The Twitter Paradox

IS SOCIAL MEDIA A GENUINE REFLECTION OF SOCIETY OR A FUNHOUSE MIRROR?

By: Ivan Rodriguez
Data Analytics
Ironhack Miami
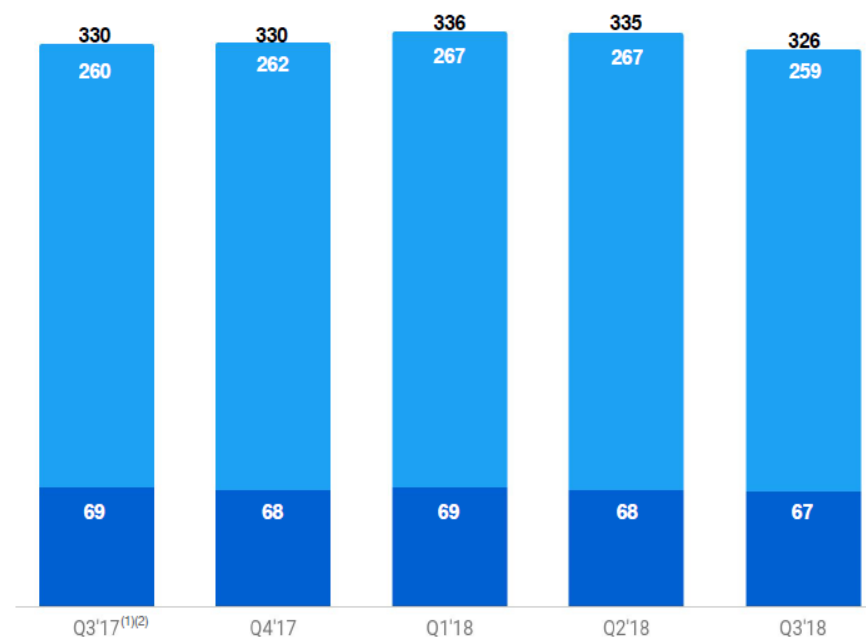
Twitter Quick Facts:

- **Twitter measures its users by monthly active users, or MAUs.**

- **Twitter has 330 Million MAUs.**

- **69 Million MAUs are in the US.**

- **21% of US adults use Twitter.**

Monthly Active Users

(quarterly average, millions)

■ International
■ US

	Q3'17 [1][2]	Q4'17	Q1'18	Q2'18	Q3'18
Total	330	330	336	335	326
International	260	262	267	267	259
US	69	68	69	68	67

-4m WW Y/Y

-1m Int'l Y/Y

-2m US Y/Y

(1) In Q1 2018, we discovered that a software change made in Q2 2017 resulted in a non-material overstatement of our historical MAU in 2017. The differences were between 30,000 - 400,000 in each period presented for total MAU. After rounding, the only impact to our prior disclosures was to reduce Q3 2017 international MAU from 261M to 260M due to a change of approximately 175,000 international MAUs in that period.
(2) Please note that the sum of US MAU and International MAU does not add up to Total MAU in Q3'17 above due to rounding.

