

26250 - ST115 Project

Part 1: Introduction

This project aims to find out whether LSE departments should use Twitter to communicate with LSE students. During COVID-19, most events moved online, and most organisations had to improve their digital presence to adapt. Despite activities slowly returning to normal, having an online presence is still extremely important. Therefore, exploring whether Twitter is an effective social media platform to use to improve the department's digital presence is a topic worth exploring.

We can explore the statement above by carrying out an analysis similar to social media analytics. To find out whether Twitter is an adequate social media platform, we may want to answer these few questions:

1. What defines a successful Twitter account?
2. Does Twitter have an active audience that's worth maintaining?
3. Is it easy to grow on Twitter? Do tweets often get shared enough to encourage growth of a Twitter account?
4. Does a department need positive attention to be successful? Or can negative attention make the account successful too?

Part 2: Data Collection

To answer the questions above, we have to collect variations of information for each department. For example, we could gather information like the number of followers, types, numbers of engagements, and the sentiments of replies and mentions for each account. Using different combinations of information, we can find out whether Twitter is an adequate social media platform.

We can collect all the information needed from Twitter itself. There are a few limitations to using Twitter API calls. For example, there are limits to the API calls we can make. I will explain more of the constraints when extracting more data.

To start, we will call the list of departments at the LSE. We do this in order to search up the related accounts on Twitter.

```
In [1]: %%javascript  
IPython.OutputArea.prototype._should_scroll = function(lines) {  
    return false;  
}
```

```
In [2]: from bs4 import BeautifulSoup  
import requests  
import json
```

```
In [3]: url = "https://info.lse.ac.uk/staff/departments-and-institutes" #List of LSE departments  
response = requests.get(url)  
soup = BeautifulSoup(response.content, "lxml")
```

```
In [4]: raw_list = soup.find_all('ul')
```

```
In [5]: dept = []

for tag in raw_list:
    list_el = tag.text.strip()
    dept.append(list_el)
```

```
In [6]: depts = dept[2:]
depts
```

```
Out[6]: ['Department of Accounting\nDepartment of Anthropology\nData Science Institute\nDepartment of Economics\nDepartment of Economic History\nEuropean Institute\nDepartment of Finance\nFiroz Lalji Institute for Africa\nDepartment of Gender Studies\nDepartment of Geography and Environment\nDepartment of Government\nDepartment of Health Policy\nDepartment of International Development\nDepartment of International History\nInternational Inequalities Institute\nDepartment of International Relations\nLanguage Centre\nLSE Law School\nDepartment of Management\nMarshall Institute\nDepartment of Mathematics\nDepartment of Media and Communications\nDepartment of Methodology\nDepartment of Philosophy, Logic and Scientific Method\nDepartment of Psychological and Behavioural Science\nSchool of Public Policy (formerly Institute of Public Affairs)\nDepartment of Social Policy\nDepartment of Sociology\nDepartment of Statistics']
```

```
In [7]: dept_list = depts[0].split("\n")
dept_list
```

```
Out[7]: ['Department of Accounting',
'Department of Anthropology',
'Data Science Institute',
'Department of Economics',
'Department of Economic History',
'European Institute',
'Department of Finance',
'Firoz Lalji Institute for Africa',
'Department of Gender Studies',
'Department of Geography and Environment',
'Department of Government',
'Department of Health Policy',
'Department of International Development',
'Department of International History',
'International Inequalities Institute',
'Department of International Relations',
'Language Centre',
'LSE Law School',
'Department of Management',
'Marshall Institute',
'Department of Mathematics',
'Department of Media and Communications',
'Department of Methodology',
'Department of Philosophy, Logic and Scientific Method',
'Department of Psychological and Behavioural Science',
'School of Public Policy (formerly Institute of Public Affairs)',
'Department of Social Policy',
'Department of Sociology',
'Department of Statistics']
```

In this project, I have only decided to look at LSE departments. Institutes tend to have massive followings and digital presences because they're more of a community than a department. It

wouldn't be a fair comparison. Therefore, we won't be looking into Institutes.

In [8]:

```
#Remove all elements in the list with the word Institute as we are looking only at D
indices = [dept_list.index("Data Science Institute"), dept_list.index("European Inst
dept_list.index("Firoz Lalji Institute for Africa"), dept_list.index("Int
dept_list.index("Marshall Institute"),
dept_list.index("School of Public Policy (formerly Institute of Public Af
```

In [9]:

```
dept_list = [i for j, i in enumerate(dept_list) if j not in indices]
dept_list #Final list of departments
```

Out[9]:

```
['Department of Accounting',
'Department of Anthropology',
'Department of Economics',
'Department of Economic History',
'Department of Finance',
'Department of Gender Studies',
'Department of Geography and Environment',
'Department of Government',
'Department of Health Policy',
'Department of International Development',
'Department of International History',
'Department of International Relations',
'Language Centre',
'LSE Law School',
'Department of Management',
'Department of Mathematics',
'Department of Media and Communications',
'Department of Methodology',
'Department of Philosophy, Logic and Scientific Method',
'Department of Psychological and Behavioural Science',
'Department of Social Policy',
'Department of Sociology',
'Department of Statistics']
```

Based on the department list above, I've collected the list of Twitter usernames for each department manually because there isn't a compiled list of the department's Twitter handles.

In [10]:

```
usernames = ['LSE_Accounting', 'LSEAnthropology', 'LSEEcon',
'LSEEchist', 'LSEfinance', 'LSEGenderTweet', 'LSEGeography',
'LSEGovernment', 'LSEHealthPolicy', 'LSE_ID', 'lsehistory',
'LSEIRDept', 'lselangcentre', 'LSELaw', 'LSEManagement', 'LSEMATHS',
'MedialLSE', 'MethodologyLSE', 'LSEPhilosophy', 'LSEBehavioural',
'LSESocialPolicy', 'LSEsociology', 'LSEStatistics']
```

In [11]:

```
import pandas as pd

dept_usernames = pd.DataFrame({
    'Department': dept_list,
    'Twitter username': usernames
})

dept_usernames['Department'] = dept_usernames['Department'].str.replace('Department', 'dept_usernames')
```

Out[11]:

Department Twitter username

	Department	Twitter username
0	Accounting	LSE_Accounting

	Department	Twitter username
1	Anthropology	LSEAnthropology
2	Economics	LSEEcon
3	Economic History	LSEEcHist
4	Finance	LSEfinance
5	Gender Studies	LSEGenderTweet
6	Geography and Environment	LSEGeography
7	Government	LSEGovernment
8	Health Policy	LSEHealthPolicy
9	International Development	LSE_ID
10	International History	lsehistory
11	International Relations	LSEIRDept
12	Language Centre	lselangcentre
13	LSE Law School	LSELaw
14	Management	LSEManagement
15	Mathematics	LSEMATHS
16	Media and Communications	MediaLSE
17	Methodology	MethodologyLSE
18	Philosophy, Logic and Scientific Method	LSEPhilosophy
19	Psychological and Behavioural Science	LSEBehavioural
20	Social Policy	LSESocialPolicy
21	Sociology	LSEsociology
22	Statistics	LSEStatistics

Next, we start identifying what kind of tweets we would like to look at for each department. We want to determine which department has better engagement overall and see what factors contribute to its success. The first thing we will look at is each department's follower counts. The next step is to find out the overall engagement using the metrics of likes, retweets, replies, and quotes. In the next step, we will look at comments (which may be limited). All the data analysis will only go back to the last 100 tweets posted by each account because this is the limit that Twitter allows.

Because of the restrictions of the Twitter developer account, the engagement counts are public metrics. If there were no restrictions, I would add more metrics like impression count, total views, and profile views.

```
In [12]: #Twitter authentication for API calls
with open('keys.json') as f:
    keys = json.load(f)

bearer_token = keys['twitter']['bearer_token']
headers = {
```

```
'Authorization': f"Bearer {bearer_token}"  
}
```

In [13]:

#Getting information about each department's account

```
r = requests.get('https://api.twitter.com/2/users/by?usernames=LSE_Accounting,LSEAnthropology')
r.text
```

Out[13]:

```
{"data": [{"id": "4900666161", "public_metrics": {"followers_count": 2518, "following_count": 119, "tweet_count": 495, "listed_count": 25}, "name": "LSE Accounting", "username": "LSE_Accounting"}, {"id": "850888387", "public_metrics": {"followers_count": 6682, "following_count": 97, "tweet_count": 913, "listed_count": 106}, "name": "LSE Anthropology", "username": "LSEAnthropology"}, {"id": "1200727465", "public_metrics": {"followers_count": 3576, "following_count": 636, "tweet_count": 10194, "listed_count": 570}, "name": "LSE Department of Economics", "username": "LSEEcon"}, {"id": "224639696", "public_metrics": {"followers_count": 3912, "following_count": 309, "tweet_count": 1764, "listed_count": 101}, "name": "LSE Economic History", "username": "LSEEcHist"}, {"id": "972257048", "public_metrics": {"followers_count": 2480, "following_count": 179, "tweet_count": 605, "listed_count": 51}, "name": "LSE Finance", "username": "LSEfinance"}, {"id": "189090262", "public_metrics": {"followers_count": 19721, "following_count": 2624, "tweet_count": 7243, "listed_count": 281}, "name": "LSE Gender", "username": "LSEGenderTweet"}, {"id": "240262055", "public_metrics": {"followers_count": 12604, "following_count": 607, "tweet_count": 5338, "listed_count": 241}, "name": "LSE Geography & Environment", "username": "LSEGeography"}, {"id": "303823238", "public_metrics": {"followers_count": 24788, "following_count": 845, "tweet_count": 8672, "listed_count": 354}, "name": "LSE Government", "username": "LSEGovernment"}, {"id": "472009727", "public_metrics": {"followers_count": 7700, "following_count": 865, "tweet_count": 455, "listed_count": 142}, "name": "LSE Health Policy", "username": "LSEHealthPolicy"}, {"id": "317018025", "public_metrics": {"followers_count": 12197, "following_count": 1148, "tweet_count": 5748, "listed_count": 201}, "name": "LSE International Development", "username": "LSE_ID"}, {"id": "253471591", "public_metrics": {"followers_count": 7121, "following_count": 118, "tweet_count": 7601, "listed_count": 142}, "name": "LSE International History", "username": "lsehistory"}, {"id": "237225532", "public_metrics": {"followers_count": 15397, "following_count": 195, "tweet_count": 3993, "listed_count": 184}, "name": "LSE Intl Relations", "username": "LSEIRDept"}, {"id": "179888345", "public_metrics": {"followers_count": 1741, "following_count": 90, "tweet_count": 645, "listed_count": 45}, "name": "LSE Language Centre", "username": "lselangcentre"}, {"id": "532172035", "public_metrics": {"followers_count": 15136, "following_count": 486, "tweet_count": 9754, "listed_count": 0}, "name": "LSE Law School", "username": "LSELaw"}, {"id": "26465977", "public_metrics": {"followers_count": 6216, "following_count": 705, "tweet_count": 6292, "listed_count": 198}, "name": "LSE Management", "username": "LSEManagement"}, {"id": "3044880371", "public_metrics": {"followers_count": 3969, "following_count": 332, "tweet_count": 3781, "listed_count": 62}, "name": "LSE Mathematics", "username": "LSEMaths"}, {"id": "207534677", "public_metrics": {"followers_count": 23150, "following_count": 6426, "tweet_count": 13342, "listed_count": 0}, "name": "LSE Media & Communications", "username": "MediaLSE"}, {"id": "86921024", "public_metrics": {"followers_count": 4614, "following_count": 512, "tweet_count": 1756, "listed_count": 64}, "name": "LSE Methodology", "username": "MethodologyLSE"}, {"id": "904251031", "public_metrics": {"followers_count": 16247, "following_count": 487, "tweet_count": 3504, "listed_count": 315}, "name": "LSE Philosophy", "username": "LSEPhilosophy"}, {"id": "1965000560", "public_metrics": {"followers_count": 24485, "following_count": 55, "tweet_count": 1249, "listed_count": 541}, "name": "LSE Behavioural", "username": "LSEBehavioural"}, {"id": "247217258", "public_metrics": {"followers_count": 8499, "following_count": 253, "tweet_count": 2946, "listed_count": 0}, "name": "LSE Social Policy", "username": "LSESocialPolicy"}, {"id": "1671486960", "public_metrics": {"followers_count": 24386, "following_count": 567, "tweet_count": 6252, "listed_count": 347}, "name": "LSE Sociology", "username": "LSEsociology"}, {"id": "420282103", "public_metrics": {"followers_count": 2561, "following_count": 803, "tweet_count": 2719, "listed_count": 57}, "name": "LSE Statistics", "username": "LSEStatistics"}]}]
```

In [14]:

#Collecting information about each department's Twitter accounts

```
ids = json.loads(r.text)['data']
```

```
dept_ids = []; dept_followers = []; tweet_count = []
```

```

for i in range(0, len(ids)):
    idno = ids[i]['id'] #Twitter ID for API calls later on
    no_tweets = ids[i]['public_metrics']['tweet_count'] #Tweet count for each account
    followers = ids[i]['public_metrics']['followers_count'] #Follow count for each account
    dept_ids.append(idno)
    dept_followers.append(followers)
    tweet_count.append(no_tweets)

dept_usernames['Tweet count'] = tweet_count
dept_usernames['Twitter ID'] = dept_ids
dept_usernames['Follower count'] = dept_followers

```

In [15]: dept_usernames

	Department	Twitter username	Tweet count	Twitter ID	Follower count
0	Accounting	LSE_Accounting	495	4900666161	2518
1	Anthropology	LSEAnthropology	913	850888387	6682
2	Economics	LSEEcon	10194	1200727465	35760
3	Economic History	LSEEHist	1764	224639696	3912
4	Finance	LSEfinance	605	972257048	2480
5	Gender Studies	LSEGenderTweet	7243	189090262	19721
6	Geography and Environment	LSEGeography	5338	240262055	12604
7	Government	LSEGovernment	8672	303823238	24788
8	Health Policy	LSEHealthPolicy	4557	472009727	7700
9	International Development	LSE_ID	5748	317018025	12197
10	International History	Isehistory	7601	253471591	7121
11	International Relations	LSEIRDept	3993	237225532	15397
12	Language Centre	Iselangcentre	645	179888345	1741
13	LSE Law School	LSELaw	9754	532172035	15136
14	Management	LSEManagement	6292	26465977	6216
15	Mathematics	LSEMATHS	3781	3044880371	3969
16	Media and Communications	MediaLSE	13342	207534677	23150
17	Methodology	MethodologyLSE	1756	86921024	4614
18	Philosophy, Logic and Scientific Method	LSEPhilosophy	3504	904251031	16247
19	Psychological and Behavioural Science	LSEBehavioural	1249	1965000560	24485
20	Social Policy	LSESocialPolicy	2946	2472172578	8499
21	Sociology	LSEsociology	6252	1671486960	24386
22	Statistics	LSEStatistics	2719	420282103	2561

Next, I will extract the number of engagements for the last 100 tweets of every LSE department on Twitter. I've chosen to use the most recent 100 tweets because of the limits. However, if the

restriction on the call limit did not exist, I would've retrieved tweets for all departments from January. Taking tweets based after a precise date would be a fair comparison.

