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# PEOPLE WERE TALKING

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March 3



March 4



March 5

- Mar 3 & 4: more, and more diverse tweets in terms of words used than Mar 5.
- *launches*: common term on all three days.
- *Captiv8*: most tweeted about new startup. Mentions on March 5 dominated all words over the course of the event, with the exception of *launches*
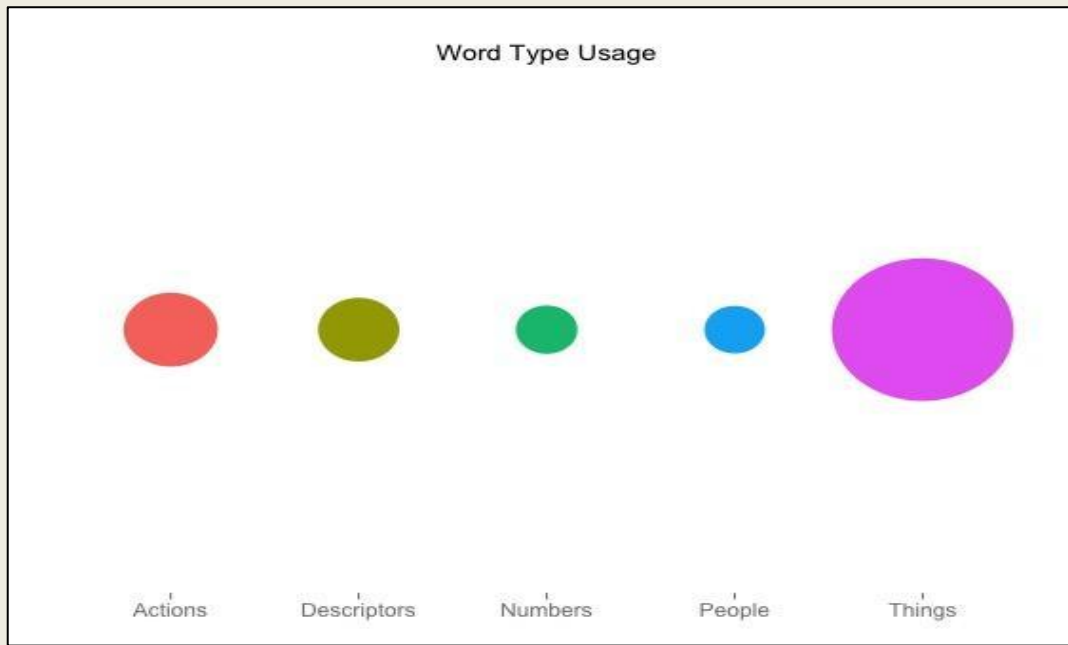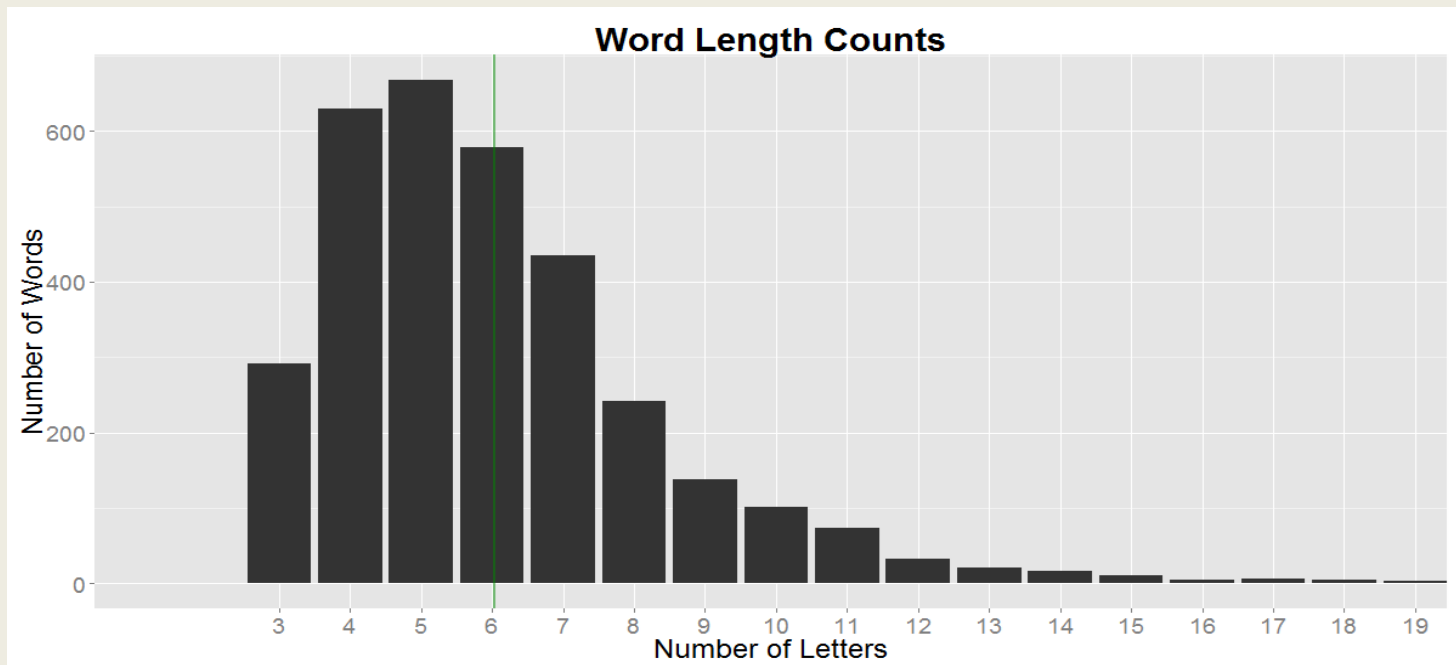
# WHAT WERE THEY SAYING?
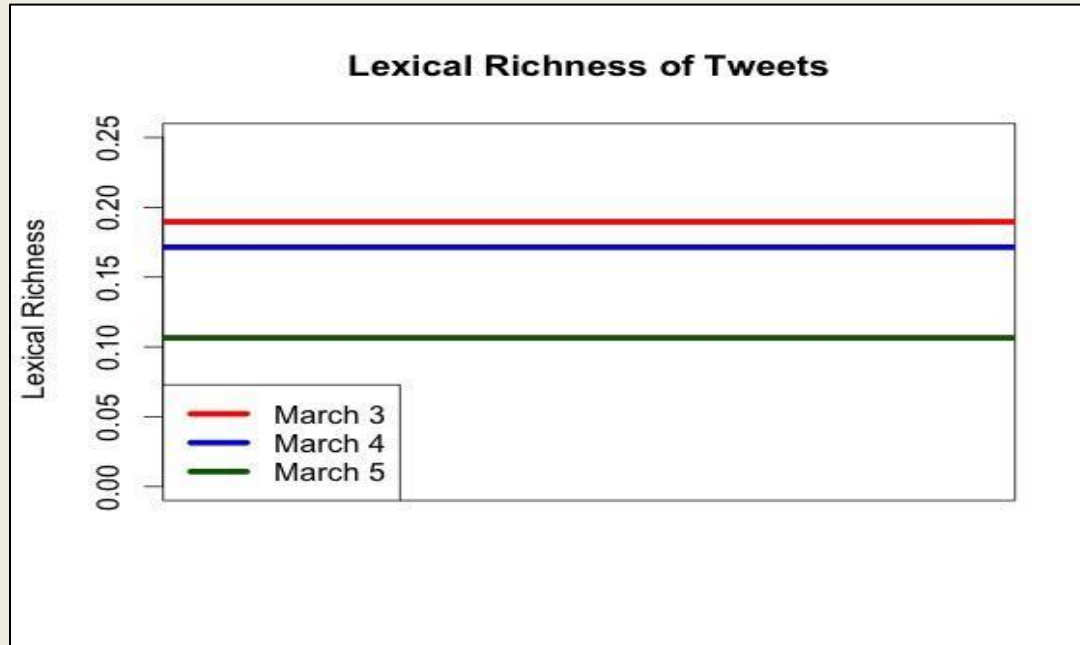