4

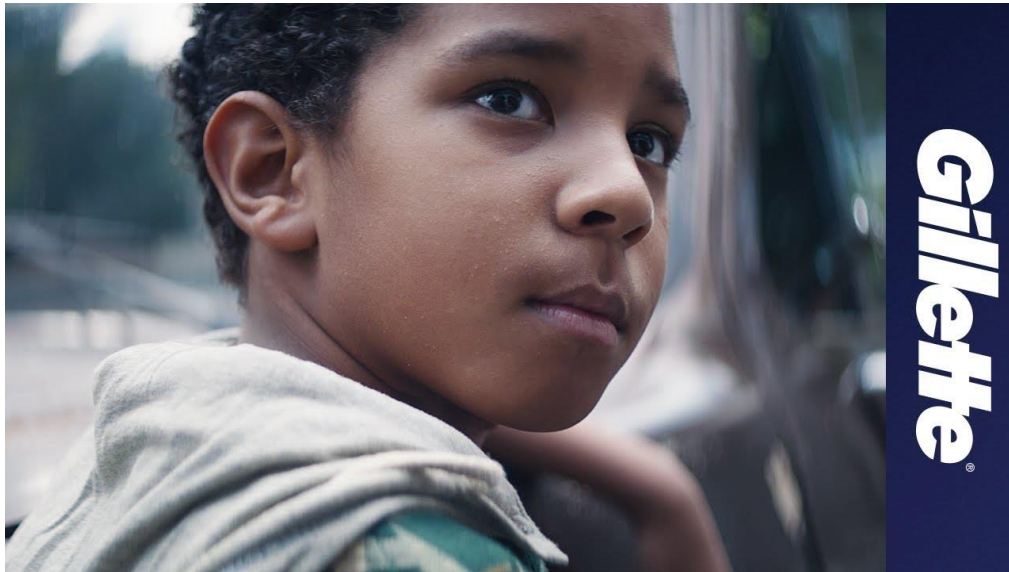# An Analysis of Two Twitter Campaigns

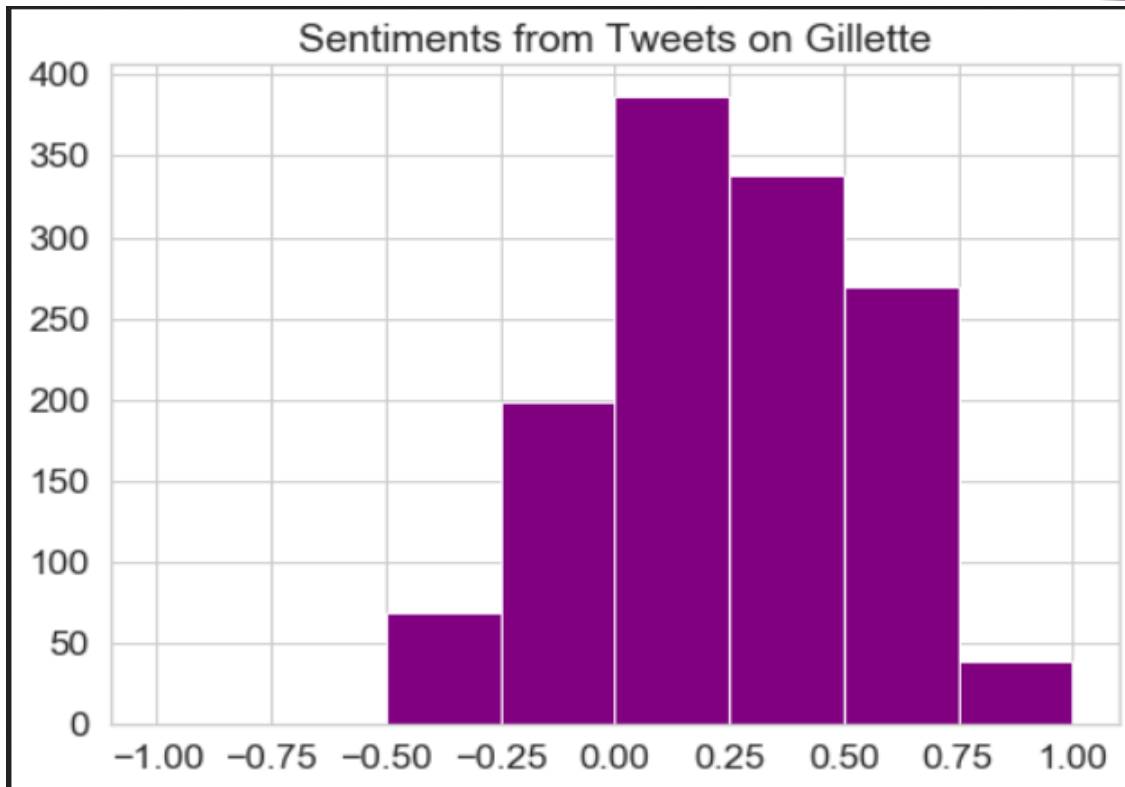## The Best A Man Can Be

January 14, 2019

The Joker Movie

September 2019

Twitter Sentiment Analysis: Gillette Ad

Sample size is a little over 3,800 Tweets.