In [16]:

```
#Retrieving information about the past 100 tweets for each department

#Accounting department
r = requests.get('https://api.twitter.com/2/users/4900666161/tweets?expansions=attac
acc = json.loads(r.text)

acc_dept_tweets = acc['data']
acc_retweet = []; acc_reply = []; acc_like = []; acc_quote = []; dept = []; tweet_no

for i in range(0, len(acc_dept_tweets)):
    tweet_no.append(i) #For the purpose of plotting tweets 1-100 in the visualisatio
    dept.append('Accounting') #Department name
    acc_retweet.append(acc_dept_tweets[i]['public_metrics']['retweet_count']) #How m
    acc_reply.append(acc_dept_tweets[i]['public_metrics']['reply_count']) #How many
    acc_like.append(acc_dept_tweets[i]['public_metrics']['like_count']) #How many li
    acc_quote.append(acc_dept_tweets[i]['public_metrics']['quote_count']) #How many

acc_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': acc_retweet,
    'Reply count': acc_reply,
    'Like count': acc_like,
    'Quote count': acc_quote
})
```

In [17]:

```
#Anthropology department
r = requests.get('https://api.twitter.com/2/users/850888387/tweets?expansions=attach
anth = json.loads(r.text)

anth_dept_tweets = anth['data']
anth_retweet = []; anth_reply = []; anth_like = []; anth_quote = []; dept = []; twe
anth_like.append(anth_dept_tweets[i]['public_metrics']['like_count'])
anth_quote.append(anth_dept_tweets[i]['public_metrics']['quote_count'])

anth_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': anth_retweet,
    'Reply count': anth_reply,
    'Like count': anth_like,
    'Quote count': anth_quote
})
```

In [18]:

```
#Economics department
r = requests.get('https://api.twitter.com/2/users/1200727465/tweets?expansions=attac
econ = json.loads(r.text)

econ_dept_tweets = econ['data']
econ_retweet = []; econ_reply = []; econ_like = []; econ_quote = []; dept = []; twee
```

```

for i in range(0, len(econ_dept_tweets)):
    tweet_no.append(i)
    dept.append('Economics')
    econ_retweet.append(econ_dept_tweets[i]['public_metrics']['retweet_count'])
    econ_reply.append(econ_dept_tweets[i]['public_metrics']['reply_count'])
    econ_like.append(econ_dept_tweets[i]['public_metrics']['like_count'])
    econ_quote.append(econ_dept_tweets[i]['public_metrics']['quote_count'])

econ_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': econ_retweet,
    'Reply count': econ_reply,
    'Like count': econ_like,
    'Quote count': econ_quote
})

```

In [19]:

```

#Economics history department
r = requests.get('https://api.twitter.com/2/users/224639696/tweets?expansions=attach
econhist = json.loads(r.text)

econhist_dept_tweets = econhist['data']
econhist_retweet = []; econhist_reply = []; econhist_like = []; econhist_quote = [];

for i in range(0, len(econhist_dept_tweets)):
    tweet_no.append(i)
    dept.append('Economics History')
    econhist_retweet.append(econhist_dept_tweets[i]['public_metrics']['retweet_count'])
    econhist_reply.append(econhist_dept_tweets[i]['public_metrics']['reply_count'])
    econhist_like.append(econhist_dept_tweets[i]['public_metrics']['like_count'])
    econhist_quote.append(econhist_dept_tweets[i]['public_metrics']['quote_count'])

econhist_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': econhist_retweet,
    'Reply count': econhist_reply,
    'Like count': econhist_like,
    'Quote count': econhist_quote
})

```

In [20]:

```

#Finance department
r = requests.get('https://api.twitter.com/2/users/972257048/tweets?expansions=attach
finance = json.loads(r.text)

finance_dept_tweets = finance['data']
finance_retweet = []; finance_reply = []; finance_like = []; finance_quote = []; dep

for i in range(0, len(finance_dept_tweets)):
    tweet_no.append(i)
    dept.append('Finance')
    finance_retweet.append(finance_dept_tweets[i]['public_metrics']['retweet_count'])
    finance_reply.append(finance_dept_tweets[i]['public_metrics']['reply_count'])
    finance_like.append(finance_dept_tweets[i]['public_metrics']['like_count'])
    finance_quote.append(finance_dept_tweets[i]['public_metrics']['quote_count'])

finance_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': finance_retweet,
    'Reply count': finance_reply,
    'Like count': finance_like,
    'Quote count': finance_quote
})

```

```
'Like count': finance_like,
'Quote count': finance_quote
})
```

```
In [21]: #Gender studies department
r = requests.get('https://api.twitter.com/2/users/189090262/tweets?expansions=attach
gender = json.loads(r.text)

gender_dept_tweets = gender['data']
gender_retweet = []; gender_reply = []; gender_like = []; gender_quote = []; dept =
for i in range(0, len(gender_dept_tweets)):
    tweet_no.append(i)
    dept.append('Gender Studies')
    gender_retweet.append(gender_dept_tweets[i]['public_metrics']['retweet_count'])
    gender_reply.append(gender_dept_tweets[i]['public_metrics']['reply_count'])
    gender_like.append(gender_dept_tweets[i]['public_metrics']['like_count'])
    gender_quote.append(gender_dept_tweets[i]['public_metrics']['quote_count'])

gender_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': gender_retweet,
    'Reply count': gender_reply,
    'Like count': gender_like,
    'Quote count': gender_quote
})
```

```
In [22]: #Geography department
r = requests.get('https://api.twitter.com/2/users/240262055/tweets?expansions=attach
geo = json.loads(r.text)

geo_dept_tweets = geo['data']
geo_retweet = []; geo_reply = []; geo_like = []; geo_quote = []; dept = []; tweet_no =
for i in range(0, len(geo_dept_tweets)):
    tweet_no.append(i)
    dept.append('Geography and Environment')
    geo_retweet.append(geo_dept_tweets[i]['public_metrics']['retweet_count'])
    geo_reply.append(geo_dept_tweets[i]['public_metrics']['reply_count'])
    geo_like.append(geo_dept_tweets[i]['public_metrics']['like_count'])
    geo_quote.append(geo_dept_tweets[i]['public_metrics']['quote_count'])

geo_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': geo_retweet,
    'Reply count': geo_reply,
    'Like count': geo_like,
    'Quote count': geo_quote
})
```

```
In [23]: #Government department
r = requests.get('https://api.twitter.com/2/users/303823238/tweets?expansions=attach
gov = json.loads(r.text)

gov_dept_tweets = gov['data']
gov_retweet = []; gov_reply = []; gov_like = []; gov_quote = []; dept = []; tweet_no =
for i in range(0, len(gov_dept_tweets)):
```

```

        tweet_no.append(i)
        dept.append('Government')
        gov_retweet.append(gov_dept_tweets[i]['public_metrics']['retweet_count'])
        gov_reply.append(gov_dept_tweets[i]['public_metrics']['reply_count'])
        gov_like.append(gov_dept_tweets[i]['public_metrics']['like_count'])
        gov_quote.append(gov_dept_tweets[i]['public_metrics']['quote_count'])

    gov_twitter = pd.DataFrame({
        'Tweet no': tweet_no,
        'Department': dept,
        'Retweet count': gov_retweet,
        'Reply count': gov_reply,
        'Like count': gov_like,
        'Quote count': gov_quote
    })

```

In [24]:

```

#Health Policy Department
r = requests.get('https://api.twitter.com/2/users/472009727/tweets?expansions=attach
hp = json.loads(r.text)

hp_dept_tweets = hp['data']
hp_retweet = []; hp_reply = []; hp_like = []; hp_quote = []; dept = []; tweet_no = []

for i in range(0, len(hp_dept_tweets)):
    tweet_no.append(i)
    dept.append('Health Policy')
    hp_retweet.append(hp_dept_tweets[i]['public_metrics']['retweet_count'])
    hp_reply.append(hp_dept_tweets[i]['public_metrics']['reply_count'])
    hp_like.append(hp_dept_tweets[i]['public_metrics']['like_count'])
    hp_quote.append(hp_dept_tweets[i]['public_metrics']['quote_count'])

hp_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': hp_retweet,
    'Reply count': hp_reply,
    'Like count': hp_like,
    'Quote count': hp_quote
})

```

In [25]:

```

#International Development Department
r = requests.get('https://api.twitter.com/2/users/317018025/tweets?expansions=attach
id = json.loads(r.text)

id_dept_tweets = id['data']
id_retweet = []; id_reply = []; id_like = []; id_quote = []; dept = []; tweet_no = []

for i in range(0, len(id_dept_tweets)):
    tweet_no.append(i)
    dept.append('International Development')
    id_retweet.append(id_dept_tweets[i]['public_metrics']['retweet_count'])
    id_reply.append(id_dept_tweets[i]['public_metrics']['reply_count'])
    id_like.append(id_dept_tweets[i]['public_metrics']['like_count'])
    id_quote.append(id_dept_tweets[i]['public_metrics']['quote_count'])

id_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': id_retweet,
    'Reply count': id_reply,
    'Like count': id_like,
    'Quote count': id_quote
})

```

```
'Quote count': id_quote  
})
```

In [26]:

```
#International History Department  
r = requests.get('https://api.twitter.com/2/users/253471591/tweets?expansions=attach  
ih = json.loads(r.text)  
  
ih_dept_tweets = ih['data']  
ih_retweet = []; ih_reply = []; ih_like = []; ih_quote = []; dept = []; tweet_no = [  
  
for i in range(0, len(ih_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('International History')  
    ih_retweet.append(ih_dept_tweets[i]['public_metrics']['retweet_count'])  
    ih_reply.append(ih_dept_tweets[i]['public_metrics']['reply_count'])  
    ih_like.append(ih_dept_tweets[i]['public_metrics']['like_count'])  
    ih_quote.append(ih_dept_tweets[i]['public_metrics']['quote_count'])  
  
ih_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': ih_retweet,  
    'Reply count': ih_reply,  
    'Like count': ih_like,  
    'Quote count': ih_quote  
})
```

In [27]:

```
#International Relations Department  
r = requests.get('https://api.twitter.com/2/users/237225532/tweets?expansions=attach  
ir = json.loads(r.text)  
  
ir_dept_tweets = ir['data']  
ir_retweet = []; ir_reply = []; ir_like = []; ir_quote = []; dept = []; tweet_no = [  
  
for i in range(0, len(ir_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('International Relations')  
    ir_retweet.append(ir_dept_tweets[i]['public_metrics']['retweet_count'])  
    ir_reply.append(ir_dept_tweets[i]['public_metrics']['reply_count'])  
    ir_like.append(ir_dept_tweets[i]['public_metrics']['like_count'])  
    ir_quote.append(ir_dept_tweets[i]['public_metrics']['quote_count'])  
  
ir_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': ir_retweet,  
    'Reply count': ir_reply,  
    'Like count': ir_like,  
    'Quote count': ir_quote  
})
```

In [28]:

```
#Language Centre Department  
r = requests.get('https://api.twitter.com/2/users/179888345/tweets?expansions=attach  
lang = json.loads(r.text)  
  
lang_dept_tweets = lang['data']  
lang_retweet = []; lang_reply = []; lang_like = []; lang_quote = []; dept = []; tweet_no = [  
  
for i in range(0, len(lang_dept_tweets)):  
    tweet_no.append(i)
```

```

dept.append('Language Centre')
lang_retweet.append(lang_dept_tweets[i]['public_metrics']['retweet_count'])
lang_reply.append(lang_dept_tweets[i]['public_metrics']['reply_count'])
lang_like.append(lang_dept_tweets[i]['public_metrics']['like_count'])
lang_quote.append(lang_dept_tweets[i]['public_metrics']['quote_count'])

lang_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': lang_retweet,
    'Reply count': lang_reply,
    'Like count': lang_like,
    'Quote count': lang_quote
})

```

In [29]:

```

#Law Department
r = requests.get('https://api.twitter.com/2/users/532172035/tweets?expansions=attachm
law = json.loads(r.text)

law_dept_tweets = law['data']
law_retweet = []; law_reply = []; law_like = []; law_quote = []; dept = []; tweet_no

for i in range(0, len(law_dept_tweets)):
    tweet_no.append(i)
    dept.append('LSE Law School')
    law_retweet.append(law_dept_tweets[i]['public_metrics']['retweet_count'])
    law_reply.append(law_dept_tweets[i]['public_metrics']['reply_count'])
    law_like.append(law_dept_tweets[i]['public_metrics']['like_count'])
    law_quote.append(law_dept_tweets[i]['public_metrics']['quote_count'])

law_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': law_retweet,
    'Reply count': law_reply,
    'Like count': law_like,
    'Quote count': law_quote
})

```

In [30]:

```

#Management Department
r = requests.get('https://api.twitter.com/2/users/26465977/tweets?expansions=attachm
man = json.loads(r.text)

man_dept_tweets = man['data']
man_retweet = []; man_reply = []; man_like = []; man_quote = []; dept = []; tweet_no

for i in range(0, len(man_dept_tweets)):
    tweet_no.append(i)
    dept.append('Management')
    man_retweet.append(man_dept_tweets[i]['public_metrics']['retweet_count'])
    man_reply.append(man_dept_tweets[i]['public_metrics']['reply_count'])
    man_like.append(man_dept_tweets[i]['public_metrics']['like_count'])
    man_quote.append(man_dept_tweets[i]['public_metrics']['quote_count'])

man_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': man_retweet,
    'Reply count': man_reply,
    'Like count': man_like,
    'Quote count': man_quote
})

```

```
'Quote count': man_quote  
})
```

In [31]:

```
#Mathematics Department  
r = requests.get('https://api.twitter.com/2/users/3044880371/tweets?expansions=attachments  
math = json.loads(r.text)  
  
math_dept_tweets = math['data']  
math_retweet = []; math_reply = []; math_like = []; math_quote = []; dept = []; tweet_no = []  
  
for i in range(0, len(math_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('Mathematics')  
    math_retweet.append(math_dept_tweets[i]['public_metrics']['retweet_count'])  
    math_reply.append(math_dept_tweets[i]['public_metrics']['reply_count'])  
    math_like.append(math_dept_tweets[i]['public_metrics']['like_count'])  
    math_quote.append(math_dept_tweets[i]['public_metrics']['quote_count'])  
  
math_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': math_retweet,  
    'Reply count': math_reply,  
    'Like count': math_like,  
    'Quote count': math_quote  
})
```

