



Twitter Big Data Analysis

Project 2 Group 3
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Main Theme - An overview of Group 3 Analysis

→ Questions:

- Clair:
 - What are some of the other hashtags that are being used with #BTS?
 - What are the average amount of likes that a common BTS post receives?
- **Yasmin:**
 - What are the common words used with the BTS hashtag?
 - How does it vary with time?
- **♦** Jeff:
 - How is Kpop being compared/linked to American pop?
 - Which other Kpop artists are famous in the americas?
 - Which artist is the most trending on Twitter?
 - Which states/country tweets the most about Kpop?
- Melissa:
 - Analysis on tweets with BTS/BTS-related hashtags and mentions in different languages
 - How many languages are tweeting about BTS?
 - What is the distribution of languages tweeting about BTS?
- Mindy:
 - How is #BTS distributed globally?
 - What countries would you suggest BTS to hold a series of global concert tours in 2022?
 - What languages would you recommend BTS to speak in their global concert tours?



Not followed by anyone you're following







Filter Stream Data: Twitter API - Rule/Filed Objects

					curl -X POST 'https://api.twitter.com/2/tweets/search/stream/rules'\
List of times and their corresponding time at another timezones					-H "Content-type: application/json" \
Time Hours (PDT)	CST	GMT+8 (Asia)	GMT 0 (Europe)		-H "Authorization: Bearer \$TWITTER_BEARER_TOKEN" -d \ '{
12:00:00 AM	2:00:00 AM	4:00:00 PM	8:00:00 AM		
1:00:00 AM	3:00:00 AM	5:00:00 PM	9:00:00 AM		"add": [
2:00:00 AM	4:00:00 AM	6:00:00 PM	10:00:00 AM		
3:00:00 AM	5:00:00 AM	7:00:00 PM	11:00:00 AM	Melissa (Tuesday, Asia)	
4:00:00 AM	6:00:00 AM	8:00:00 PM	12:00:00 PM		"value": "@bts OR #bts",
5:00:00 AM	7:00:00 AM	9:00:00 PM	1:00:00 PM		' <u> </u>
6:00:00 AM	8:00:00 AM	10:00:00 PM	2:00:00 PM	Jefferson (weekend)	"tag": ""
7:00:00 AM	9:00:00 AM	11:00:00 PM	3:00:00 PM		<mark>},</mark>
8:00:00 AM	9:00:00 AM	10:00:00 AM	11:00:00 AM	Mindy (Saturday)	
9:00:00 AM	11:00:00 AM	1:00:00 AM	5:00:00 PM		
10:00:00 AM	12:00:00 PM	2:00:00 AM	6:00:00 PM		"value": "@kpop OR #kpop OR @k_pop OR #k_pop",
11:00:00 AM	1:00:00 PM	3:00:00 AM	7:00:00 PM	Melissa (Monday, Europe)	Talut : Wahoh OK wahoh OK Wa_poh OK wa_poh ,
12:00:00 PM	2:00:00 PM	4:00:00 AM	8:00:00 PM	Clair (Saturday)	"tag": ""
1:00:00 PM	3:00:00 PM	5:00:00 AM	9:00:00 PM	Clair (Saturday)	<mark> </mark>
2:00:00 PM	4:00:00 PM	6:00:00 AM	10:00:00 PM	Yasmin (Sunday)	
3:00:00 PM	5:00:00 PM	7:00:00 AM	11:00:00 PM	Yasmin (Sunday)	<mark>1</mark>
4:00:00 PM	6:00:00 PM	8:00:00 AM	12:00:00 AM		,
5:00:00 PM	7:00:00 PM	9:00:00 AM	1:00:00 AM	Melissa (Monday, CST)	· <mark>}'</mark>
6:00:00 PM	8:00:00 PM	10:00:00 AM	2:00:00 AM		curl curl
7:00:00 PM	9:00:00 PM	11:00:00 AM	3:00:00 AM		'https://api.twitter.com/2/tweets/search/stream?tweet.fields=lang,geo,public_metrics
8:00:00 PM	10:00:00 PM	12:00:00 PM	4:00:00 AM	Jefferson	
9:00:00 PM	11:00:00 PM	1:00:00 PM	5:00:00 AM		created_at&expansions=geo.place_id&place.fields=full_name' -H "Authorization:
10:00:00 PM	12:00:00 AM	2:00:00 PM	6:00:00 AM		Bearer \$TWITTER_BEARER_TOKEN"