Nike Vs. Gillette: "We Believe" Ad Wins Big with Massive Reach
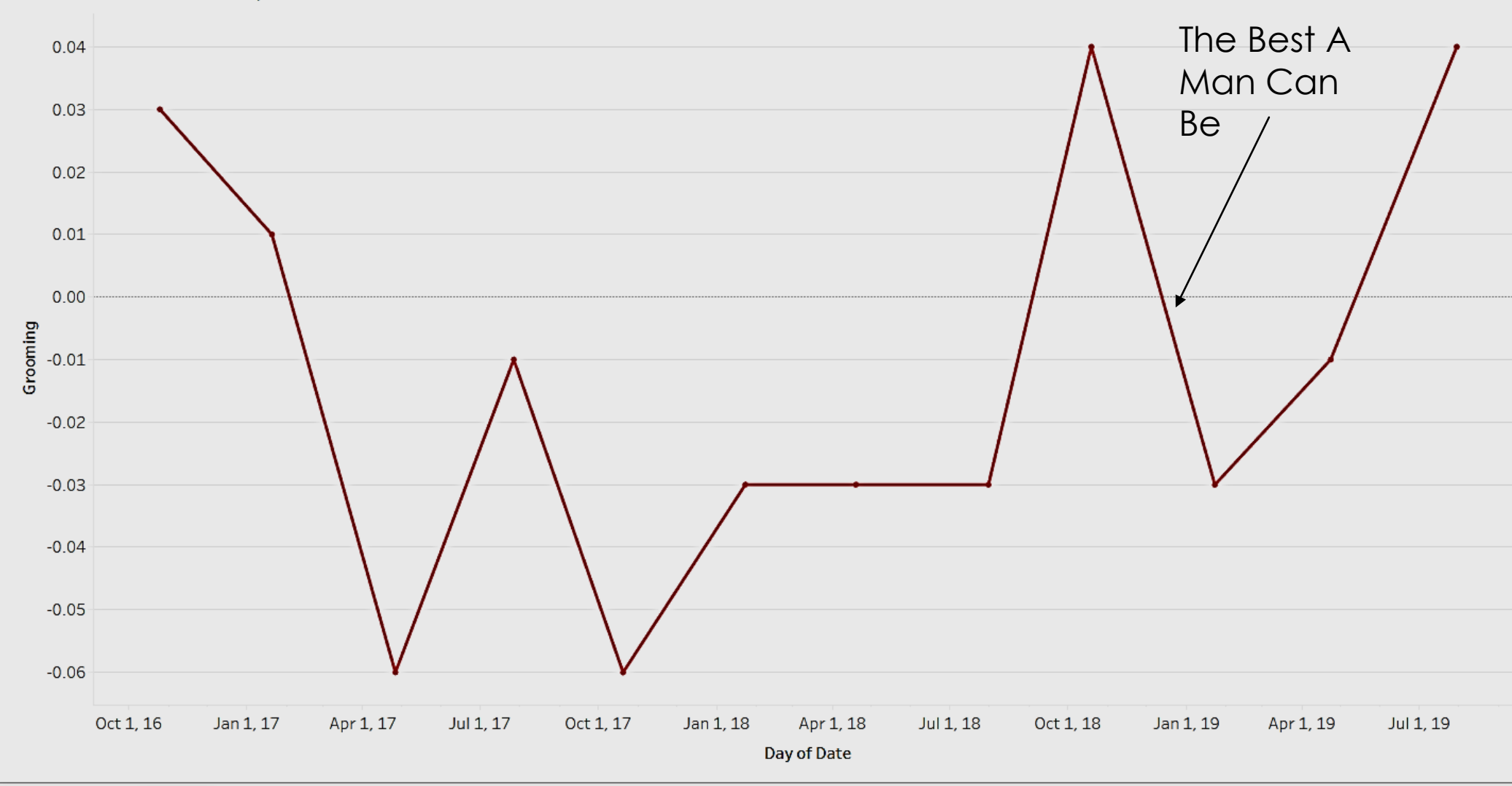
BREE BROUWER - JANUARY 21, 2019