In [32]:

```
#Media and Communications Department  
r = requests.get('https://api.twitter.com/2/users/207534677/tweets?expansions=attachments  
mc = json.loads(r.text)  
  
mc_dept_tweets = mc['data']  
mc_retweet = []; mc_reply = []; mc_like = []; mc_quote = []; dept = []; tweet_no = []  
  
for i in range(0, len(mc_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('Media and Communications')  
    mc_retweet.append(mc_dept_tweets[i]['public_metrics']['retweet_count'])  
    mc_reply.append(mc_dept_tweets[i]['public_metrics']['reply_count'])  
    mc_like.append(mc_dept_tweets[i]['public_metrics']['like_count'])  
    mc_quote.append(mc_dept_tweets[i]['public_metrics']['quote_count'])  
  
mc_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': mc_retweet,  
    'Reply count': mc_reply,  
    'Like count': mc_like,  
    'Quote count': mc_quote  
})
```

In [33]:

```
#Methodology Department  
r = requests.get('https://api.twitter.com/2/users/86921024/tweets?expansions=attachments  
met = json.loads(r.text)  
  
met_dept_tweets = met['data']  
met_retweet = []; met_reply = []; met_like = []; met_quote = []; dept = []; tweet_no = []  
  
for i in range(0, len(met_dept_tweets)):  
    tweet_no.append(i)
```

```

dept.append('Methodology')
met_retweet.append(met_dept_tweets[i]['public_metrics']['retweet_count'])
met_reply.append(met_dept_tweets[i]['public_metrics']['reply_count'])
met_like.append(met_dept_tweets[i]['public_metrics']['like_count'])
met_quote.append(met_dept_tweets[i]['public_metrics']['quote_count'])

met_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': met_retweet,
    'Reply count': met_reply,
    'Like count': met_like,
    'Quote count': met_quote
})

```

In [34]:

```

#Philosophy Department
r = requests.get('https://api.twitter.com/2/users/904251031/tweets?expansions=attach
phil = json.loads(r.text)

phil_dept_tweets = phil['data']
phil_retweet = []; phil_reply = []; phil_like = []; phil_quote = []; dept = []; twee
for i in range(0, len(phil_dept_tweets)):
    tweet_no.append(i)
    dept.append('Philosophy, Logic and Scientific Method')
    phil_retweet.append(phil_dept_tweets[i]['public_metrics']['retweet_count'])
    phil_reply.append(phil_dept_tweets[i]['public_metrics']['reply_count'])
    phil_like.append(phil_dept_tweets[i]['public_metrics']['like_count'])
    phil_quote.append(phil_dept_tweets[i]['public_metrics']['quote_count'])

phil_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': phil_retweet,
    'Reply count': phil_reply,
    'Like count': phil_like,
    'Quote count': phil_quote
})

```

In [35]:

```

#Psychology Department
r = requests.get('https://api.twitter.com/2/users/1965000560/tweets?expansions=attac
psych = json.loads(r.text)

psych_dept_tweets = psych['data']
psych_retweet = []; psych_reply = []; psych_like = []; psych_quote = []; dept = [];

for i in range(0, len(psych_dept_tweets)):
    tweet_no.append(i)
    dept.append('Psychological and Behavioural Science')
    psych_retweet.append(psych_dept_tweets[i]['public_metrics']['retweet_count'])
    psych_reply.append(psych_dept_tweets[i]['public_metrics']['reply_count'])
    psych_like.append(psych_dept_tweets[i]['public_metrics']['like_count'])
    psych_quote.append(psych_dept_tweets[i]['public_metrics']['quote_count'])

psych_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': psych_retweet,
    'Reply count': psych_reply,
    'Like count': psych_like,
    'Quote count': psych_quote
})

```

```
'Quote count': psych_quote  
})
```

In [36]:

```
#Social Policy Department  
r = requests.get('https://api.twitter.com/2/users/2472172578/tweets?expansions=attac  
sp = json.loads(r.text)  
  
sp_dept_tweets = sp['data']  
sp_retweet = []; sp_reply = []; sp_like = []; sp_quote = []; dept = []; tweet_no = [  
  
for i in range(0, len(sp_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('Social Policy')  
    sp_retweet.append(sp_dept_tweets[i]['public_metrics']['retweet_count'])  
    sp_reply.append(sp_dept_tweets[i]['public_metrics']['reply_count'])  
    sp_like.append(sp_dept_tweets[i]['public_metrics']['like_count'])  
    sp_quote.append(sp_dept_tweets[i]['public_metrics']['quote_count'])  
  
sp_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': sp_retweet,  
    'Reply count': sp_reply,  
    'Like count': sp_like,  
    'Quote count': sp_quote  
})
```

In [37]:

```
#Sociology Department  
r = requests.get('https://api.twitter.com/2/users/1671486960/tweets?expansions=attac  
socio = json.loads(r.text)  
  
socio_dept_tweets = socio['data']  
socio_retweet = []; socio_reply = []; socio_like = []; socio_quote = []; dept = [];  
  
for i in range(0, len(socio_dept_tweets)):  
    tweet_no.append(i)  
    dept.append('Sociology')  
    socio_retweet.append(socio_dept_tweets[i]['public_metrics']['retweet_count'])  
    socio_reply.append(socio_dept_tweets[i]['public_metrics']['reply_count'])  
    socio_like.append(socio_dept_tweets[i]['public_metrics']['like_count'])  
    socio_quote.append(socio_dept_tweets[i]['public_metrics']['quote_count'])  
  
socio_twitter = pd.DataFrame({  
    'Tweet no': tweet_no,  
    'Department': dept,  
    'Retweet count': socio_retweet,  
    'Reply count': socio_reply,  
    'Like count': socio_like,  
    'Quote count': socio_quote  
})
```

In [38]:

```
#Statistics Department  
r = requests.get('https://api.twitter.com/2/users/420282103/tweets?expansions=attach  
stats = json.loads(r.text)  
  
stats_dept_tweets = stats['data']  
stats_retweet = []; stats_reply = []; stats_like = []; stats_quote = []; dept = [];  
  
for i in range(0, len(stats_dept_tweets)):  
    tweet_no.append(i)
```

```

dept.append('Statistics')
stats_retweet.append(stats_dept_tweets[i]['public_metrics']['retweet_count'])
stats_reply.append(stats_dept_tweets[i]['public_metrics']['reply_count'])
stats_like.append(stats_dept_tweets[i]['public_metrics']['like_count'])
stats_quote.append(stats_dept_tweets[i]['public_metrics']['quote_count'])

stats_twitter = pd.DataFrame({
    'Tweet no': tweet_no,
    'Department': dept,
    'Retweet count': stats_retweet,
    'Reply count': stats_reply,
    'Like count': stats_like,
    'Quote count': stats_quote
})

```

In [39]:

```

tweets_stats = pd.concat([acc_twitter, anth_twitter, econ_twitter, econhist_twitter,
                         finance_twitter, gender_twitter, geo_twitter, gov_twitter,
                         hp_twitter, id_twitter, ih_twitter, ir_twitter, lang_twitter,
                         law_twitter, man_twitter, math_twitter, mc_twitter, met_twitter,
                         phil_twitter, psych_twitter, sp_twitter, socio_twitter, stats_twitter])

tweets_stats #Dataframe including information about individual tweets

```

Out[39]:

	Tweet no	Department	Retweet count	Reply count	Like count	Quote count
0	0	Accounting	0	0	4	0
1	1	Accounting	1	0	0	0
2	2	Accounting	1	0	0	0
3	3	Accounting	2	0	4	0
4	4	Accounting	3	0	0	0
...
95	95	Statistics	0	0	0	0
96	96	Statistics	0	0	0	0
97	97	Statistics	0	0	0	0
98	98	Statistics	2	0	2	0
99	99	Statistics	0	0	2	0

2300 rows × 6 columns

We have collected all the information about engagements for every tweet for each department. We can sum up the result to visualise the information better. Additionally, we found the follower count of each department's social media. Now that we have both the followers and engagement totals, we can calculate the engagement ratio for each account. For engagement ratio, we can take the total engagements(retweets, replies, likes and quotes) and divide them by followers.

In [40]:

```

dept_eng = tweets_stats.groupby(['Department'], as_index=False).sum()
dept_eng['Follower count'] = dept_usernames['Follower count']
dept_eng['Tweet count'] = dept_usernames['Tweet count']
dept_eng['Total engagement'] = dept_eng['Retweet count']+dept_eng['Reply count']+dept_eng['Like count']+dept_eng['Quote count']

```

In [41]:

```
dept_eng.drop('Tweet no', axis = 1, inplace = True)
```

```
dept_eng['Engagement ratio'] = dept_eng['Total engagement']/dept_eng['Follower count']
dept_eng #Dataframe with aggregate information
```

Out[41]:

	Department	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio
0	Accounting	277	1	99	3	2518	495	380	0.150913
1	Anthropology	589	3	329	10	6682	913	931	0.139330
2	Economics	413	7	297	11	35760	10194	728	0.020358
3	Economics History	188	64	404	17	3912	1764	673	0.172035
4	Finance	390	1	40	3	2480	605	434	0.175000
5	Gender Studies	1125	15	394	19	19721	7243	1553	0.078749
6	Geography and Environment	510	12	376	20	12604	5338	918	0.072834
7	Government	335	6	119	5	24788	8672	465	0.018759
8	Health Policy	316	21	400	10	7700	4557	747	0.097013
9	International Development	288	5	179	9	12197	5748	481	0.039436
10	International History	146	6	118	2	7121	7601	272	0.038197
11	International Relations	650	7	250	11	15397	3993	918	0.059622
12	LSE Law School	482	8	173	8	1741	645	671	0.385411
13	Language Centre	275	0	74	6	15136	9754	355	0.023454
14	Management	65	4	100	4	6216	6292	173	0.027831
15	Mathematics	877	18	738	31	3969	3781	1664	0.419249
16	Media and Communications	558	7	252	14	23150	13342	831	0.035896
17	Methodology	189	14	367	21	4614	1756	591	0.128088
18	Philosophy, Logic and Scientific Method	311	6	408	16	16247	3504	741	0.045608
19	Psychological and Behavioural Science	617	2	4	0	24485	1249	623	0.025444
20	Social Policy	384	1	149	4	8499	2946	538	0.063302
21	Sociology	691	5	467	19	24386	6252	1182	0.048470
22	Statistics	147	4	124	6	2561	2719	281	0.109723

The last thing we need to collect is information about the mentions of the department's accounts. After extracting this, I will also perform sentiment classification. Once the sentiment classification is complete, we can count how many mentions have positive, neutral, and negative sentiments. Knowing the sentiment of an account's tweets are valuable. For instance, if a

department has a high engagement rate, but most of the engagements are negative, we can't necessarily conclude that using Twitter is effective for a department if all its responses are negative.

In [42]:

```
#Retrieving the last 100 mentions for each department

#Accounting department
r = requests.get('https://api.twitter.com/2/users/4900666161/mentions?expansions=auth')
acc_m = json.loads(r.text)['data']

acc_m_user = []; acc_m_content = []; dept = []
for i in range(0, len(acc_m)):
    dept.append('Accounting') #The department name
    user = acc_m[i]['author_id'] #The user's Twitter ID
    content = acc_m[i]['text'] #Content of the mention
    acc_m_user.append(user)
    acc_m_content.append(content)

acc_mentions = pd.DataFrame({
    'User ID': acc_m_user,
    'Department': dept,
    'Tweet content': acc_m_content
})
```

In [43]:

```
#Anthropology department
r = requests.get('https://api.twitter.com/2/users/850888387/mentions?expansions=auth')
anth_m = json.loads(r.text)['data']

anth_m_user = []; anth_m_content = []; dept = []
for i in range(0, len(anth_m)):
    dept.append('Anthropology')
    user = anth_m[i]['author_id']
    content = anth_m[i]['text']
    anth_m_user.append(user)
    anth_m_content.append(content)

anth_mentions = pd.DataFrame({
    'User ID': anth_m_user,
    'Department': dept,
    'Tweet content': anth_m_content
})
```

In [44]:

```
#Economics department
r = requests.get('https://api.twitter.com/2/users/1200727465/mentions?expansions=auth')
econ_m = json.loads(r.text)['data']

econ_m_user = []; econ_m_content = []; dept = []
for i in range(0, len(econ_m)):
    dept.append('Economics')
    user = econ_m[i]['author_id']
    content = econ_m[i]['text']
    econ_m_user.append(user)
    econ_m_content.append(content)

econ_mentions = pd.DataFrame({
    'User ID': econ_m_user,
    'Department': dept,
    'Tweet content': econ_m_content
})
```

```
In [45]: #Economic History department
r = requests.get('https://api.twitter.com/2/users/224639696/mentions?expansions=auth')
econhist_m = json.loads(r.text)['data']

econhist_m_user = []; econhist_m_content = []; dept = []
for i in range(0, len(econhist_m)):
    dept.append('Economic History')
    user = econhist_m[i]['author_id']
    content = econhist_m[i]['text']
    econhist_m_user.append(user)
    econhist_m_content.append(content)

econhist_mentions = pd.DataFrame({
    'User ID': econhist_m_user,
    'Department': dept,
    'Tweet content': econhist_m_content
})
```

```
In [46]: #Finance Department
r = requests.get('https://api.twitter.com/2/users/972257048/mentions?expansions=auth')
finance_m = json.loads(r.text)['data']

finance_m_user = []; finance_m_content = []; dept = []
for i in range(0, len(finance_m)):
    dept.append('Finance')
    user = finance_m[i]['author_id']
    content = finance_m[i]['text']
    finance_m_user.append(user)
    finance_m_content.append(content)

finance_mentions = pd.DataFrame({
    'User ID': finance_m_user,
    'Department': dept,
    'Tweet content': finance_m_content
})
```

```
In [47]: #Gender Studies Department
r = requests.get('https://api.twitter.com/2/users/189090262/mentions?expansions=auth')
gender_m = json.loads(r.text)['data']

gender_m_user = []; gender_m_content = []; dept = []
for i in range(0, len(gender_m)):
    dept.append('Gender Studies')
    user = gender_m[i]['author_id']
    content = gender_m[i]['text']
    gender_m_user.append(user)
    gender_m_content.append(content)

gender_mentions = pd.DataFrame({
    'User ID': gender_m_user,
    'Department': dept,
    'Tweet content': gender_m_content
})
```

```
In [48]: #Geography department
r = requests.get('https://api.twitter.com/2/users/240262055/mentions?expansions=auth')
geo_m = json.loads(r.text)['data']
```

```
geo_m_user = []; geo_m_content = []; dept = []
for i in range(0, len(geo_m)):
    dept.append('Geography and Environment')
    user = geo_m[i]['author_id']
    content = geo_m[i]['text']
    geo_m_user.append(user)
    geo_m_content.append(content)

geo_mentions = pd.DataFrame({
    'User ID': geo_m_user,
    'Department': dept,
    'Tweet content': geo_m_content
})
```

In [49]:

```
#Government Department
r = requests.get('https://api.twitter.com/2/users/303823238/mentions?expansions=auth'
gov_m = json.loads(r.text)['data']

gov_m_user = []; gov_m_content = []; dept = []
for i in range(0, len(gov_m)):
    dept.append('Government')
    user = gov_m[i]['author_id']
    content = gov_m[i]['text']
    gov_m_user.append(user)
    gov_m_content.append(content)

gov_mentions = pd.DataFrame({
    'User ID': gov_m_user,
    'Department': dept,
    'Tweet content': gov_m_content
})
```