7:00:00 AM







Filter Stream Data Sampling for Various Types of Analyses

★ Clair

• Requires the field value 'public_metrics' required for one of the analysis

★ Yasmin

- Requires the field value 'text' required for two of the analysis
- Requires the field value 'created_at' for one of the analysis

★ Jeff

- Requires the field value 'public_metrics' required for two of the analysis
- Requires the field value 'geo' for retrieving location of tweet

★ Melissa

• Requires the field value 'lang' to retrieve languages for analysis

★ Mindy

- Require one of the field value options in tweet fields be 'geo'
- o Retrieve <u>place object</u> by calling expansions where location 'full_name' is specified as field_value





What are some of the other hashtags that are being used with #BTS?

Some of the top ones are:

#SUGA #JIMIN #JIN #JHOPE #JUNGKOOK #TAEHYUNG, are all members of BTS. **#ATEEZ** is another kpop group. **#VoteBTS** relates to a poll of the most popular group in music, **#ARMY** is associated with the culture of BTS. **#hobi** and **#V** are nicknames for members of the group.

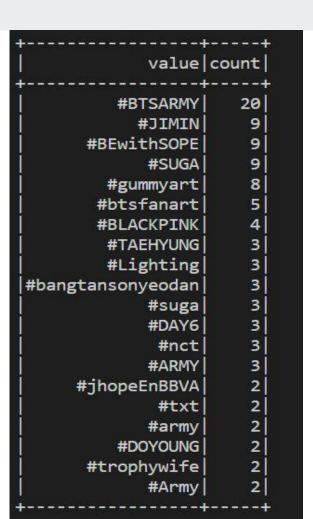
```
#SUGA
                      27
            #JIMIN
              #JIN
            #JHOPE
         #JUNGKOOK
         #TAEHYUNG
           #BTSJIN
             #kpop
            #ATEEZ
            #jimin
          #VoteBTS
             #army
         #BestBand
          #kpoptwt
         #jungkook
         #taehyung
#valentinesday2021
```





What are some of the other hashtags that are being used with #BTS?

#BEwithSOPE is related to J-Hope, #gummyart appears to be an artist, #BLACKPINK is another kpop group, #Lighting appears to be related to BTS themed lighting, #DAY6 is a rock band from South Korea, #nct is another group from South Korea







avg: 612662.1

max: 851746

min: 426544

What are the average amount of likes that a common BTS post receives?

The average here is calculated with 10 of the most recent tweets (from the last few days) where the tweets were in both english and korean. The maximum and minimum amount of likes is posted for comparison.





What are the average amount of likes that a common BTS post receives?

Here are what the tweets look like for reference:



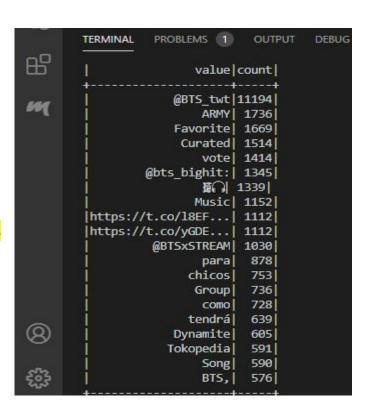


Yasmin

What are the common words used with the BTS hashtag?

Combined data showed Army, @BTS_twt, and Favorite as top words

Army refers to the fans of BTS







Yasmin

How does this vary over time?

