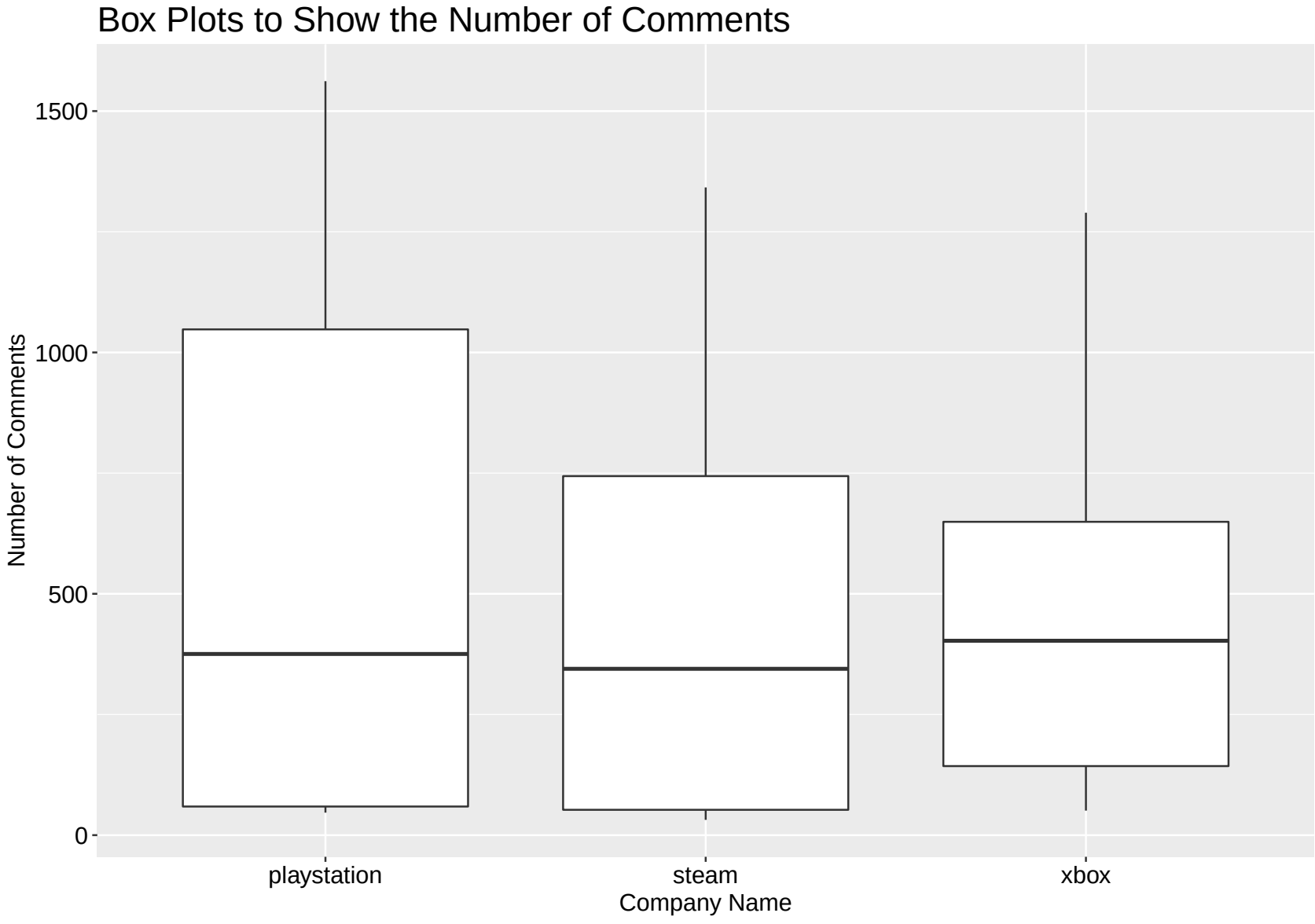


Possible Explanation for Differing Words and Moods

From the cmoparisons of the words used in posts for each company, we can see some distinct themes becoming clear.

- Steam words tend to focus on new things and anything that might be upcoming. There is also a focus on sales as this is a alrge part of steams business strategy.
- Playstation appers to do a similar thing with words like “new” and “upcoming”, drawing attenion to the new games that are coming to their platform.
- Xbox however seems to take a different approach. Among the most common words are things like “mature” or “rating”. This shows that the company may be more open with the ratings of their games and try to make sure to sell them to the right audience. It could also show an increased level of formality (including required information)

Number of comments over a year (all 3)