Share on

Gillette stirred up a lot of controversy last week with the release of its newest ad "We Believe." In a nutshell, the spot took the razor brand's 30-year-old slogan of "the best a man can get" and changed it to "the best men can be," challenging "traditional"-yet-toxic ideas of masculinity (such as men ogling women or bullies chasing a young man) and encouraging viewers to set good examples for future generations of boys.

Despite any personal opinions or feelings viewers may have about Gillette's ad, this controversy has certainly worked wonders in terms of generating views and engagement for the clip across social video platforms. Let's take a look at how it's performing so far, starting with the platform where the ad really took off — Twitter.
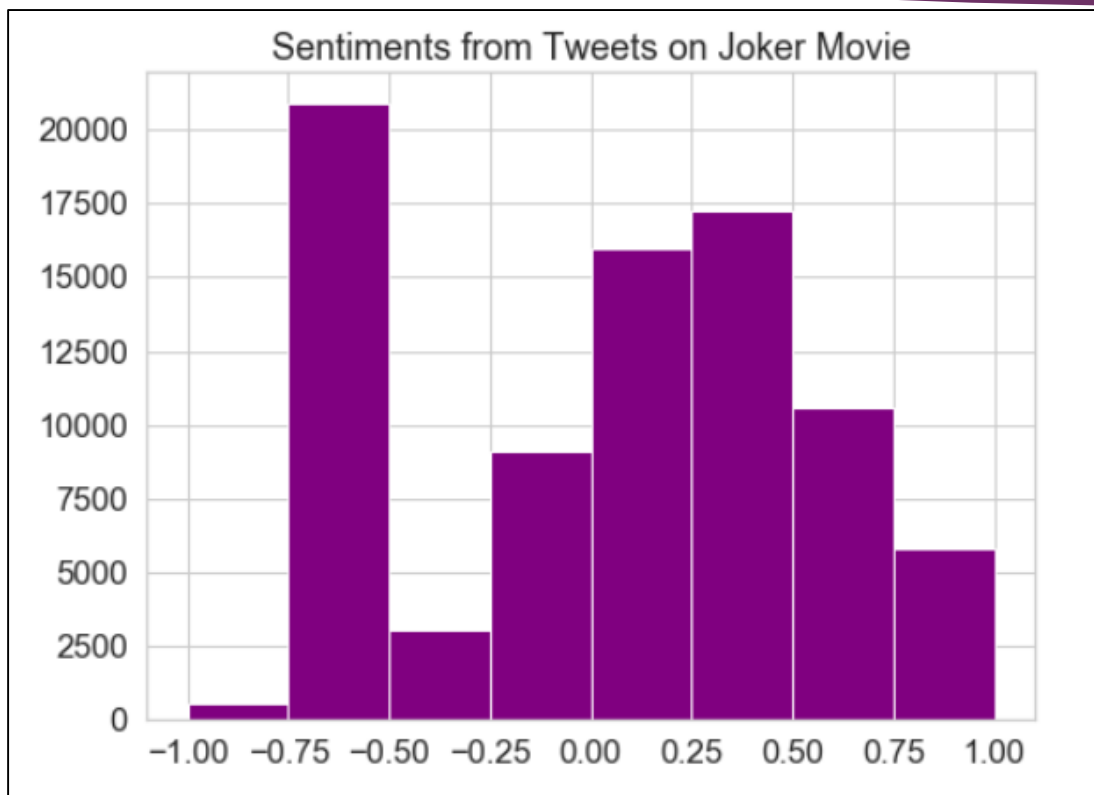

Filip Matys
@FiMatys

Replying to @elonmusknt

The #Gillette ad gave me goosebumps. Great and strong message. Simply put, just "care". But would also like to hear those who have issue with it, as I can't figure why.