Lexical richness decreases with each day of the conference, reaching its lowest on March 5. This makes sense because March 5th had the greatest number of retweets.
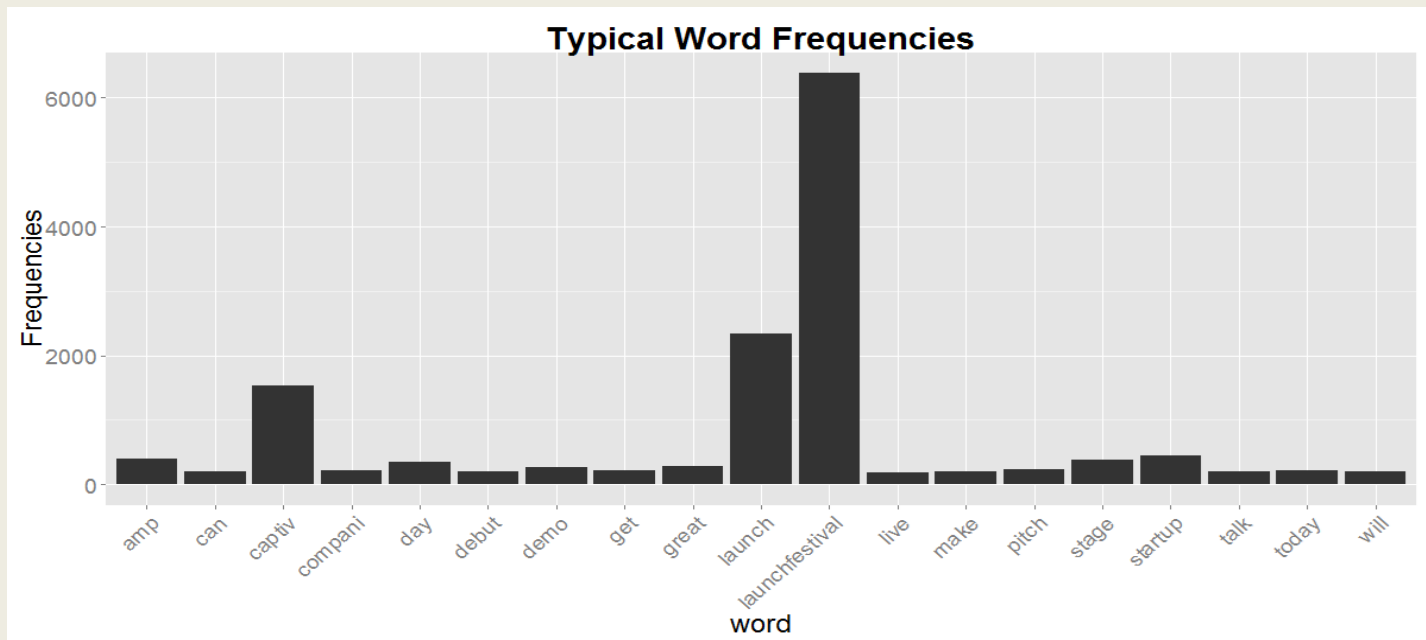
# WHAT WERE THEY SAYING?