At 7-8pm (CST) and 7-10am

Less english words used at night

Most popular (BTS_twt) shows up at 10pm the most

```
value count
       create
                194
        event
                194
@kpopidol en:
                129
         will
                110
      support
                104
                 99
         want
                 97
        Whose
        winn...
                 97
       [VOTE]
                 97
        April
                 97
                97
          Wel
  fundraising
                 97
        15-21
                 97
                 29
         more
         this
                 27
                 26
         your
  [FAN:DRIVE]
                 19
                 18
      Request
                 16
         65th
         name
                 16
```

```
value count
          @BTS twt
                    211
              back
                    206
     @jimintoday_:
                    167
         방탄소년단
                    162
             'Film|
                    160
          '시그널'
                    158
                    157
              out'
           곡이다.
                    156
            [공식]]
                    156
https://t.co/qNMK...|
                    156
           아웃'은
                    156
        number와의
                    156
       방탄소년단과
                    156
                    155
              bac...
     11111111
                    144
         新曲「Film|
                    122
       @bts bighit:
                    112
              ARMY
                    110
  @BTS_jp_official:|
                    108
```





List of Popular Kpop Artist other than BTS based on tweets

ATEEZofficial {"value":"@ATEEZofficial","count":221}

- @ATEEZofficial

BLACKPINK {"value":"@BLACKPINK","count":62}

- @BLACKPINKOFFICIAL

Keeper {"value":"@reminniescence","count":29}

- <u>keeper (@reminniescence)</u>

Exo*

- EXO (@weareoneEXO)

BTS Tweets: {"value": "@BTS", "count": 15385}

- <u>방탄소년단 (@BTS twt)</u>





Which artist is the most trending on Twitter? (Other than BTS)