In [50]:

```
#Health Policy Department
r = requests.get('https://api.twitter.com/2/users/472009727/mentions?expansions=auth'
hp_m = json.loads(r.text)['data']

hp_m_user = []; hp_m_content = []; dept = []
for i in range(0, len(hp_m)):
    dept.append('Health Policy')
    user = hp_m[i]['author_id']
    content = hp_m[i]['text']
    hp_m_user.append(user)
    hp_m_content.append(content)

hp_mentions = pd.DataFrame({
    'User ID': hp_m_user,
    'Department': dept,
    'Tweet content': hp_m_content
})
```

In [51]:

```
#International Development Department
r = requests.get('https://api.twitter.com/2/users/317018025/mentions?expansions=auth'
ID_m = json.loads(r.text)['data']

ID_m_user = []; ID_m_content = []; dept = []
for i in range(0, len(ID_m)):
    dept.append('International Development')
    user = ID_m[i]['author_id']
    content = ID_m[i]['text']
    ID_m_user.append(user)
```

```
ID_m_content.append(content)

ID_mentions = pd.DataFrame({
    'User ID': ID_m_user,
    'Department': dept,
    'Tweet content': ID_m_content
})
```

In [52]:

```
#International History department
r = requests.get('https://api.twitter.com/2/users/253471591/mentions?expansions=auth')
ih_m = json.loads(r.text)['data']

ih_m_user = []; ih_m_content = []; dept = []
for i in range(0, len(ih_m)):
    dept.append('International History')
    user = ih_m[i]['author_id']
    content = ih_m[i]['text']
    ih_m_user.append(user)
    ih_m_content.append(content)

ih_mentions = pd.DataFrame({
    'User ID': ih_m_user,
    'Department': dept,
    'Tweet content': ih_m_content
})
```

In [53]:

```
#International Relations department
r = requests.get('https://api.twitter.com/2/users/237225532/mentions?expansions=auth')
ir_m = json.loads(r.text)['data']

ir_m_user = []; ir_m_content = []; dept = []
for i in range(0, len(ir_m)):
    dept.append('International Relations')
    user = ir_m[i]['author_id']
    content = ir_m[i]['text']
    ir_m_user.append(user)
    ir_m_content.append(content)

ir_mentions = pd.DataFrame({
    'User ID': ir_m_user,
    'Department': dept,
    'Tweet content': ir_m_content
})
```

In [54]:

```
#Language Centre Department
r = requests.get('https://api.twitter.com/2/users/179888345/mentions?expansions=auth')
lang_m = json.loads(r.text)['data']

lang_m_user = []; lang_m_content = []; dept = []
for i in range(0, len(lang_m)):
    dept.append('Language Centre')
    user = lang_m[i]['author_id']
    content = lang_m[i]['text']
    lang_m_user.append(user)
    lang_m_content.append(content)

lang_mentions = pd.DataFrame({
    'User ID': lang_m_user,
    'Department': dept,
```

```
'Tweet content': lang_m_content  
})
```

In [55]:

```
#Law Department  
r = requests.get('https://api.twitter.com/2/users/532172035/mentions?expansions=auth  
law_m = json.loads(r.text)['data']  
  
law_m_user = []; law_m_content = []; dept = []  
for i in range(0, len(law_m)):  
    dept.append('LSE Law School')  
    user = law_m[i]['author_id']  
    content = law_m[i]['text']  
    law_m_user.append(user)  
    law_m_content.append(content)  
  
law_mentions = pd.DataFrame({  
    'User ID': law_m_user,  
    'Department': dept,  
    'Tweet content': law_m_content  
})
```

In [56]:

```
#Management Department  
r = requests.get('https://api.twitter.com/2/users/26465977/mentions?expansions=auth  
man_m = json.loads(r.text)['data']  
  
man_m_user = []; man_m_content = []; dept = []  
for i in range(0, len(man_m)):  
    dept.append('Management')  
    user = man_m[i]['author_id']  
    content = man_m[i]['text']  
    man_m_user.append(user)  
    man_m_content.append(content)  
  
man_mentions = pd.DataFrame({  
    'User ID': man_m_user,  
    'Department': dept,  
    'Tweet content': man_m_content  
})
```

In [57]:

```
#Mathematics Department  
r = requests.get('https://api.twitter.com/2/users/3044880371/mentions?expansions=aut  
math_m = json.loads(r.text)['data']  
  
math_m_user = []; math_m_content = []; dept = []  
for i in range(0, len(math_m)):  
    dept.append('Mathematics')  
    user = math_m[i]['author_id']  
    content = math_m[i]['text']  
    math_m_user.append(user)  
    math_m_content.append(content)  
  
math_mentions = pd.DataFrame({  
    'User ID': math_m_user,  
    'Department': dept,  
    'Tweet content': math_m_content  
})
```

In [58]:

```
#Media and Communications Department  
r = requests.get('https://api.twitter.com/2/users/207534677/mentions?expansions=auth
```

```

mc_m = json.loads(r.text)['data']

mc_m_user = []; mc_m_content = []; dept = []
for i in range(0, len(mc_m)):
    dept.append('Media and Communications')
    user = mc_m[i]['author_id']
    content = mc_m[i]['text']
    mc_m_user.append(user)
    mc_m_content.append(content)

mc_mentions = pd.DataFrame({
    'User ID': mc_m_user,
    'Department': dept,
    'Tweet content': mc_m_content
})

```

In [59]:

```

#Methodology Department
r = requests.get('https://api.twitter.com/2/users/86921024/mentions?expansions=autho
met_m = json.loads(r.text)['data']

met_m_user = []; met_m_content = []; dept = []
for i in range(0, len(met_m)):
    dept.append('Methodology')
    user = met_m[i]['author_id']
    content = met_m[i]['text']
    met_m_user.append(user)
    met_m_content.append(content)

met_mentions = pd.DataFrame({
    'User ID': met_m_user,
    'Department': dept,
    'Tweet content': met_m_content
})

```

In [60]:

```

#Philosophy, Logic and Scientific Method Department
r = requests.get('https://api.twitter.com/2/users/904251031/mentions?expansions=auth
phil_m = json.loads(r.text)['data']

phil_m_user = []; phil_m_content = []; dept = []
for i in range(0, len(phil_m)):
    dept.append('Philosophy, Logic and Scientific Method')
    user = phil_m[i]['author_id']
    content = phil_m[i]['text']
    phil_m_user.append(user)
    phil_m_content.append(content)

phil_mentions = pd.DataFrame({
    'User ID': phil_m_user,
    'Department': dept,
    'Tweet content': phil_m_content
})

```

In [61]:

```

#Psychological and Behavioural Science Department
r = requests.get('https://api.twitter.com/2/users/1965000560/mentions?expansions=aut
psych_m = json.loads(r.text)['data']

psych_m_user = []; psych_m_content = []; dept = []
for i in range(0, len(psych_m)):
    dept.append('Psychological and Behavioural Science')
    user = psych_m[i]['author_id']

```

```
content = psych_m[i]['text']
psych_m_user.append(user)
psych_m_content.append(content)

psych_mentions = pd.DataFrame({
    'User ID': psych_m_user,
    'Department': dept,
    'Tweet content': psych_m_content
})
```

In [62]:

```
#Social Policy Department
r = requests.get('https://api.twitter.com/2/users/2472172578/mentions?expansions=auth')
sp_m = json.loads(r.text)['data']

sp_m_user = []; sp_m_content = []; dept = []
for i in range(0, len(sp_m)):
    dept.append('Social Policy')
    user = sp_m[i]['author_id']
    content = sp_m[i]['text']
    sp_m_user.append(user)
    sp_m_content.append(content)

sp_mentions = pd.DataFrame({
    'User ID': sp_m_user,
    'Department': dept,
    'Tweet content': sp_m_content
})
```

In [63]:

```
#Sociology Department
r = requests.get('https://api.twitter.com/2/users/1671486960/mentions?expansions=auth')
socio_m = json.loads(r.text)['data']

socio_m_user = []; socio_m_content = []; dept = []
for i in range(0, len(socio_m)):
    dept.append('Sociology')
    user = socio_m[i]['author_id']
    content = socio_m[i]['text']
    socio_m_user.append(user)
    socio_m_content.append(content)

socio_mentions = pd.DataFrame({
    'User ID': socio_m_user,
    'Department': dept,
    'Tweet content': socio_m_content
})
```

In [64]:

```
#Statistics Department
r = requests.get('https://api.twitter.com/2/users/420282103/mentions?expansions=auth')
stats_m = json.loads(r.text)['data']

stats_m_user = []; stats_m_content = []; dept = []
for i in range(0, len(stats_m)):
    dept.append('Statistics')
    user = stats_m[i]['author_id']
    content = stats_m[i]['text']
    stats_m_user.append(user)
    stats_m_content.append(content)

stats_mentions = pd.DataFrame({
    'User ID': stats_m_user,
```

```

        'Department': dept,
        'Tweet content': stats_m_content
    })

```

In [65]:

```

mentions = pd.concat([acc_mentions, anth_mentions, econ_mentions, econhist_mentions,
                     finance_mentions, gender_mentions, geo_mentions, gov_mentions,
                     hp_mentions, ID_mentions, ih_mentions, ir_mentions, lang_mentions,
                     law_mentions, man_mentions, math_mentions, mc_mentions, met_mentions,
                     phil_mentions, psych_mentions, sp_mentions, socio_mentions, stats_mentions])

mentions #Dataframe with information about all the department's mentions

```

Out[65]:

	User ID	Department	Tweet content
0	4900666161	Accounting	@LSE_Accounting in great company. https://t.co...
1	1898598396	Accounting	@LSE_Accounting in good company here!\n\nhttps...
2	1898598396	Accounting	A great opportunity for a range of #research p...
3	1456252200825597963	Accounting	Develop a financial and managerial accounting ...
4	21861323	Accounting	Join our MRes/PhD in Accounting information se...
...
2295	1174697132651102208	Statistics	@melissaleesands @LSEnews @LSEGovernment @Meth...
2296	68416219	Statistics	Know a secondary school / high school student ...
2297	740657209	Statistics	Very excited that @LSEGovernment is launching ...
2298	768457181846962176	Statistics	💡 Sign up for the next @LSEStatistics Data Sci...
2299	768457181846962176	Statistics	@CIVICA_EU @H4wkm0th @thehertieschool @LSEStat...

2300 rows × 3 columns

To determine the sentiment of the mentions, I'll be using TextBlob. There are two handy tools in TextBlob: Subjectivity and polarity. Subjectivity tells us what kind of mention this tweet is. For example, the more subjective a tweet is, the more opinionated or emotion heavy it is. On the other hand, a more objective tweet contains more facts. The polarity score is more important at the moment. I'll be making use of it to classify the sentiments. Polarity operates on a scale of [-1, 1], where -1 represents a negative tweet, and 1 represents a positive tweet.

In [66]:

```

#Sentiment analysis code using TextBlob
from textblob import TextBlob

#Subjectivity function
def Subjectivity(tweet):
    return TextBlob(tweet).sentiment.subjectivity

#Polarity function
def Polarity(tweet):
    return TextBlob(tweet).sentiment.polarity

```

In [67]:

```

mentions['Subjectivity'] = mentions['Tweet content'].apply(Subjectivity) #Calculatin
mentions['Polarity'] = mentions['Tweet content'].apply(Polarity) #Calculating the po

```

```
In [68]: #Classifying the polarity scores
```

```
def sentiment_analysis(score):
    if score < 0:
        return 'Negative'
    elif score == 0 :
        return 'Neutral'
    elif score > 0:
        return 'Positive'

mentions['Sentiment'] = mentions['Polarity'].apply(sentiment_analysis)
```

```
In [69]:
```

```
mentions
```

```
Out[69]:
```

	User ID	Department	Tweet content	Subjectivity	Polarity	Sentiment
0	4900666161	Accounting	@LSE_Accounting in great company. https://t.co...	0.750000	0.800000	Positive
1	1898598396	Accounting	@LSE_Accounting in good company here!\n\nhttps...	0.600000	0.875000	Positive
2	1898598396	Accounting	A great opportunity for a range of #research p...	0.375000	0.400000	Positive
3	1456252200825597963	Accounting	Develop a financial and managerial accounting ...	0.000000	0.000000	Neutral
4	21861323	Accounting	Join our MRes/PhD in Accounting information se...	0.400000	0.000000	Neutral
...
2295	1174697132651102208	Statistics	@melissaleesands @LSEnews @LSEGovernment @Meth...	0.000000	0.000000	Neutral
2296	68416219	Statistics	Know a secondary school / high school student ...	0.448636	0.061591	Positive
2297	740657209	Statistics	Very excited that @LSEGovernment is launching ...	0.640909	0.319773	Positive
2298	768457181846962176	Statistics	⚠️ Sign up for the next @LSEStatistics Data Sci...	0.150000	0.100000	Positive
2299	768457181846962176	Statistics	@CIVICA_EU @H4wkm0th @thehertieschool @LSEStat...	0.508333	0.133333	Positive

2300 rows × 6 columns

```
In [70]:
```

```
#Creating dummy variables for positive, neutral, and negative so we can count these
def positive(text):
    if text == 'Positive':
```

```

        return 1
    else:
        return 0

def neutral(text):
    if text == 'Neutral':
        return 1
    else:
        return 0

def negative(text):
    if text == 'Negative':
        return 1
    else:
        return 0

mentions['Positive'] = mentions['Sentiment'].apply(positive)
mentions['Neutral'] = mentions['Sentiment'].apply(neutral)
mentions['Negative'] = mentions['Sentiment'].apply(negative)

```

In [71]:

```

mentions_sum = mentions.groupby(['Department'], as_index=False).sum()
mentions_sum #Dataframe with information about the total number of positive, neutral

```

Out[71]:

	Department	Subjectivity	Polarity	Positive	Neutral	Negative
0	Accounting	25.345229	11.531351	35	57	8
1	Anthropology	37.999137	19.249280	56	37	7
2	Economic History	27.268766	16.593992	47	45	8
3	Economics	29.007109	11.441699	55	34	11
4	Finance	33.469503	19.475427	51	42	7
5	Gender Studies	36.360246	21.252803	52	41	7
6	Geography and Environment	29.212998	17.007926	54	41	5
7	Government	32.014857	23.725999	64	35	1
8	Health Policy	22.924255	20.145429	38	61	1
9	International Development	31.238933	10.250022	39	44	17
10	International History	34.583148	17.782838	52	39	9
11	International Relations	34.416894	32.514078	51	44	5
12	LSE Law School	36.712734	19.969342	58	34	8
13	Language Centre	28.514360	16.146717	55	39	6
14	Management	32.981780	20.276790	52	42	6
15	Mathematics	32.791135	21.469325	53	45	2
16	Media and Communications	30.992833	18.481784	58	40	2
17	Methodology	38.522614	27.022658	70	29	1
18	Philosophy, Logic and Scientific Method	34.589630	29.785833	68	31	1
19	Psychological and Behavioural Science	30.556759	19.602161	48	47	5
20	Social Policy	33.557715	16.980496	57	35	8
21	Sociology	29.898968	21.673777	49	50	1