People were talking about objects and actions.

# WORD USAGE IN TWEETS



- The distribution of the word lengths (Nearly Poisson)
- Its most frequent word length is 5 (n=668).
- Its mean word length is 6.

# WORDS WITH LARGEST FREQUENCIES



- All words with Frequencies > 180 (n=19).
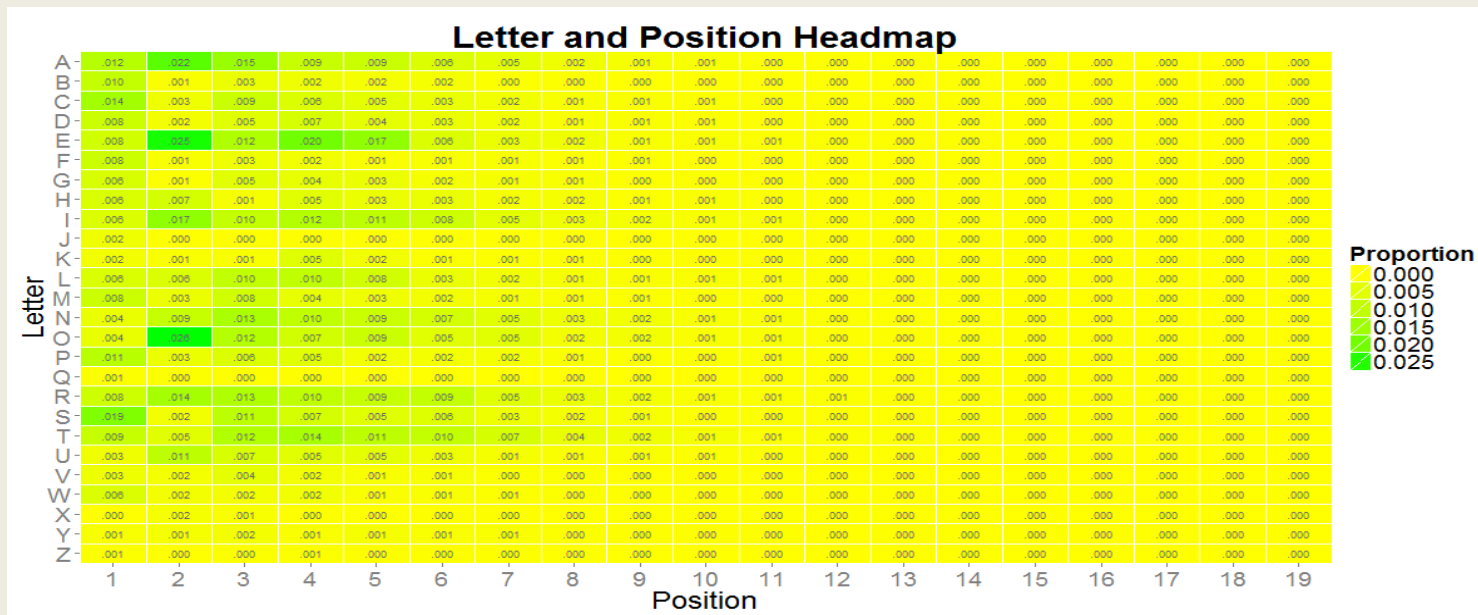- Launchfestival > launch > captiv > startup > amp > stage > day > great