Blackpink: #LISA, #JENNIE

- NCT: #Taeyong

Exo: #EXO

```
["text":"RT @kpopidol en: [VOTE]\nWhose support event you want to create on #CHOEAEDOL\nApril 15-21\n\n♥We will create a fundraising event for the winn…","sum(retweet count)":2343191}
{"text":"RT @kpopspotifydata: Fastest Songs By Korean Artists To Reach 600 MILLION Streams On Spotify :\n\n#1 @BTS twt - Dynamite - 144 Days\n#2 #BTS -...","sum(retweet count)":174692}
{"text":"RT @kpopidol en: Announcing the 120th #charityfairy ★ \n#Jin #BTS \n\nCelebrating #10300DaysWithJin \n₩500k($410) Charity donated in the name of...", "sum(retweet count)":56222}
{"text":"RT @kpopidol en: @ Announcing the 65th #CharityAngel @ \n#EXO #엑소 \n\n#500k($410) Charity donated in the name of EXO~\n\n♠Vote for your Bias\n VIdo...","sum(retweet count)":51854}
{"text": "RT @kennethcolereal: \"BTS helped save my mental health\" - @MsLeaSalonga https://t.co/uQBGlpwRF2 #BTS #kpop", "sum(retweet count)":30034}
{"text":"RT @kpopidol_en: ♥♥DONATION CERTIFICATION♥♥ \n\n107th #CharityFairy : #DO #EXO\n\nIdols who receives > 55,555,555 votes during anniversaries wou...","sum(retweet_count)":19719}
{"text":"RT @dreamwastaken: stop making fun of fandoms.\n\n#kpop is OUTSTANDING.\n\n#muffintwt is AMAZING.\n\n#sleepytwt is INCREDIBLE.\n\n#dttwt\n\n#hermitcr...", "sum(retweet count)":16860}
{"text":"RT @kpopggsuperior: .@BLACKPINK's #LISA is now the most subscribed Kpop Female Solo Artist/Individual on YouTube (5.65M) surpassing her bes...","sum(retweet count)":10718}
{"text": "RT @kpopiness: At least he touches grass unlike kpop stans", "sum(retweet count)":8444}
{"text":"RT @kpop sbs: [##사이드캠] TREASURE - MY TREASURE\n\n#인기가요 #TREASURE #트레저 #MYTREASURE @vgtreasuremaker\n\n♥https://t.co/hZDJcnoUZt https://t.co/jza...","sum(retweet count)":7531}
{"text": "RT @kpophappenings: when that kpop boy gave a plushie to a fan who was in a wheelchair today", "sum(retweet count)":7292}
{"text":"RT @ericnamofficial: Fam - please take a moment to sign this petition. We need these acts of hate to end NOW. https://t.co/ddLwMHBH1G #kpop..."."sum(retweet count)":7118}
{"text":"RT @kpophighindia: \"I don't want my face to be on every Billboard, but I want our kind, Desis to be known in the mainstream\" says Banglades...", "sum(retweet count)":6226}
{"text":"RT @mtvasia: february is right round the corner, so i wanna know which feb comeback are you most HYPED about? 🙀 \n\n#kpop #THESHOW #comeback...", "sum(retweet count)":5169}
{"text":"RT @dispatchsns: Which style do you prefer?\n\n⊘https://t.co/gvztkhTyfw\n\n#NCT #엔시티 #TAEYONG #태용 #tiktokstage #틱톡스테이지 #kpop #fyp","sum(retweet count)":4801}
{"text":"RT @kpoplover727: Baekhyun said recently that Chanyeol's fine \n\n 😩 😃 🖰 🚱 🚱 🚱 🚱 💇 " ,"sum(retweet count)":3566}
. ("text":"RT @radiokpopway: ▲THE REQUESTS PLAYLIST▲\n(Top 30 most requested)\n\nRequest your favorite #kpop songs!\n\nRequest time: Feb.12, 11pm to Feb.13...","sum(retweet count)":2858
{"text":"RI @pressreels: @ Weeekly's cuteness and freshness tickles us! Look forward to their honesty #kpop\n\nNOW: https://t.co/EWsUtD15T2 https://t...","sum(retweet count)":2714}
{"text":"RT @kpopggsuperior: .@BLACKPINK's #LISA & #JENNIE are currently tied as the Most Subscribed Kpop Female Solo/Individual on YouTube (5.64M)...", "sum(retweet count)":2649}
🖟 "text": "RT @kpopggsuperior: \"Celebrity\" by #IU becomes the first song by a Female Artist to achieve 300th Perfect All-Kill in history 🐞 🐪 👌 https://t...", "sum(retweet count)":2416
```





Which US states tweets the most about Kpop?

California: 42 tweets

- Texas: 70 tweets

- Illinois: 31 tweets

New York: 32 tweets

```
{"Place":["Rio de Janeiro, Brazil"], "count":197}
{"Place":["İstanbul, Türkiye"],"count":89}
{"Place":["Myanmar"], "count":64}
{"Place":["Sao Paulo, Brazil"], "count":62}
{"Place":["Jeddah, Kingdom of Saudi Arabia"], "count":49}
{"Place":["Riyadh, Kingdom of Saudi Arabia"], "count":47}
{"Place":["Ciudad Autónoma de Buenos Aires, Argentina"],"count":46}
{"Place":["Los Angeles, CA"], "count":42}
{"Place":["Houston, TX"], "count":38}
{"Place":["Bogotá, D.C., Colombia"],"count":35}
{"Place":["Manhattan, NY"], "count":32}
{"Place":["Saladoblanco, Colombia"], "count":32}
{"Place":["Chicago, IL"], "count":31}
{"Place":["Brasília, Brazil"],"count":29}
{"Place":["Dallas, TX"], "count":27}
{"Place":["Toronto, Ontario"], "count":26}
{"Place":["New Delhi, India"], "count":25}
{"Place":["Dubai, United Arab Emirates"],"count":25}
```





Melissa: Twitter Data Analysis on Languages



Analysis on tweets with BTS and BTS-related hashtags and mentions in different languages:

- How many languages are tweeting about BTS?
- What is the distribution of languages?