♡ 14   8:03 AM - Jan 15, 2019

Andrew P Street
@AndrewPStreet

Follow

The comments under the @Gillette toxic masculinity ad is a living document of how desperately society needs things like the Gillette toxic masculinity ad.

Seriously: if your masculinity is THAT threatened by an ad that says we should be nicer then you're doing masculinity wrong.

7:53 PM - 14 Jan 2019

2,141 Retweets   6,606 Likes

Gilette YoY Growth per Quarter

The Best A Man Can Be

"P&G reported a net loss of about $5.24 billion – or $2.12 per share – for the quarter ended June 30, due to an $8 billion non-cash writedown of Gillette," Reuters announced. "For the same period last year, P&G's net income was $1.89 billion, or 72 cents per share."
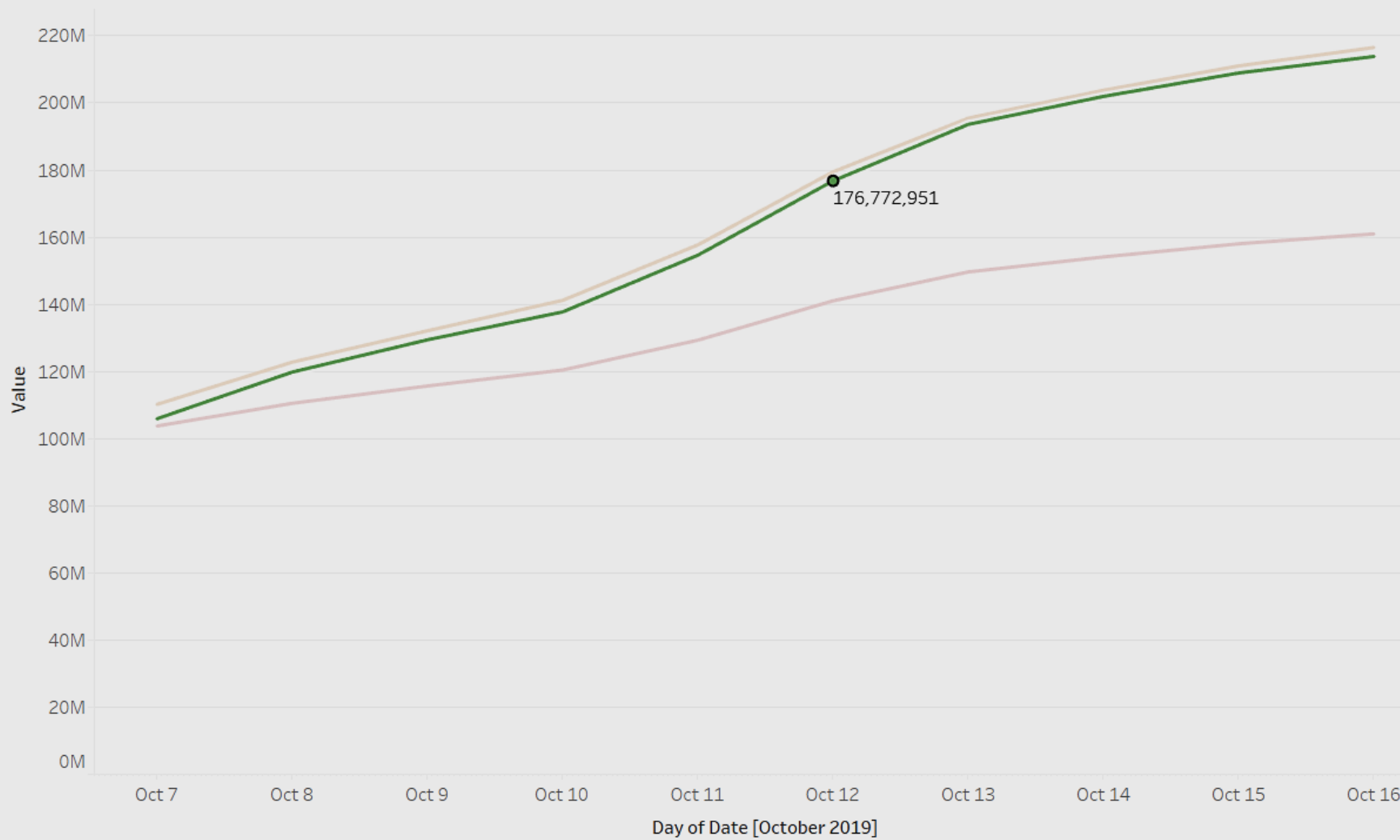
Twitter Sentiment Analysis: Joker Movie