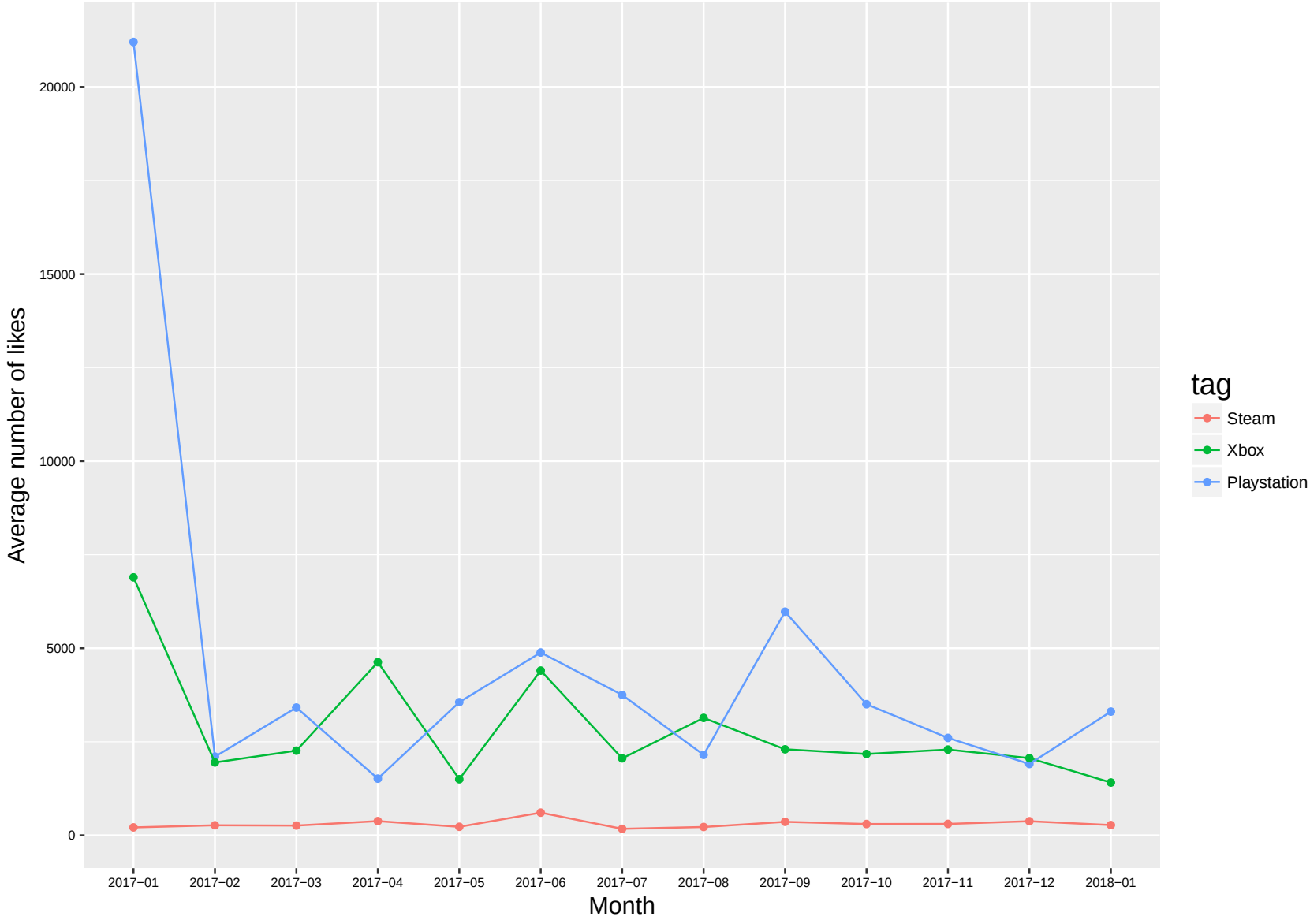
Comment numbers explained

From these boxplots we can see that xbox has the most regular number of comments over the year, while having slightly more on average then the othe two.

Playstation has a much wider variation in the number of its comments - potentially meaning a larger number of “interactive posts” such as giveaways. These one off events would lead to very high outliers in the number of comments on a post.

Steam lies somewhere between the two, with some larger outliers.

Likes over a year



Correlations

- Xbox

```
## [1] 0.7691698
```

From this value we can see a fairly strong positive correlation between likes and comments on the xbox facebook page.

- Playstation

```
## [1] 0.6526389
```

This is a fairly positive correlation but it is the lowest of the three. This shows that people tend to either like or comment on the facebook page.

Correlations Continued

- Steam

```
## [1] 0.909052
```

Steam has the strongest correlation between comments and likes. This shows that of the three pages steam has the most users which will like a post when they comment rather than one or the other.

t-Test Comparing Number of Comments with Likes

When we compare the number of comments to the number of likes using a t-test - the following p-value can be gained.

```
## [1] -0.1332871

##
## Call:
## lm(formula = Likes ~ Comments, data = comments_likes_df)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2462.7 -1643.6  -829.6   636.0 18917.4
##
## Coefficients:
##             Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3108.058    849.999   3.657  0.00079 ***
## Comments      -1.026      1.254  -0.818  0.41856
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1
```