Languages



```
"created_at": "2021-02-17T01:36:18.000Z",
                             "id": "1361851939273596930",
                             "text": "@bts bighit HALA OMG CUTEEEEE",
                             "lang": "et"
"lang": "es",
                                                       "lang": "pt",
"id": "1361849831011024896",
                                                       "id": "1361852301540020224",
"created at": "2021-02-17T01:27:56.000Z",
                                                       "text": "@bts_bighit Amei o Bangtani! Kkk 💙 👽 💝 🦬 ",
"text": "@bts_bighit Estoy llorando mares"
                                                       "created_at": "2021-02-17T01:37:45.000Z"
      "lang": "in",
      "text": "@bts_bighit @ARMYTEAMIID ada yg tau cara download video design ruang semua member di sini?",
      "id": "1361850443488395266",
      "created at": "2021-02-17T01:30:22.000Z"
```





lang



Note: if no language classification can be made the provided result is 'und' (for undefined).

Example: recommend #paris lang:en

The list below represents the currently supported languages and their corresponding BCP 47 language identifier:

Amharic:	German: de	Malayalam:	Slovak: sk
Arabic:	Greek: el	Maldivian: dv	Slovenian: sl
Armenian:	Gujarati: gu	Marathi: mr	Sorani Kurdish:
Basque:	Haitian Creole:	Nepali: ne	Spanish: es
Bengali:	Hebrew: iw	Norwegian:	Swedish: sv
Bosnian:	Hindi: hi	Oriya: or	Tagalog: tl

Bulgarian:	Latinized Hindi: hi-Latn	Panjabi: pa	Tamil: ta
Burmese:	Hungarian:	Pashto: ps	Telugu: te
Croatian:	Icelandic: is	Persian: fa	Thai: th
Catalan:	Indonesian:	Polish: pl	Tibetan: bo
Czech:	Italian: it	Portuguese: pt	Traditional Chinese: zh-
Danish: da	Japanese: ja	Romanian: ro	Turkish: tr
Dutch:	Kannada: kn	Russian: ru	Ukrainian: uk

English:	Khmer: km	Serbian: sr	Urdu: ur
Estonian: et	Korean: ko	Simplified Chinese: zh-	Uyghur: ug
Finnish:	Lao: 10	Sindhi: sd	Vietnamese:
French:	Latvian: 1v	Sinhala: si	Welsh: cy
Georgian:	Lithuanian:		

IETF language tag

An IETF BCP 47 language tag is a code to identify human languages. For example, the tag en stands for English; es-Latin American Spanish; rm-sursilv for Sursilvan; gsw-u-sd-





Language Statistics



- Our sample data consisted of 714, 836 tweets
- Out of those tweets, people tweeted in 64 different languages

```
number of languages

+------

|count(DISTINCT lang)|

+------

|64 |

+-----
```





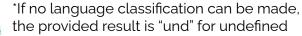
Language Statistics



- Top results out of total sample:
 - English (33.3%), Japanese
 (14.7%), "Undefined"* (8.6%),
 Korean (8.6%), Spanish (7.8%)
- Least popular languages (<0.000013%):
 - Maldivian (dv), Lao (lao),
 Armenian (hy), Georgian (ka)

- 1	-			
	langua	age cour	nt / total tweets = ratio	D
	lang	count	lang_to_total_ratio	
	+	+	++	
	en	237903	0.33280780486713035	
	ja	105124	0.14706030474122736	
	und	61767	0.08640723186856845	
	ko	58544	0.08189850539144643	
	es	55966	0.07829208377865693	
	th	42058	0.05883587284356132	
	pt	33260	0.04652815470961171	
	in	28573	0.03997140602879542	
	ar	21328	0.029836214180595268	
	tr	17710	0.02477491340671147	
	fr	10083	0.014105333251263227	
	tl	8658	0.01211186901610999	
	hi	4831	0.006758193487737048	
	it	3541	0.004953583759072011	
	ru	3264	0.004566082290203627	
	de	2138	0.0029908958138649983	
	nl	1982	0.0027726639397008543	
	fa	1756	0.002456507506616902	
	pl	1752	0.0024509118175357705	