# LETTER FREQUENCIES



Letter Frequencies



Figure 1  Dewey's Relative Frequency of English Spellings
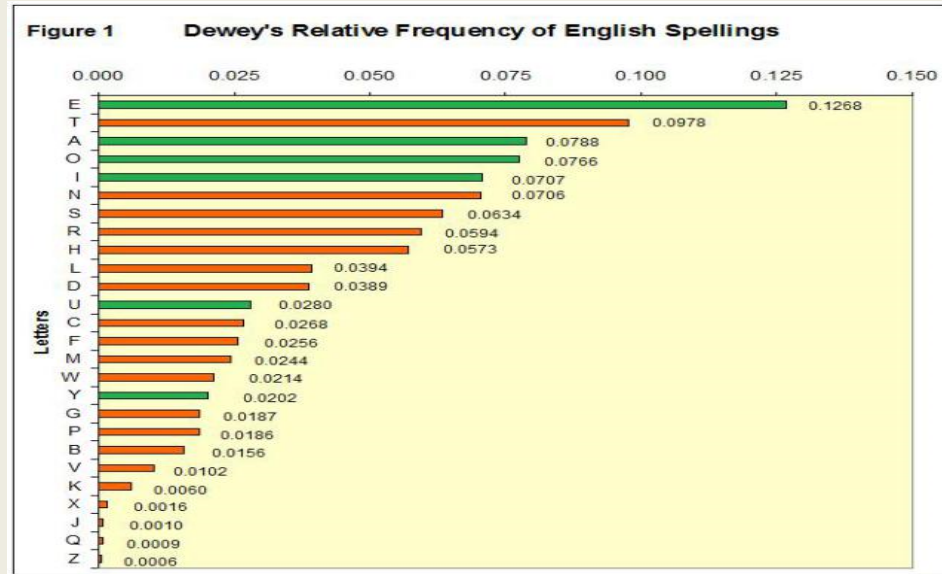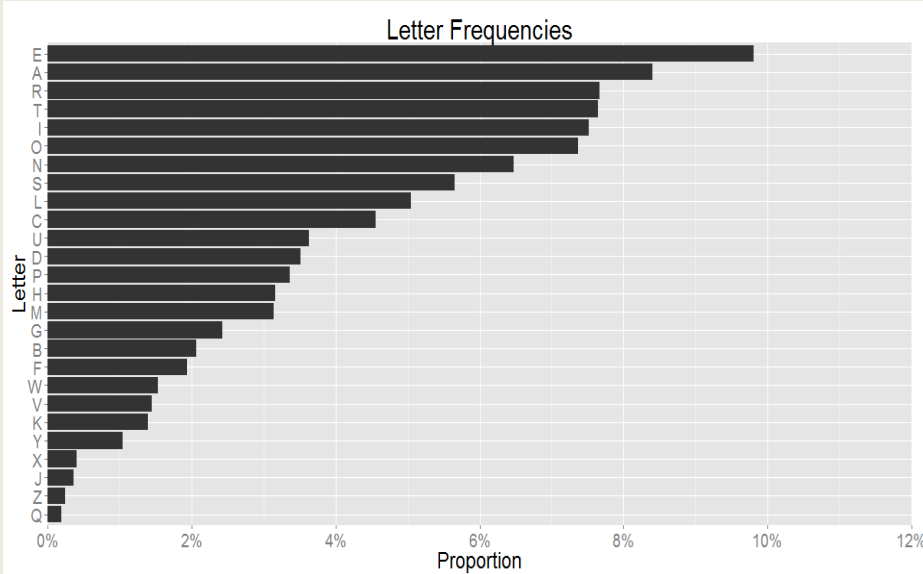
- The Frequencies of letters across all of the words in 6672 tweets. It seems that E, A, R, T, I, O) are the letters used most often.
- The result is based on a total of 19633 letters.
- The result is similar to a research made by Dewey who examined a total of 438,023 letters. https://introductorystats.wordpress.com/2011/12/31/cryptography-and-presidential-inaugural-speeches/
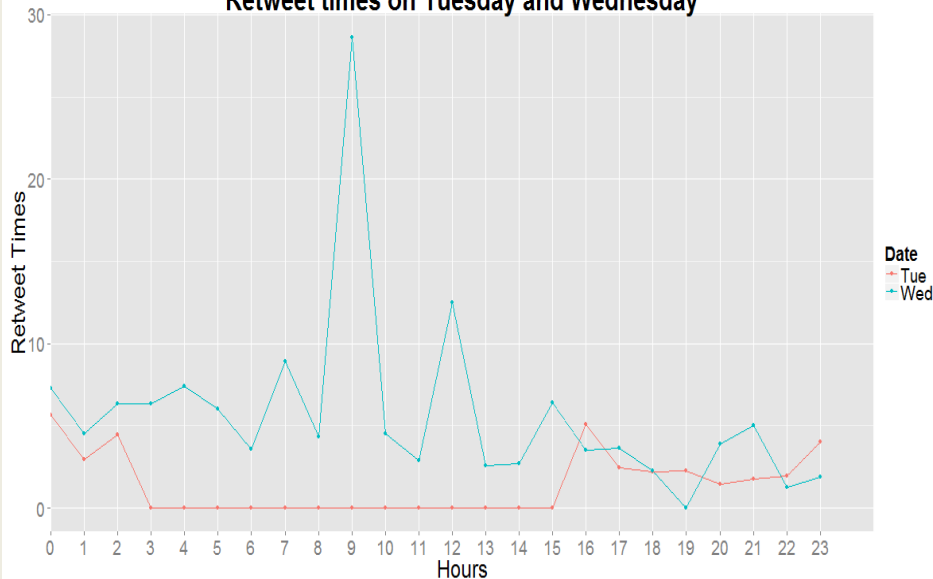
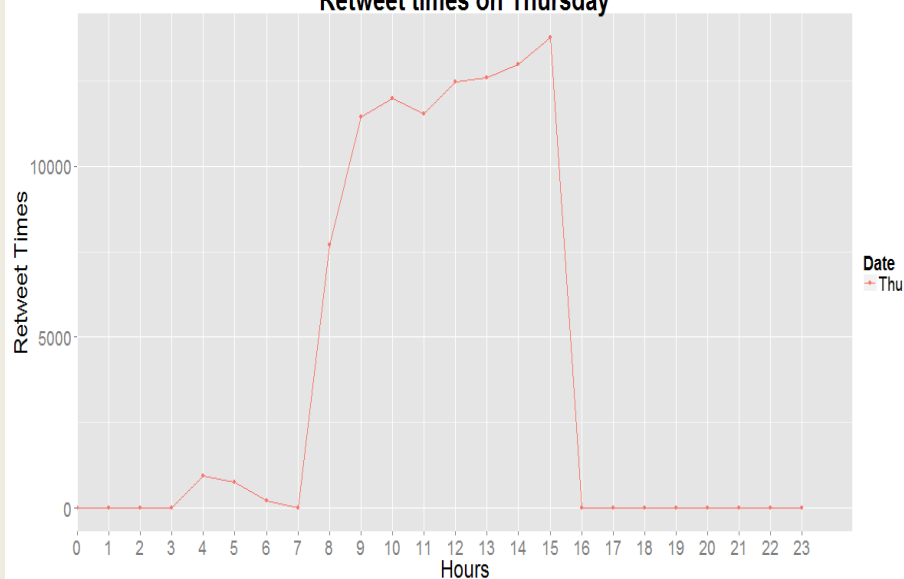# LETTER POSITION VISUALIZATION