		Department	Subjectivity	Polarity	Positive	Neutral	Negative
22		Statistics	33.810650	17.143688	51	45	4

In [72]:

```
#Adding the totals from above to the main dataset dept_eng
dept_eng['Positive mentions'] = mentions_sum['Positive']
dept_eng['Neutral mentions'] = mentions_sum['Neutral']
dept_eng['Negative mentions'] = mentions_sum['Negative']
dept_eng
```

Out[72]:

	Department	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio	m
0	Accounting	277	1	99	3	2518	495	380	0.150913	
1	Anthropology	589	3	329	10	6682	913	931	0.139330	
2	Economics	413	7	297	11	35760	10194	728	0.020358	
3	Economics History	188	64	404	17	3912	1764	673	0.172035	
4	Finance	390	1	40	3	2480	605	434	0.175000	
5	Gender Studies	1125	15	394	19	19721	7243	1553	0.078749	
6	Geography and Environment	510	12	376	20	12604	5338	918	0.072834	
7	Government	335	6	119	5	24788	8672	465	0.018759	
8	Health Policy	316	21	400	10	7700	4557	747	0.097013	
9	International Development	288	5	179	9	12197	5748	481	0.039436	
10	International History	146	6	118	2	7121	7601	272	0.038197	
11	International Relations	650	7	250	11	15397	3993	918	0.059622	
12	LSE Law School	482	8	173	8	1741	645	671	0.385411	
13	Language Centre	275	0	74	6	15136	9754	355	0.023454	
14	Management	65	4	100	4	6216	6292	173	0.027831	
15	Mathematics	877	18	738	31	3969	3781	1664	0.419249	
16	Media and Communications	558	7	252	14	23150	13342	831	0.035896	
17	Methodology	189	14	367	21	4614	1756	591	0.128088	
18	Philosophy, Logic and Scientific Method	311	6	408	16	16247	3504	741	0.045608	
19	Psychological and Behavioural Science	617	2	4	0	24485	1249	623	0.025444	
20	Social Policy	384	1	149	4	8499	2946	538	0.063302	
21	Sociology	691	5	467	19	24386	6252	1182	0.048470	

Department	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio	m
22	Statistics	147	4	124	6	2561	2719	281	0.109723

In [73]:

```
#Saving the datasets
dept_eng.to_csv('data/dept_eng.csv')
mentions.to_csv('data/mentions.csv')
tweets_stats.to_csv('data/tweets_stats.csv')
```

Part 3: Data Visualisation

Now, that we've found how many mentions are generally positive, neutral, and negative, the dataset is complete. In the data analysis, I'll be using all the datasets created. Here is the list of relevant datasets for easier tracking:

1. dept_eng: Represents an aggregate of each department's engagement statistics
2. mentions: Contains the last 100 mentions of each department
3. tweets_stats: Contains engagement information of 100 the last 100 tweets of each department

After a quick observation, these are some graphs that I could draw to decide whether Twitter is an effective social media platform:

- Departments and their retweet count
- Departments and their like count
- Changes in engagements of tweets
- Overall following count vs follower to engagement ratios
- Total comments and ratio of comment sentiments
- Network graph of the users who have mentioned the department's accounts

Before visualising the data, we can see if we can quickly explore the data. The dept_eng dataset has the central sets of information we want to use.

In [74]:

```
dept_eng.describe()
```

Out[74]:

	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Eng
count	23.000000	23.000000	23.000000	23.000000	23.000000	23.000000	23.000000	;
mean	427.086957	9.434783	254.826087	10.826087	12255.826087	4754.913043	702.173913	
std	252.559428	13.135054	174.141701	7.708627	9378.985730	3514.114009	377.601841	
min	65.000000	0.000000	4.000000	0.000000	1741.000000	495.000000	173.000000	
25%	276.000000	3.500000	118.500000	4.500000	4291.500000	1760.000000	449.500000	
50%	384.000000	6.000000	250.000000	10.000000	8499.000000	3993.000000	671.000000	
75%	573.500000	10.000000	385.000000	16.500000	17984.000000	6767.500000	874.500000	
max	1125.000000	64.000000	738.000000	31.000000	35760.000000	13342.000000	1664.000000	

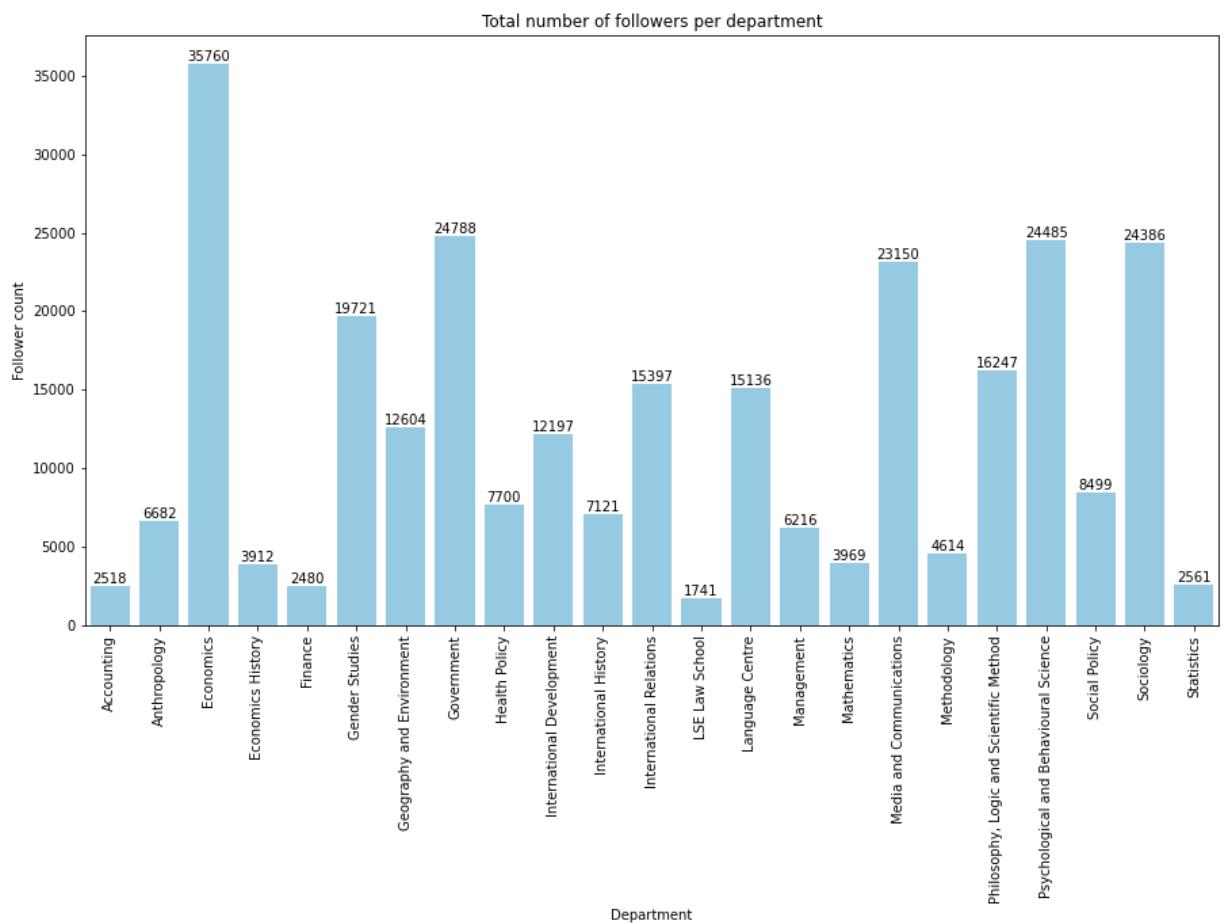
Using the description statistics above, we can see the average number of engagements and should expect the plots to fit this average.

```
In [75]: import seaborn as sns  
import matplotlib.pyplot as plt
```

Visualisation 1: Exploring the engagements of each department's account

To start, we can compare the department's following counts.

```
In [76]: #Plotting the follower counts of each department  
plt.figure(figsize = (15,8))  
ax = sns.barplot(x = 'Department', y = 'Follower count' , data = dept_eng, color =  
ax.bar_label(ax.containers[0])  
ax.set_title('Total number of followers per department')  
ax.set_xticklabels(ax.get_xticklabels(), rotation = 90);
```



The Economics department has the most followers, which we would expect, since they're the largest department at the LSE. Following the Economics department, the Psychology, Sociology, Government, and Media department follows closely. The Accounting, Economics History, Finance, Law, Mathematics and Statistics departments have the lowest following count. Again, we would expect this as these departments are relatively tinier. However, the only strange follower count is LSE Law School. It's particular strange when look at the size of the department.

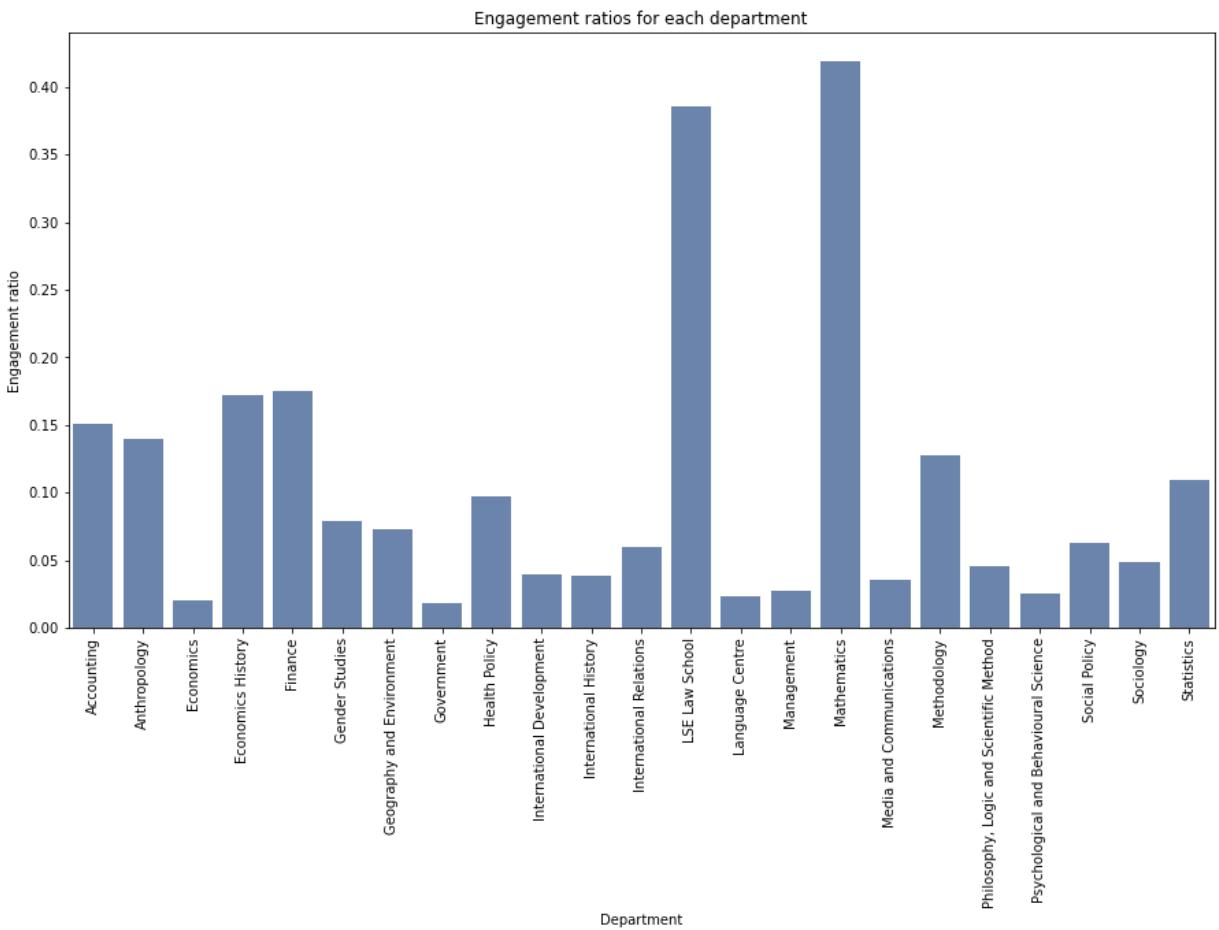
Next, we can look at the engagement ratios to determine whether a high follower count necessarily means that a department is popular.

```
In [77]: #Plotting the engagement ratios
```

```

plt.figure(figsize = (15,8))
ax = sns.barplot(x = 'Department', y = 'Engagement ratio' , data = dept_eng, color='steelblue')
ax.set_title('Engagement ratios for each department')
ax.set_xticklabels(ax.get_xticklabels(), rotation = 90);

```



Looking at the second plot of the engagement ratios, we can observe a pattern. For starters, departments with tinier following counts have higher engagement rates. For example, the LSE Law School and Mathematics department had the highest engagement ratio, whereas the Economics department had a low engagement ratio despite its follower count.

This observation could indicate that users are more interactive with departments with small accounts. It also tells us that a higher following count doesn't necessarily mean that the account is popular. Some other explanations for the observations above may include:

- Smaller departments have a tighter sense of community
- It is harder to maintain engagement with a large following
- Larger department accounts may have many ghost followers

However, if we're looking at engagement ratios on a bigger scale, they range from 0.01 to 0.4. None of the departments has an engagement ratio above 0.5. If we compare this value to general social media analytics, the engagement rates for each department is high. The average is usually around 0.01 to 0.035.