Sentiments from Tweets on Joker Movie

I accidentally let my scraper run for 3 hours. I got 141,288 Tweets, which is a huge sample!

Need a better example of what toxic masculinity and patriarchal white privilege can do. Look no futher than the #Joker
2:40 PM · 28 Aug 19 · Twitter for Android
1 Retweet

The Joker movie looks to be aligning nicely with the culture of sad, angry white dudes, who imagine the whole world is against them. Ugh.
10:26 AM · 28 Aug 19 · Twitter Web App

I just want to get this out, the absolute last thing we need as a society right now is a resurgence of white men who identify with the Joker
1:31 PM · 28 Aug 19 · Twitter for Android

So, The Joker is a revenge fantasy where an unremarkable white incel creates chaos and carnage because he doesn't have the life he feels he is due? Why do we need this movie?
12:19 PM · 28 Aug 19 · Hootsuite Inc.

With every trailer the Joker movie looks more like the plot is "white dude gets treated like people who are not white dudes are always treated, becomes super villain AND IT IS SO COOL YOU GUYS."
11:44 AM · 28 Aug 19 · Twitter for iPhone

Thank you all for protecting me from young, angry, armed, white men by saying The Joker sucks
1:47 PM · 28 Aug 19 · Twitter Web App

the joker is so terrifying because he's a straight white dude who failed at stand-up comedy and started doing terrorism instead. a Very Very Very plausible thing to happen
10:43 AM · 28 Aug 19 · Twitter for Android

Am I being too paranoid for thinking crazy white boys across the country are going to dress up in clown outfits and shoot up movie theaters when The Joker comes out? Either way I'm going to redbox it

Ok, the Joker trailer bothers me for a lot of reasons but the way they consistently use Black women as supporting characters is really sketchy, especially when combined with a lot of themes that are going to appeal to edgy incel white boys
11:38 AM · 28 Aug 19 · Twitter Web App

Joker Movie Domestic Box Office

Value

176,772,951

220M
200M
180M
160M
140M
120M
100M
80M
60M
40M
20M
0M

Oct 7   Oct 8   Oct 9   Oct 10   Oct 11   Oct 12   Oct 13   Oct 14   Oct 15   Oct 16

Day of Date [October 2019]

## 'Joker' Set to Have the Last Laugh at the Box Office

By Brandon Katz • 10/02/19 9:08am

Joaquin Phoenix's Joker set for huge box office debut. Niko Tavernise/Warner Bros

