

ST115 Project Outline

Tentative Title: Investigating LSE Department's digital presence on Twitter

Overview

The main problem I would like to answer in this project is which departments have the biggest digital presence at the LSE and if any contributing factors give them this title. I felt like this topic would be suitable because I was on one of the society's committees last year and digital marketing was quite significant when all society events were online.

Finding out which departments have the most influential digital presence can be determined by the number of followers, likes, retweets, quotes, and replies they have on each tweet. As for the contributing factors, they could be a mixture of things. For example, a department may have low engagement on their posts but a large following. The reason for this could be that they post too frequently, so people are less likely to engage with all their tweets.

Regarding the dataset, I intend to get the data from the LSE department's Twitter accounts. Using data from here could also mean that I may miss out on some engagements on other social media platforms like Instagram and Facebook.

Methodology

- Web scraping of data from the department's Twitter accounts
 - Examples of data I would be extracting: Number of followers, engagement ratio, retweet counts, like count, reply count, the total number of posts, and quote counts. Other data types would include impressions, profile views etc. but these are only available as non-public information that isn't accessible with my developer account level
- Analysis of data and data visualisation
 - I will experiment with displaying all department's data for a comparison

Conclusion

The end goal of this project is to successfully extract data from the department's Twitter accounts and create a usable dataset. After creating the usable dataset, I will aim to carry out exploratory data analysis on all the data and then decide how to interpret and visualise the analysis. Following this, the project should end with a clear idea of which departments have the biggest social media presence and possible explanations for why they are so successful.