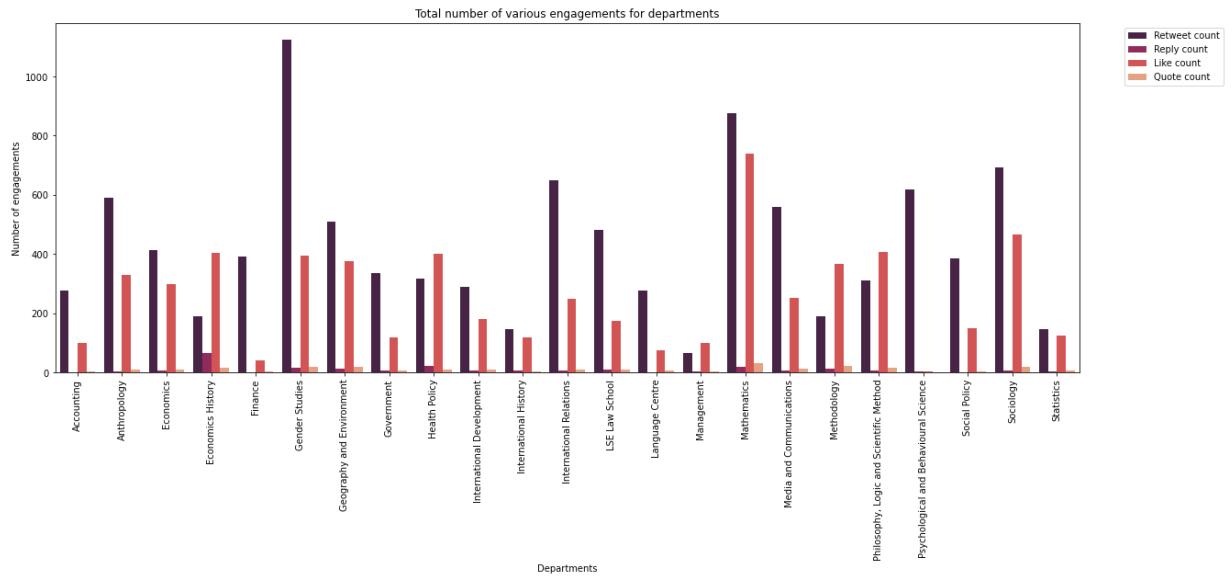
Visualisation 2: Investigating engagements on a deeper level

We found that engagement ratios tell us more about an account's activity in comparison to the follower count. A good step forward would be to investigate types and numbers of engagement

and sentiments each department receives. This further analysis could reveal a lot of information about what users expect from the department's Twitter accounts.

In [78]:

```
plt.figure(3,figsize=(20,7))
tweets_df_long = pd.melt(dept_eng.iloc[:,0:5].reset_index(), id_vars = 'Department',
                         var_name = 'Engagement types', value_name = 'percentage')
sns.barplot(data = tweets_df_long, x = 'Department', y = 'percentage', hue = 'Engage
                         palette = 'rocket')
plt.title('Total number of various engagements for departments')
plt.xlabel('Departments')
plt.ylabel('Number of engagements')
plt.legend(bbox_to_anchor= (1.04,1), loc = 'upper left')
plt.xticks(rotation = 90);
```

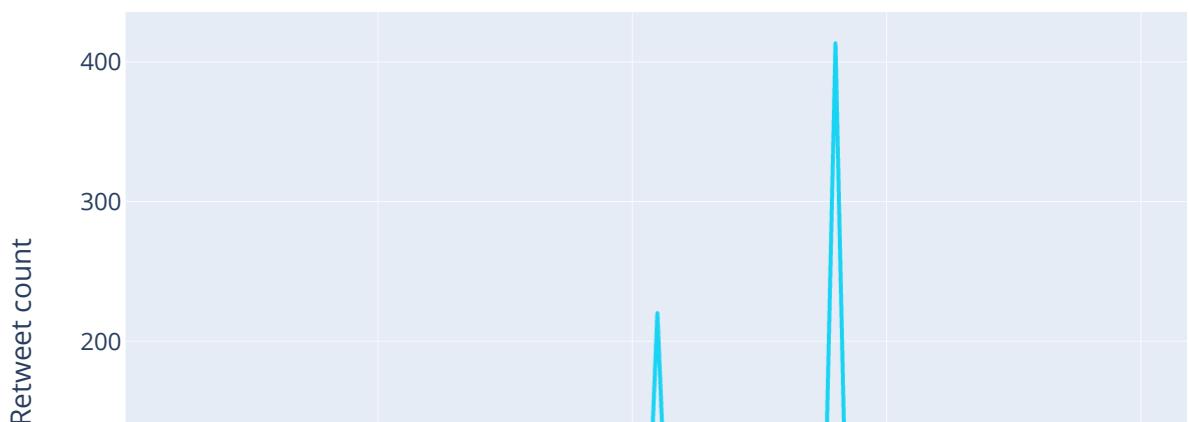


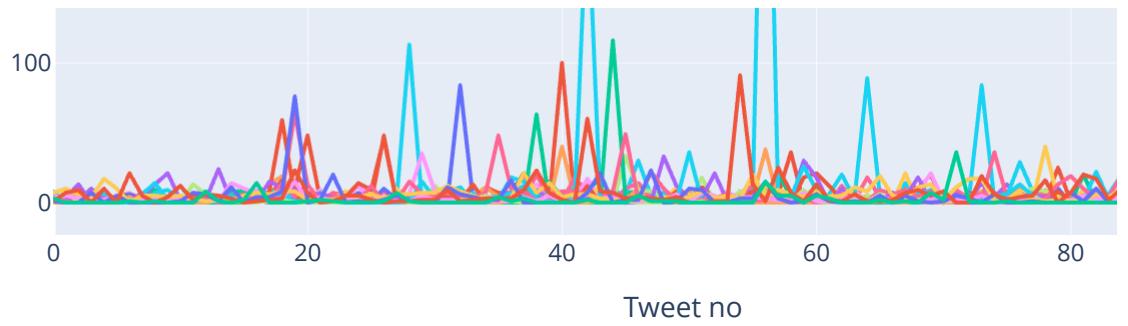
The bar chart above tells us that most engagement on the LSE department's accounts came from retweets. But let's look at the patterns of all types of engagements for each individual tweet to see if there is anything worth noting.

In [79]:

```
import plotly.express as px
px.line(tweets_stats, x = 'Tweet no', y = 'Retweet count', hover_name = 'Department'
         color = 'Department', width = 1000, height = 500,
         title = 'Retweet frequencies for department tweets')
```

Retweet frequencies for department tweets

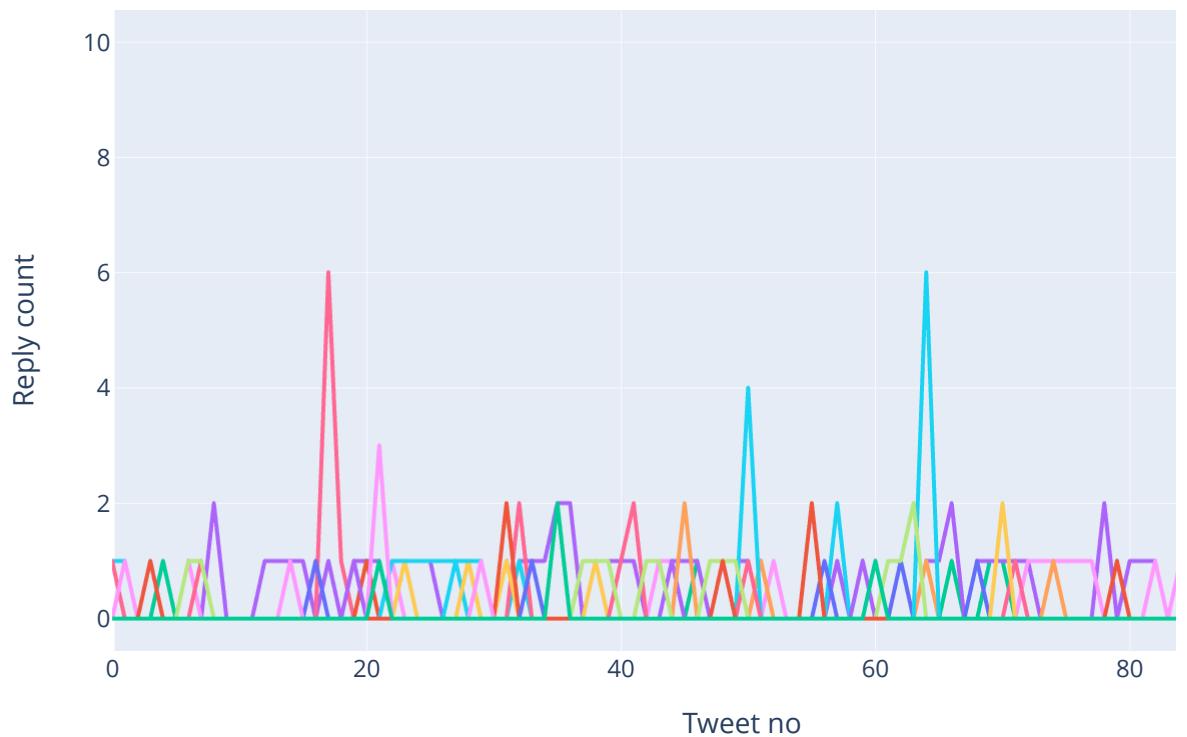




In [80]:

```
px.line(tweets_stats, x = 'Tweet no', y = 'Reply count', hover_name = 'Department',
        color = 'Department', width = 1000, height = 500,
        title = 'Reply frequencies for department tweets')
```

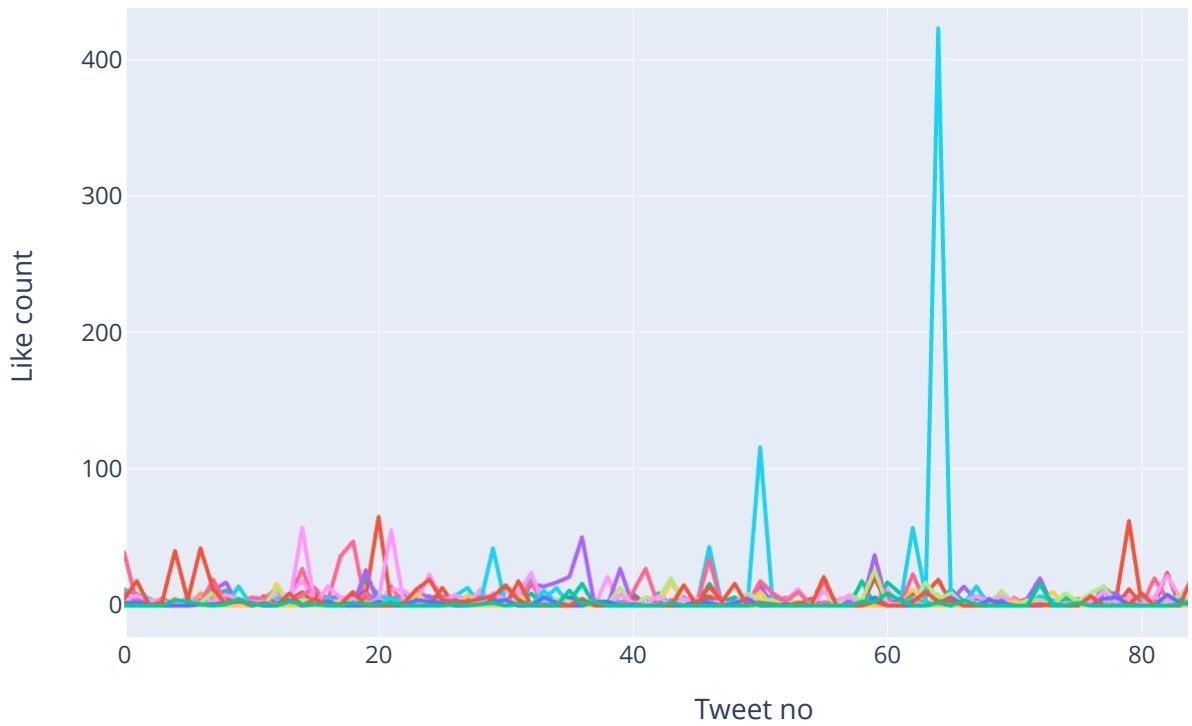
Reply frequencies for department tweets



In [81]:

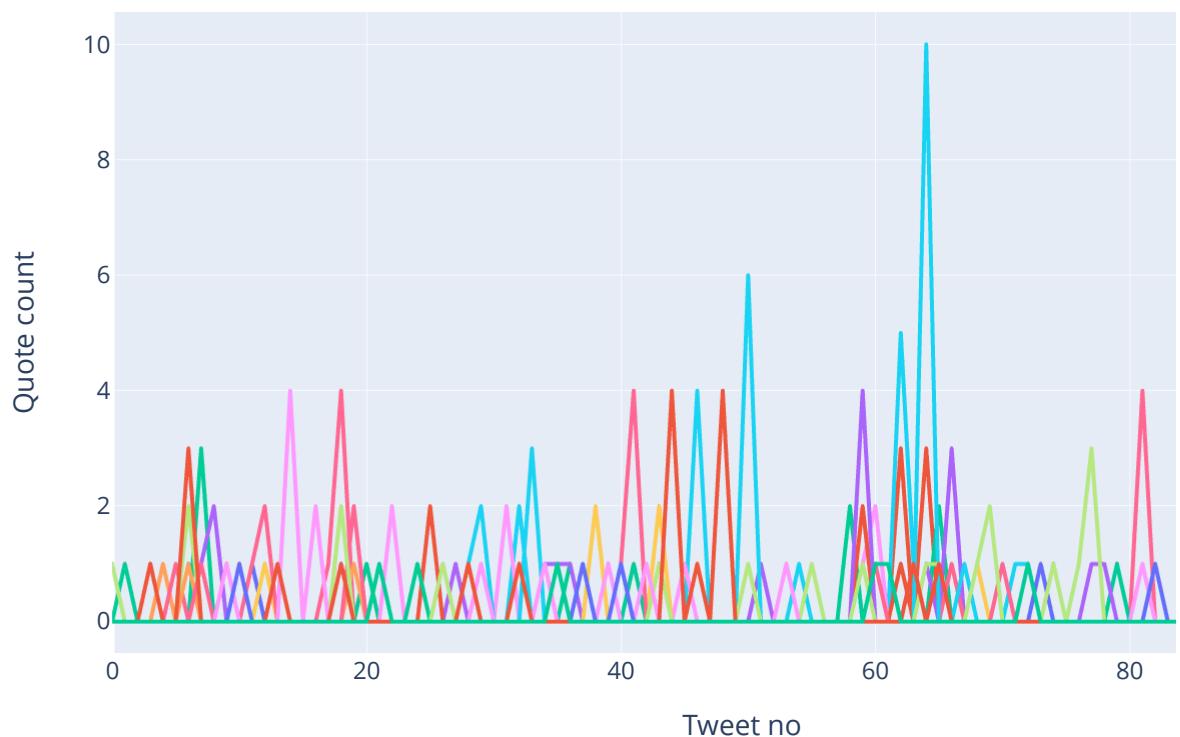
```
px.line(tweets_stats, x = 'Tweet no', y = 'Like count', hover_name = 'Department',
        color = 'Department', width = 1000, height = 500,
        title = 'Like frequencies for department tweets')
```

Like frequencies for department tweets



```
In [82]: px.line(tweets_stats, x = 'Tweet no', y = 'Quote count', hover_name = 'Department',  
           color = 'Department', width = 1000, height = 500,  
           title = 'Quote frequencies for department tweets')
```

Quote frequencies for department tweets



Overall, for all department accounts, the highest form of engagement is retweets, followed by likes, and lastly, both replies and quotes. It is an unusual observation because for social media, the highest number of engagements are usually likes. Additionally, the plots also show that the replies on tweets are relatively constant, while the likes and quotes on the department's account can vary between large ranges.