Letter and Position Heatmap

- It contains position counts of each letter. For example, the proportion of letter A occurring at the second position is 2.2%.
- 0.000 means too small to show up

# RETWEET TIMES OVER TIME



Retweet times on Tuesday and Wednesday

Retweet times on Thursday

- The number of average retweet times increased from Tue to Thur.
- The averages on Tue, Wed, Thur were 3.13, 4.64, and 7440.43, respectively.
- No retweets until 15pm on Tue. Most 9 - 12pm on Wed; 8 - 15pm on Thur
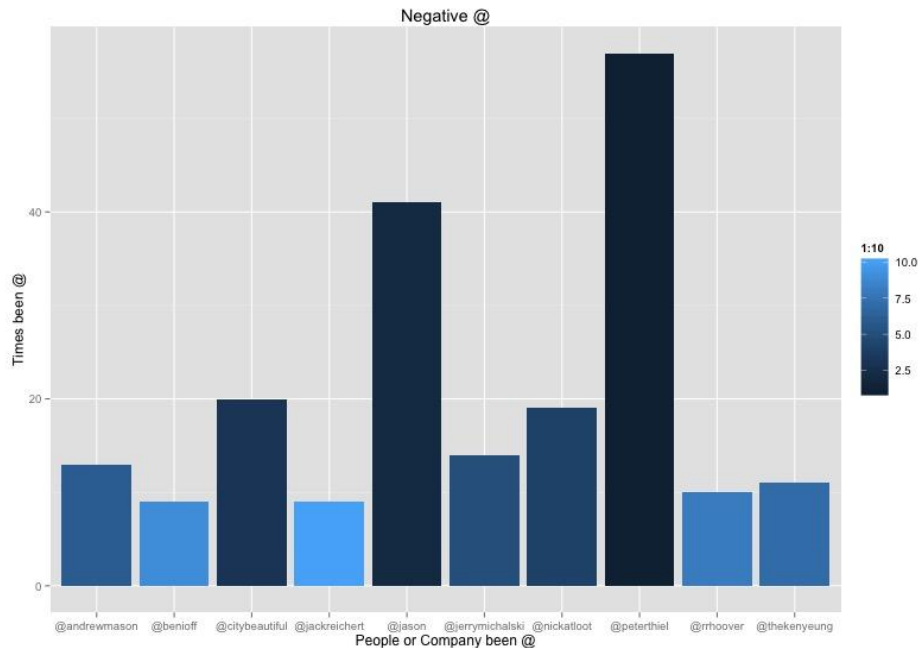- Caught people's eyes

# WHAT WERE THEY THINKING?

- Our Measurement: NCR
  - By Saif Mohammad and Peter Turney
  - 14182 words measured
- Typical words with positive scores:
  - Winner
  - Pretty
- Typical words with negative scores:
  - Criticism
  - Trash