sl	128	1.7906205059622067E-4
mr	104	1.454879161094293E-4
is	104	1.454879161094293E-4
te	103	1.4408899383914632E-4
sr	76	1.0631809254150603E-4
gu	56	7.833964713584655E-5
ml	52	7.274395805471465E-5
bg	47	6.574934670329977E-5
pa	41	5.7355813081601934E-5
kn	40	5.595689081131896E-5
ps	28	3.9169823567923274E-5
am	23	3.21752122165084E-5
si	14	1.9584911783961637E-5
ckb	13	1.8185989513678664E-5
km	13	1.8185989513678664E-5
or	12	1.6787067243395687E-5
dv	9	1.2590300432546767E-5
lo	5	6.99461135141487E-6
hy	4	5.595689081131896E-6
ka	3	4.196766810848922E-6







Language Statistics and Timezones



"Americas" ~7-8pm CST

language count / total tweets = ratio					
+	+	++			
lang	lang count lang_to_total_ratio				
+	++				
ko	7874	0.2830744895024446			
ja	7691	0.2764955421340236			
en	5241	0.1884167385677308			
in	1802	0.06478285878631004			

Korean: 28.3% Japanese: 27.6% English: 18.8%

"Asia" ~7-8pm

+++ lang count lang_to_total_ratio				
+	+	++		
ko	11463	0.349407138720395		
und	6919	0.21090011278080897		
en	6356	0.19373914103697382		
ja	2285	0.0696497698661871		
in	2034	0.06199896363580943		
es	1409	0.042948151309171824		

Korean: 34.9% English: 19.4% Japanese: 6.96% Indonesian: 6.2%

"Europe" ~7-8pm

lang	count	+ lang_to_total_ratio '
ja	8101	0.31402876303446137
ko	7674	0.2974764507500872
en	4228	0.1638950265534752
es	1385	0.053688413381400936
in	1298	0.05031592820870644
und	1178	0.04566422452223127
pt	836	0.03240686901577703
fr	457	0.017715238205992946

Japanese: 31.4% Korean: 29.7%

•••

Portuguese: 3.2% French: 1.77%



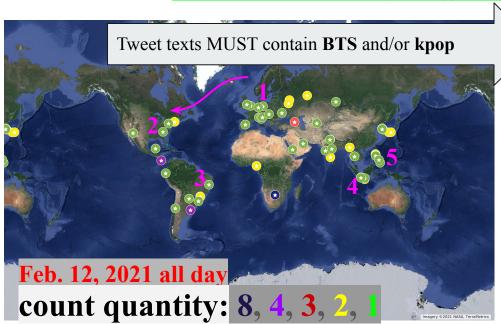


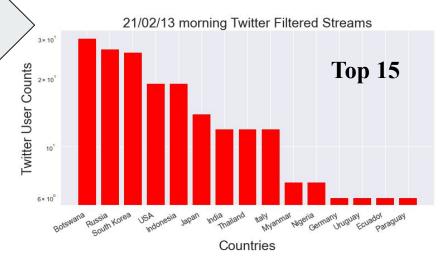


Mindy: How is #BTS distributed globally?

More in Appendix

Q1: What countries would you suggest BTS to hold a series of global concert tours in 2022?