Since retweets are the highest form of engagement for all the accounts, this indicates that content on Twitter is often shared, and posts can easily be circulated to multiple users.

Visualisation 3: Investigating engagement sentiments

Next, we can look at the sentiments of mentions. Mentions of an account are the most interactive form of engagement on Twitter so it would be interesting to find out whether popular accounts are receiving positive, neutral, or negative mentions from the public.

In [83]:

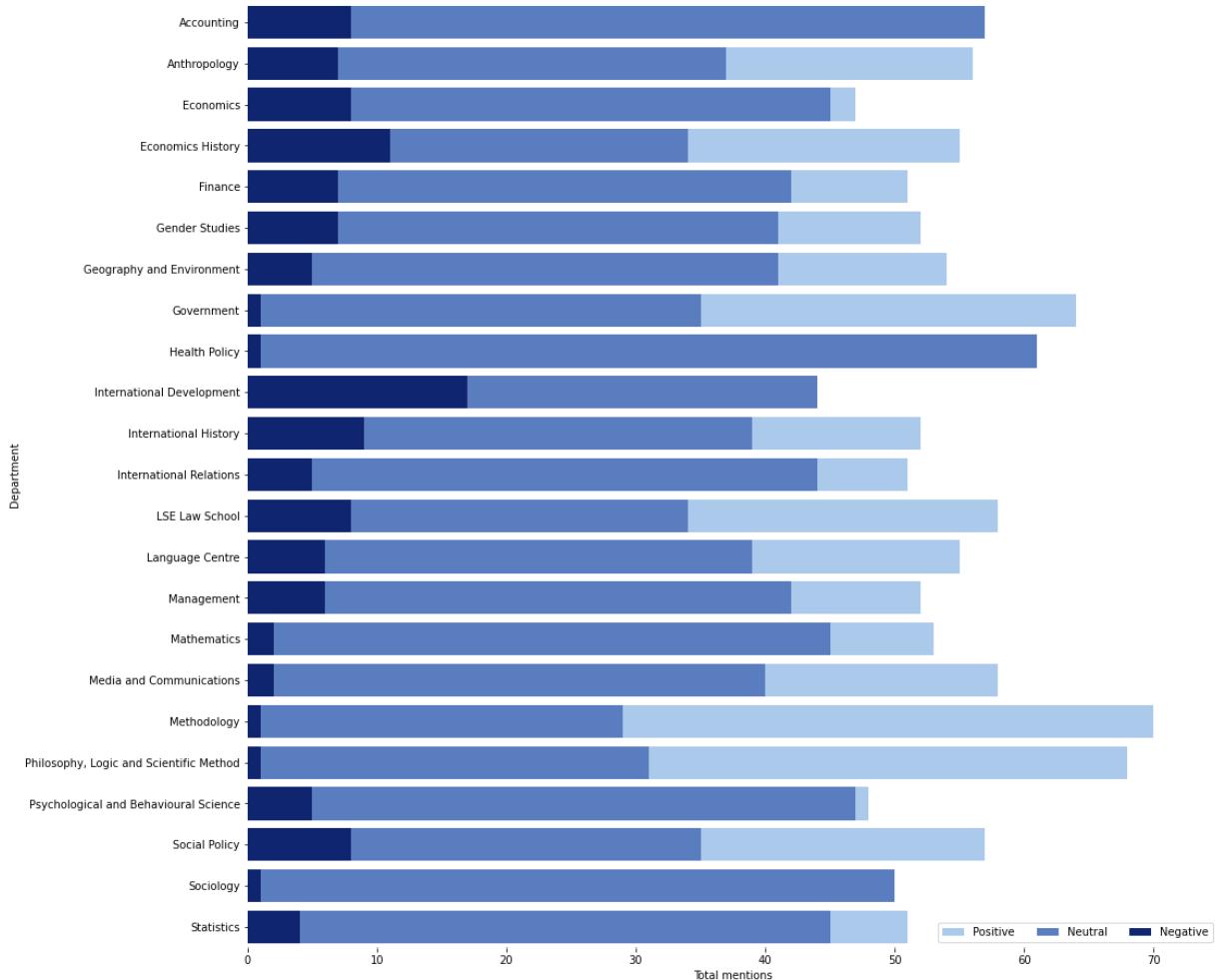
```
#Sentiments of mentions
f, ax = plt.subplots(figsize=(16, 16))

sns.set_color_codes('pastel')
sns.barplot(x = 'Positive mentions', y = 'Department', data = dept_eng,
            label = 'Positive', color = 'b')

sns.set_color_codes('muted')
sns.barplot(x = 'Neutral mentions', y = 'Department', data = dept_eng,
            label = 'Neutral', color = 'b')

sns.set_color_codes('dark')
sns.barplot(x = 'Negative mentions', y = 'Department', data = dept_eng,
            label = 'Negative', color = 'b')

ax.legend(ncol = 3, loc = 'lower right', frameon = True)
ax.set(xlim = (0, 75), ylabel = 'Department', xlabel = 'Total mentions')
sns.despine(left = True, bottom = True)
```

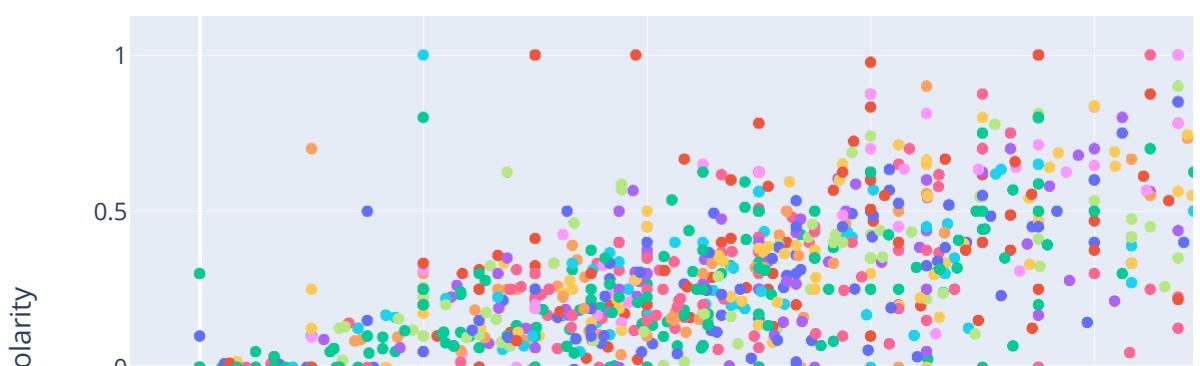


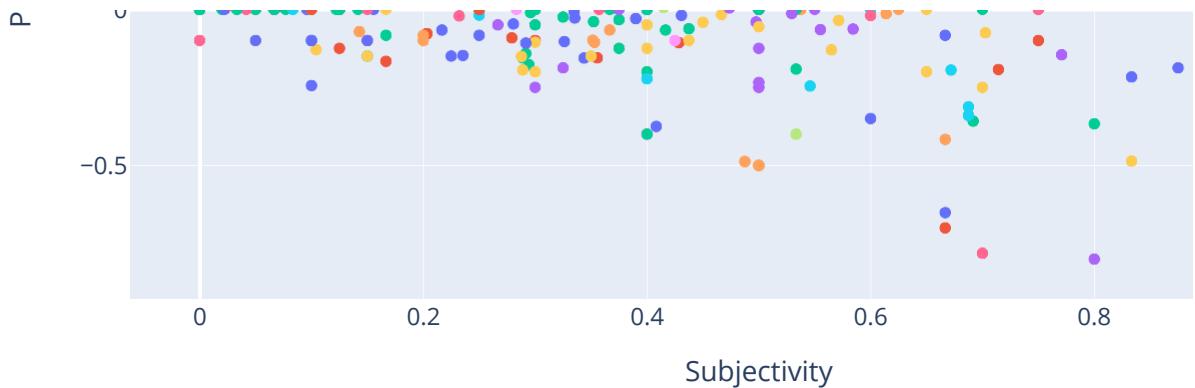
Based on the stacked bar plots, most departments have a generally high number of positive mentions, followed by neutral and negative mentions. It is worth noting that the Philosophy, International Development and Economics History departments have the most negative mentions.

We also have to check these sentiments against the subjectivity of the tweet to complete this section. For instance, if a tweet is negatively classified, but has a high subjectivity score, this tweet could have been classified differently depending on who's reading it.

```
In [84]: px.scatter(mentions.iloc[:,[1,3,4]], x = 'Subjectivity', y = 'Polarity',
               hover_name = 'Department', color = 'Department', width = 1000, height = 5
               title = 'Polarity to subjectivity for department tweets')
```

Polarity to subjectivity for department tweets





The scatterplot above shows some distinct pattern. The pattern shows that tweets with a higher subjectivity have a higher polarity score. However, tweets with a lower subjectivity score tend to have a polarity score closer to 0. This observation tells us that the tweets labelled positive were more opinionated.

To conclude, even though most departments have positive tweets, we should also remember that positively classified tweets are classified this way because of the opinions in the tweet.

Visualisation 4: Investigating department categories

After some of the analysis above, I found it quite challenging to identify specific patterns for all 23 departments. So now, I'm looking into the possibility of classifying the departments under categories. After splitting the departments into categories, the analysis might give more interpretative results.

For the categories, we can split the departments into two classes. The two classes can be quantitative and qualitative departments.

I'm hoping that splitting the departments into two categories can show specific patterns in the categories separately.

```
In [85]: dept_categories = dept_eng

def cat(text):
    if text == 'Accounting':
        return 'Quantitative'
    elif text == 'Finance':
        return 'Quantitative'
    elif text == 'Mathematics':
        return 'Quantitative'
    elif text == 'Methodology':
        return 'Quantitative'
    elif text == 'Statistics':
        return 'Quantitative'
    else:
        return 'Qualitative'
```

```
In [86]: dept_categories['Category'] = dept_categories['Department'].apply(cat)
dept_categories
```

Out[86]:

	Department	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio	m
0	Accounting	277	1	99	3	2518	495	380	0.150913	
1	Anthropology	589	3	329	10	6682	913	931	0.139330	
2	Economics	413	7	297	11	35760	10194	728	0.020358	
3	Economics History	188	64	404	17	3912	1764	673	0.172035	
4	Finance	390	1	40	3	2480	605	434	0.175000	
5	Gender Studies	1125	15	394	19	19721	7243	1553	0.078749	
6	Geography and Environment	510	12	376	20	12604	5338	918	0.072834	
7	Government	335	6	119	5	24788	8672	465	0.018759	
8	Health Policy	316	21	400	10	7700	4557	747	0.097013	
9	International Development	288	5	179	9	12197	5748	481	0.039436	
10	International History	146	6	118	2	7121	7601	272	0.038197	
11	International Relations	650	7	250	11	15397	3993	918	0.059622	
12	LSE Law School	482	8	173	8	1741	645	671	0.385411	
13	Language Centre	275	0	74	6	15136	9754	355	0.023454	
14	Management	65	4	100	4	6216	6292	173	0.027831	
15	Mathematics	877	18	738	31	3969	3781	1664	0.419249	
16	Media and Communications	558	7	252	14	23150	13342	831	0.035896	
17	Methodology	189	14	367	21	4614	1756	591	0.128088	
18	Philosophy, Logic and Scientific Method	311	6	408	16	16247	3504	741	0.045608	
19	Psychological and Behavioural Science	617	2	4	0	24485	1249	623	0.025444	
20	Social Policy	384	1	149	4	8499	2946	538	0.063302	
21	Sociology	691	5	467	19	24386	6252	1182	0.048470	
22	Statistics	147	4	124	6	2561	2719	281	0.109723	



In [87]:

```
dept_cats = dept_categories.groupby('Category', as_index = False).sum()
dept_cats
```

Out[87]:

Category	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio	Positive mentions
----------	---------------	-------------	------------	-------------	----------------	-------------	------------------	------------------	-------------------

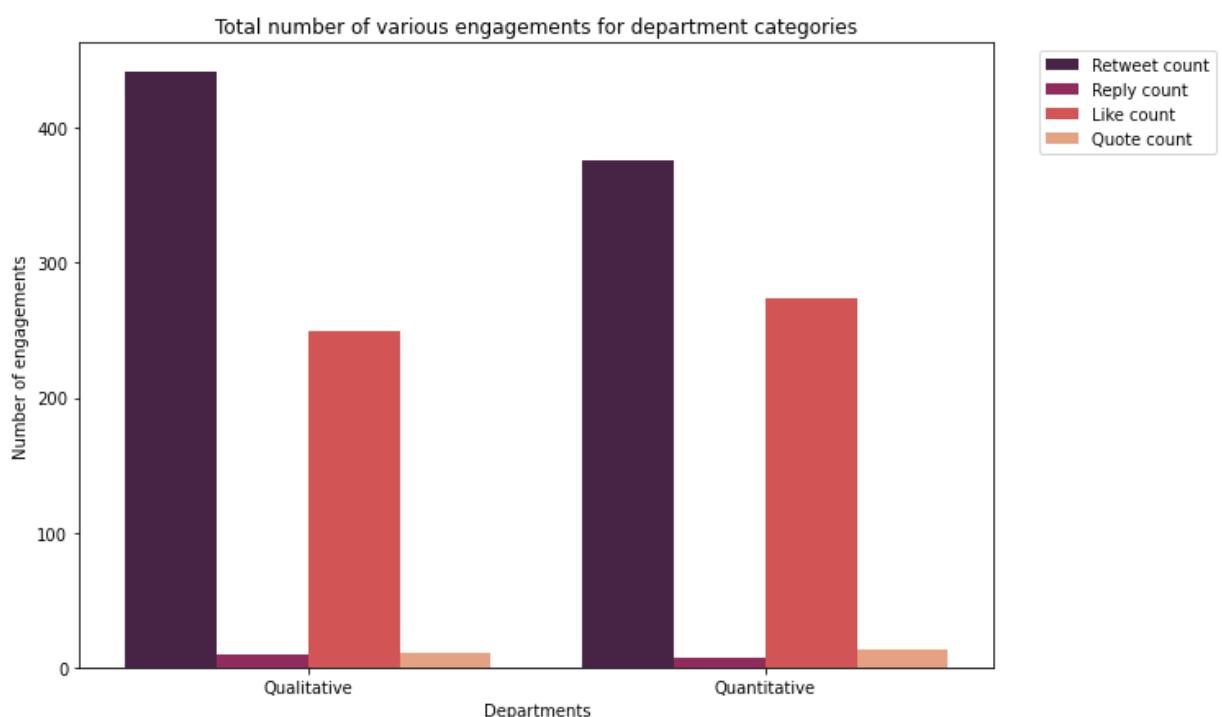
	Category	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement	Engagement ratio	Positive mentions
0	Qualitative	7943	179	4493	185	265742	100007	12800	1.391749	5
1	Quantitative	1880	38	1368	64	16142	9356	3350	0.982974	2

The table shows the data respectively for quantitative and qualitative departments. There is a disparity in the numbers because there are more qualitative than quantitative departments at the LSE. Looking at the averages may be a better way to go.

```
In [88]: dept_cats_avg = dept_categories.groupby('Category', as_index = False).mean()
dept_cats_avg
```

	Category	Retweet count	Reply count	Like count	Quote count	Follower count	Tweet count	Total engagement
0	Qualitative	441.277778	9.944444	249.611111	10.277778	14763.444444	5555.944444	711.111111
1	Quantitative	376.000000	7.600000	273.600000	12.800000	3228.400000	1871.200000	670.000000

```
In [89]: plt.figure(3, figsize=(10,7))
cat_df_long = pd.melt(dept_cats_avg.iloc[:,0:5].reset_index(), id_vars = 'Category',
                      var_name = 'Engagement types', value_name = 'percentage')
sns.barplot(data = cat_df_long, x = 'Category', y = 'percentage', hue = 'Engagement
                      palette = 'rocket')
plt.title('Total number of various engagements for department categories')
plt.xlabel('Departments')
plt.ylabel('Number of engagements')
plt.legend(bbox_to_anchor= (1.04,1), loc = 'upper left');
```



We find that, on average, qualitative departments have higher retweets and replies, but quantitative departments have a higher number of likes and quotes per tweet. And similar to the

observations earlier, the quantitative departments have fewer follows but a higher engagement ratio. There isn't a significant difference between the categories of departments.