# WHAT WERE THEY THINKING?
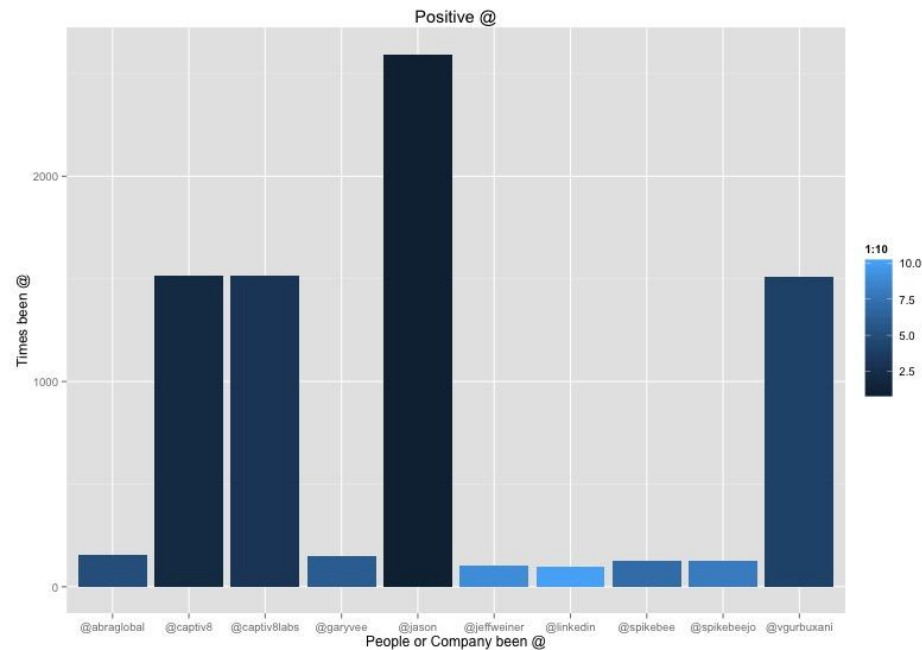


Most startups are more likely to be @ in positive emotion tweets.

Most angel investors are more likely to be @ in negative emotion tweets

# WHY DID THEY THINK THAT?

Why are angel investors more likely to be in emotionally negative tweets?

- Because they were criticizing others.
- "@thekenyeung @sacca says what drives him crazy is startup founders offering advice about entrepreneurship when they're still doing it. #launchfestival"

# WHY DID THEY THINK THAT?

Why are startups more likely to be in emotionally positive tweets?

- We are still guessing.
- "Great to see the vertical funding focus and real world use cases via @rock_health @Tumml @highway1io #launchfestival"

# WHY DID THEY THINK THAT?

@captiv8labs & @vgurbuxani

- Vishal Gurbuxani (@vgurbuxani) is the only angel investor who had very positive emotion tweets.
- Because he is one of the co-founders of Captiv8 labs, which launched at LaunchFest.
- "@vgurbuxani @jason captiv8 launches at #launchfestival @captiv8labs @launch"

@citybeautiful

- Twitter account for Orlando
- 20 negative tweets
- 0 positive tweets
- "Wow. @peterthiel and @jason just called out @citybeautiful and FL saying they trash any pitch from FL. SF diehards #startup #launchfestival"
- It seems that people in the bay area do not like things from Florida

# HOW ARE THEY CONNECTED?

- Chose the three most talked about companies

- Analyzed twitter networks

- How are these companies connected, if at all?

# Twitter Networks

## Rise Robotics

*Somerville, MA*

Robotics for medical, industrial and construction markets



## Captiv8

*San Francisco, CA*

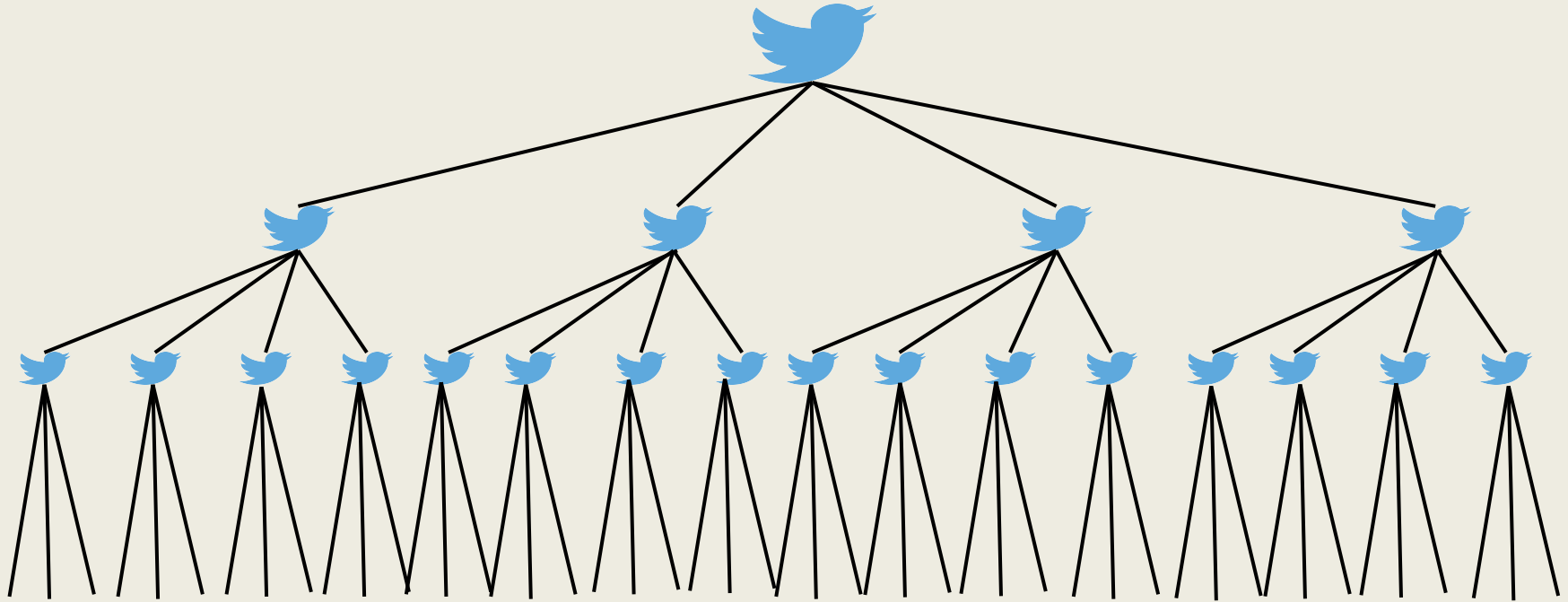CRM to allow brands to grow and monetize their audience