2/12 all day, 2/13 afternoon, 2/14 afternoon 2/15 morning, 2/15 afternoon, 2/15 night-1, night-2 2/16 morning



Mindy's recommendation: Italy (1), NYC (2), Brazil (3), Indonesia (4), Japan (5)

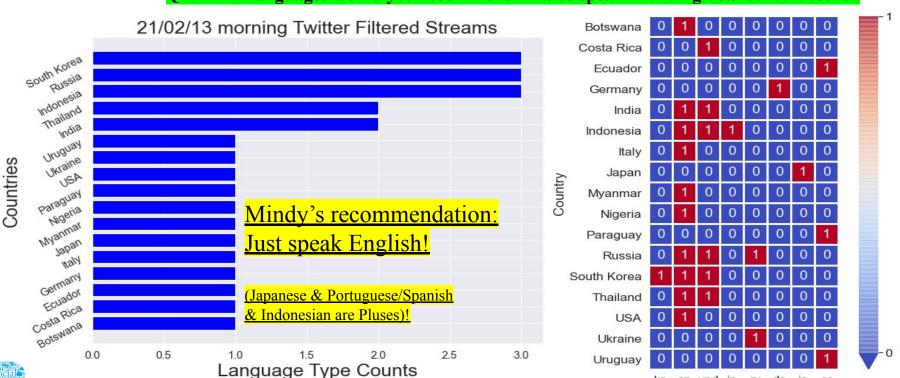




More in Appendix



Q2: What languages would you recommend BTS to speak in their global concert tours?





Conclusion

♦ Clair

- People who tweet about #BTS commonly add members from the group to their tweet.
- People also tweet about other musical acts from south korea with #BTS
- The BTS tweets in english tend to be higher on average then their tweets in korean

♦ Yasmin

Most popular words are Army, Favorite, and @BTS_twt. This varies depending on the time of day but popular words show up at 10pm the most

♦ Jeff

- Ateez, Blackpink, Keeper, exo are kpop artists that are also popular around the world also
- ➤ Blackpink is trending in twitter more than BTS
- > Texas tweets more about kpop than other states followed by California, New York and Illinois

♦ Melissa

Languages: There is a large amount of language diversity among BTS tweets since 64 languages out of 70 supported languages tweeted about BTS. Some languages tweet more than others at certain times

Mindy

- ➤ I would suggest BTS to hold concert tours in countries as follows: <u>Italy</u>, <u>NYC</u>, <u>Brazil</u>, <u>Indonesia</u> and <u>Japan</u>
- I would advise BTS to primarily speak English in their concert tours. However, it's better to also speak a bit of <u>Japanese</u> in Japan, <u>Indonesian</u> in Indonesia, <u>Spanish</u> & <u>Portuguese</u> in both Italy and Brazil in order to gain their popularities and visibilities in these countries





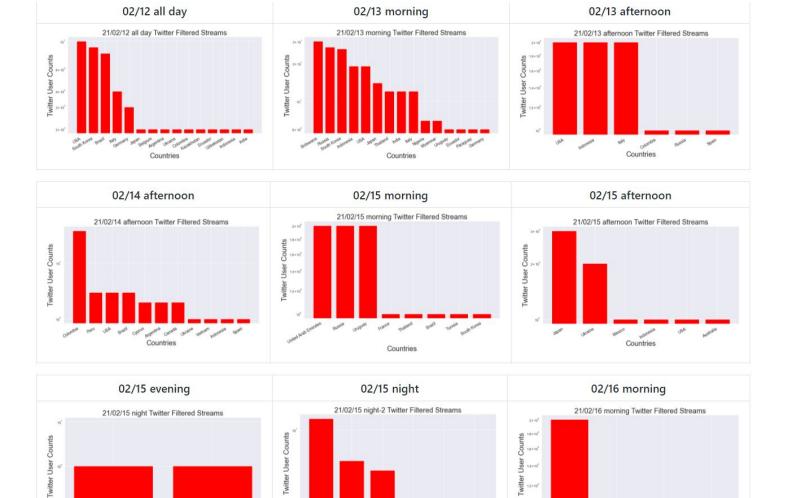
Thank You / Q&A / GitHub

Github Link

https://github.com/Jeffy892/project-2

We're ready to move on to Project 3...

Appendix



Countries

Countries



50

Countries