Visualisation 5: Identifying the patterns of the users that actively interact with each department's accounts

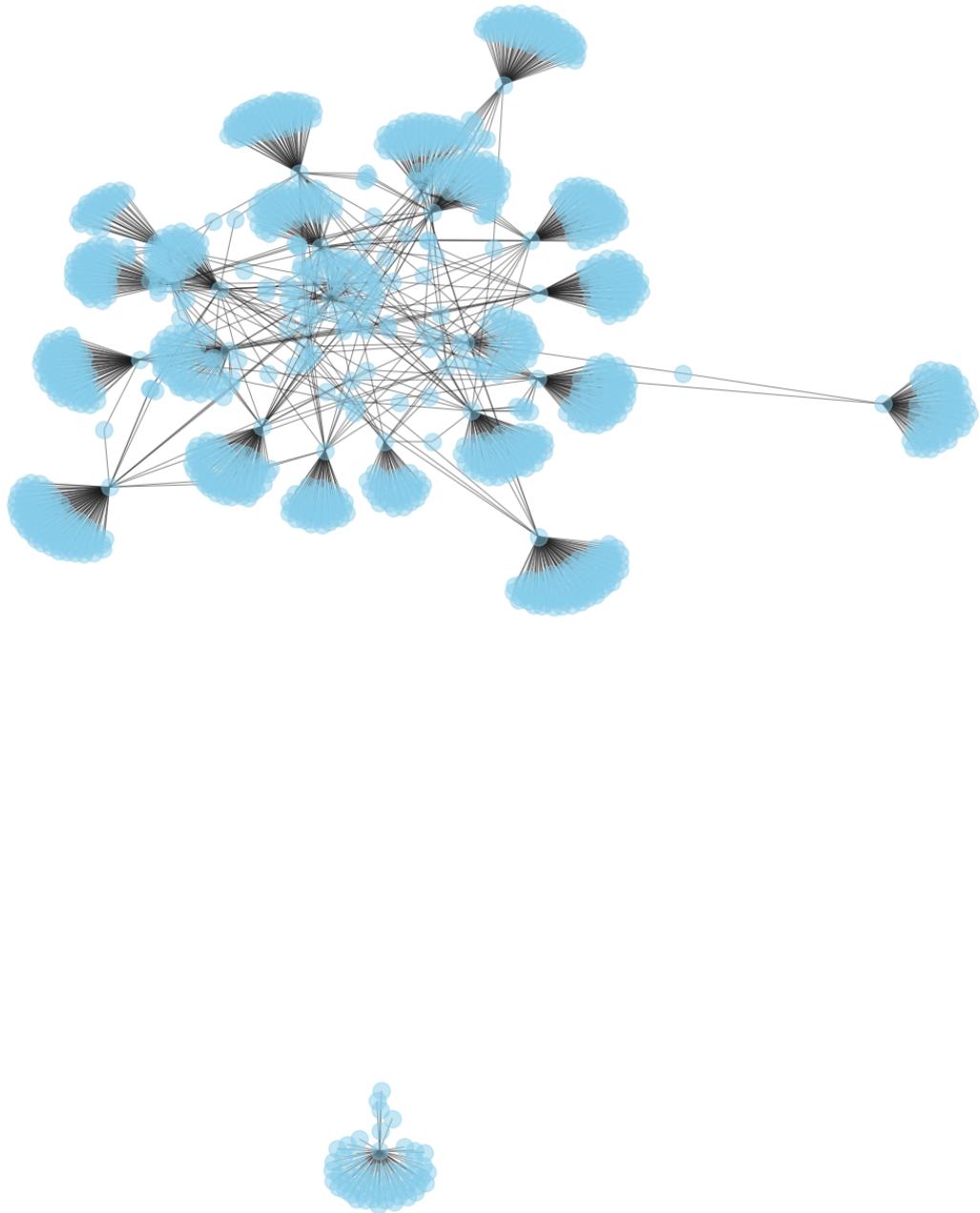
Now that we've analysed all the data above, we can attempt to find out whether the users who often mention the department have a relationship with other departments. We can start visualising this using a NetworkX graph.

```
In [90]: #NetworkX graph of users who mention departments
import networkx as nx
import matplotlib.pyplot as plt

g = nx.Graph()
```

```
In [91]: for i in range(0, len(mentions)):
    g.add_edge(mentions['User ID'][i], mentions['Department'][i])
```

```
In [92]: plt.figure(3, figsize=(16, 20))
nx.draw(g, with_labels = False, node_color = 'skyblue',
        node_shape = 'o', alpha = 0.5)
plt.show()
```



Now that we've plotted the graph, we can look more into the interactions between users and departments.

```
In [93]: cc = g.subgraph(max(nx.connected_components(g), key=len))
```

The spring layout seems to be the easiest to visualise, so we will use this layout.

```
In [94]: pos = nx.spring_layout(cc)
```

Before we draw a graph that explains the interactions between users and departments, we need to look at the betweenness and closeness centralities. The betweenness centrality scores tell us

which users mention other users the most, and the closeness centrality tells us how close each node is to other nodes in the network. Let's explore these two factors now.

In [95]:

```
between = nx.betweenness_centrality(cc)
pd.Series(between).sort_values(ascending = False).head(22)
```

Out[95]:

601000227	0.199961
21643972	0.153605
International Relations	0.135010
Health Policy	0.133350
International Development	0.109570
21861323	0.109543
Finance	0.107854
Sociology	0.107469
Management	0.103005
Psychological and Behavioural Science	0.102415
Media and Communications	0.102009
LSE Law School	0.100954
Social Policy	0.099835
Gender Studies	0.095444
2438234042	0.091010
Economic History	0.089262
Anthropology	0.087755
768457181846962176	0.087191
Geography and Environment	0.085943
Methodology	0.084565
Government	0.076673
Mathematics	0.075684

In this simplified list, most departments are the accounts that bridge networks.

In [96]:

```
close = nx.closeness_centrality(cc)
pd.Series(close).sort_values(ascending = False).head(22)
```

Out[96]:

21643972	0.358120
International Development	0.349695
21861323	0.349391
Finance	0.349289
Sociology	0.349289
Management	0.348682
Social Policy	0.347475
601000227	0.345580
2438234042	0.341657
International Relations	0.340594
Gender Studies	0.336595
Economic History	0.335469
Geography and Environment	0.335283
Methodology	0.335096
768457181846962176	0.334444
Government	0.333795
International History	0.333057
Accounting	0.331042
LSE Law School	0.327263
Statistics	0.321495
Mathematics	0.318940
Economics	0.318098

Based on this list, most departments connect to most users and other departments. Let's visualise the closeness centrality because the closeness of the nodes can reveal information

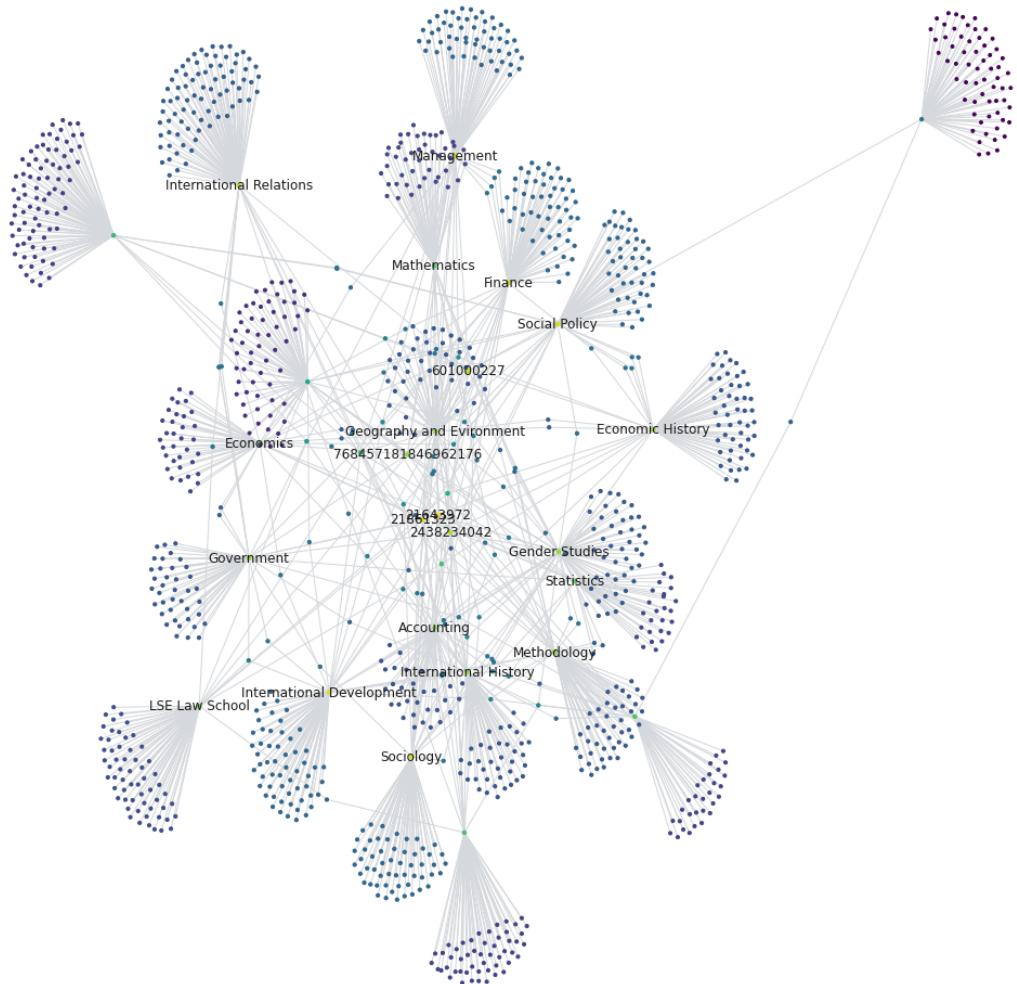
about interactions of the departments within Twitter.

In [97]:

```
import numpy as np

nsize = np.array([v for v in close.values()])
cutoff = sorted(nsize, reverse=True)[22]
labels = {n: (n if v > cutoff else '') for n, v in close.items()}

fig, ax = plt.subplots(figsize=(20,20))
nx.draw(cc, pos = pos, node_color = nsize, with_labels = True, labels = labels, edge
```



From the graph created above, these are a few features I have noticed:

1. Department accounts have specialised audiences
2. Departments on Twitter are close to each other

For the first observation, the graph shows that many users only mention one department account instead of many. This pattern could explain the types of audience for each account. It is likely that only students from that particular department only interact with their department.

In the second observation, the closeness centrality network and scores tells us that most departments are close to each other. It could indicate that most of the mentions on each Twitter account are from other departments.

To conclude this section, departments on Twitter don't have too many mentions from individual from other departments. However, by observing the mentions that the departments received, we can also say that most departments have a niche audience. It is highly likely that the niche audience compromises of professors, teachers and students of that particular department. Building on this observation, if departments wanted to build a large following on Twitter, they could look into either concentrating on their niche, or try appealing to a wide range of audiences.

Part 4: Conclusion

To conclude this entire project, we have to circle back to the questions we wanted to answer in the introduction. To decide whether Twitter is an effective social media platform, we need to find out how successful the LSE departments on Twitter are. A successful Twitter account includes several factors. An outstanding account will have high engagement ratios concerning its target audience. Typically, accounts can become successful by creating a variety of content that is catered to their audience.

The following question we have to answer is whether Twitter has an active audience that's worth maintaining. Based on the network graphs in the previous section, most departments have a niche audience. A niche audience could be an advantage or disadvantage. An advantage of a niche audience is that it is easier to build a loyal community from these groups of individuals. A downside is that it is hard to expand out of this niche audience. We can relate this back to our definition of a successful Twitter account and the data analysis. Based on the engagement ratios, the smaller departments had higher engagement rates compared to larger departments.

Therefore, we can tell that building a strong community is beneficial to be successful on Twitter.

From the data analysis, growing as an account on Twitter seems doable. Tweets are shared often on Twitter. For instance, we found that the retweet count is the highest form of engagement for all department's accounts. Furthermore, when we explored the connections between the users who mention each department, we found that most departments interacted with each other. Therefore, if a department wants to consider using Twitter, interacting with other departments helps grow their accounts. It tells us that it should be easy to get shares on Twitter. However, it is worth noting that the more interactive forms of engagements like replies and quotes is low.

The last thing we can look at is whether Twitter accounts need to necessarily receive positive or negative attention to grow. We found that most departments with high engagement ratios typically had a high level of positive and neutral mentions. Again, we should expect this. Accounts with less negative attention tend to have better engagement ratios. One extra point to note is that the polarity scores determined the sentiment classifications. Classifications can be affect based on subjectivity, therefore, the positive scores could be overstated, and this observation may not be accurate. It makes it quite hard to determine what kind of responses departments should get from their audience.

As a whole, Twitter seems like a social media platform that is lacking in many areas. However, before we decide on a recommendation, we should look at the limitations. The analysis only included the last 100 tweets. A more in-depth analysis would include tweets dating back to the start of each department's account. The next downside is that I couldn't perform data analysis on other social media platforms like Facebook and Instagram. Using three platforms to analyse would give a better comparison. Lastly, we only compared LSE departments to each other in the

analysis. If we carried out the analysis comparing LSE departments to other university's departments, we could perhaps find that LSE's accounts performed far better than other universities.

If we were making a conclusion using this analysis alone, Twitter isn't a very effective social media platform. I have made this conclusion because despite the high retweet count on Twitter, it's hard to garner a large and loyal audience. Apart from the difficulty in growing, it's also hard to determine what kind of content would make a department's account successful.

Part 5: References

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[The code was last run on 23rd April 2022]