## Ask Fountain

*San Francisco, CA*

Mobile app for real time help on DIY projects

GETTING THE DATA
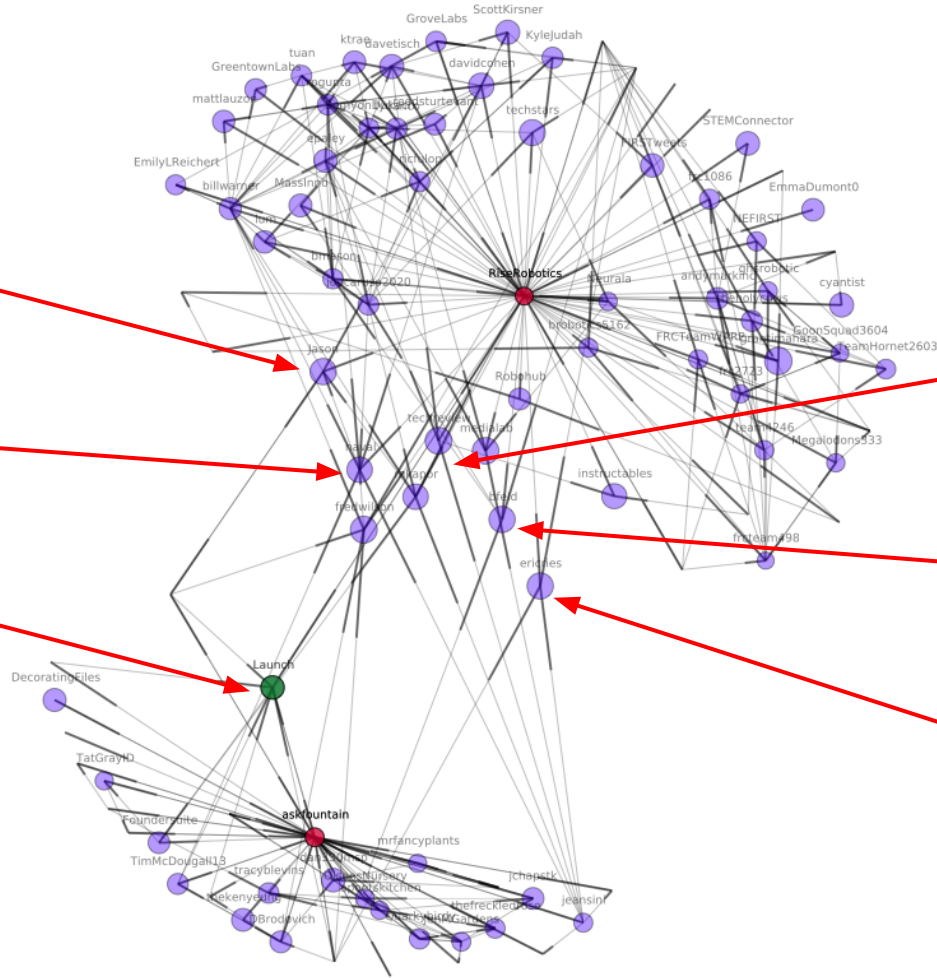
@jason: organizer; Angel investor

@naval: Angel investor

Launch festival

MIT tech review magazine

@bfeld: venture capitalist

@ericries: author of 'A Lean Startup'

# TWITTER NETWORKS

- Connected through Launch, investors and tech writers

- Companies share XX followers

- Following XX people the same

- Most overlap between XX and XX