Warner Bros. and Joaquin Phoenix's *Joker* has proven to be the year's most polarizing conversation-generator. In recent weeks, the film has drawn both immense praise and scathing critiques regarding its depiction of a mass killer. The Todd Phillips-directed comic book adaptation has inspired such loud feedback that Warner Bros. even rescinded press invitations to its red carpet premiere.
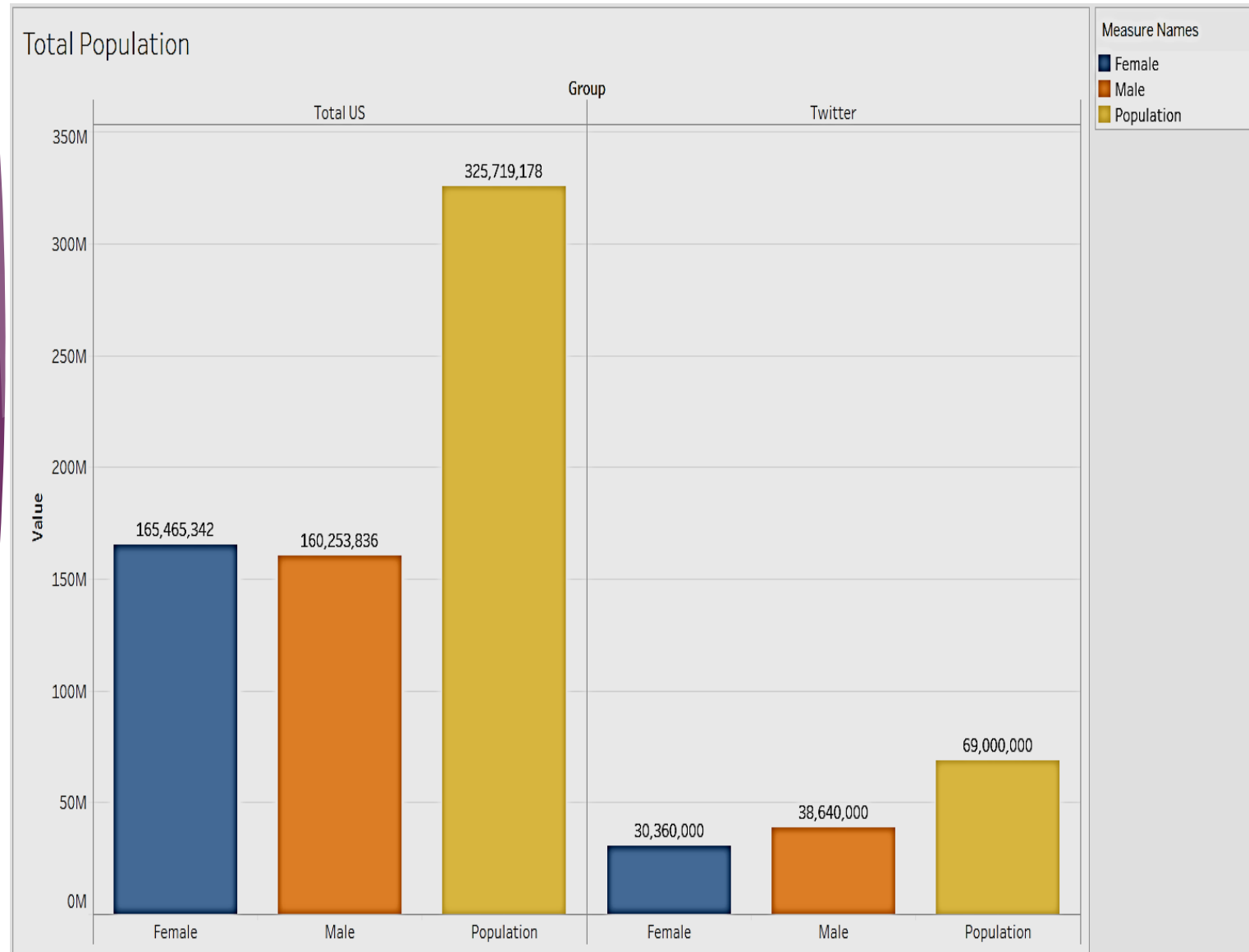
So, What Happened?
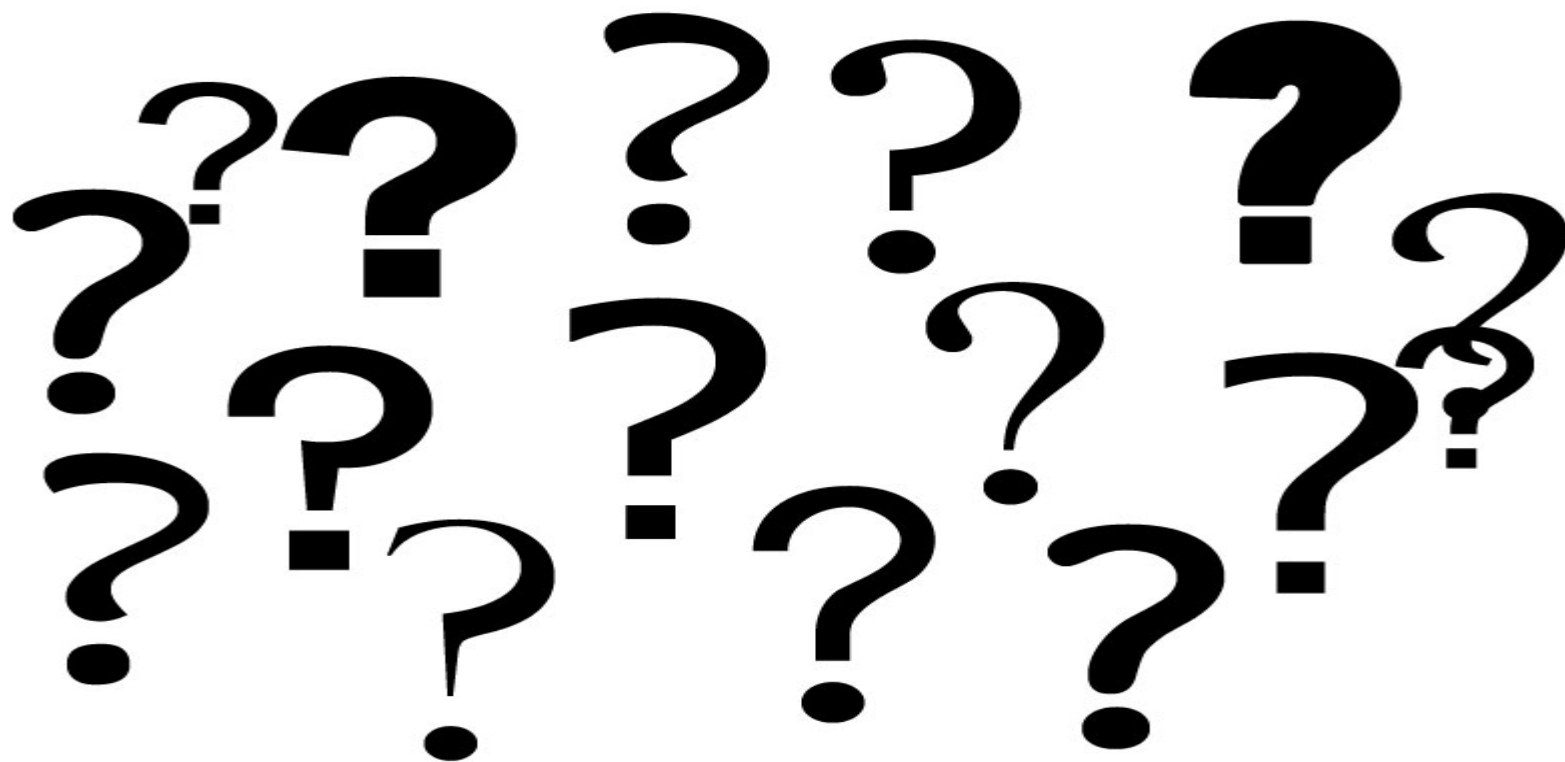
Who Does Twitter Represent?

- **US Population is ~326 M. and 21% of adults 18+ use Twitter.**

- **Males are 49.2% of US population vs. 56% on Twitter.**

- **Females are 50.1% of US population vs. 44% on Twitter.**

- **This would lead us to believe that 24% of US Men and 18% of US Women can be reached!**
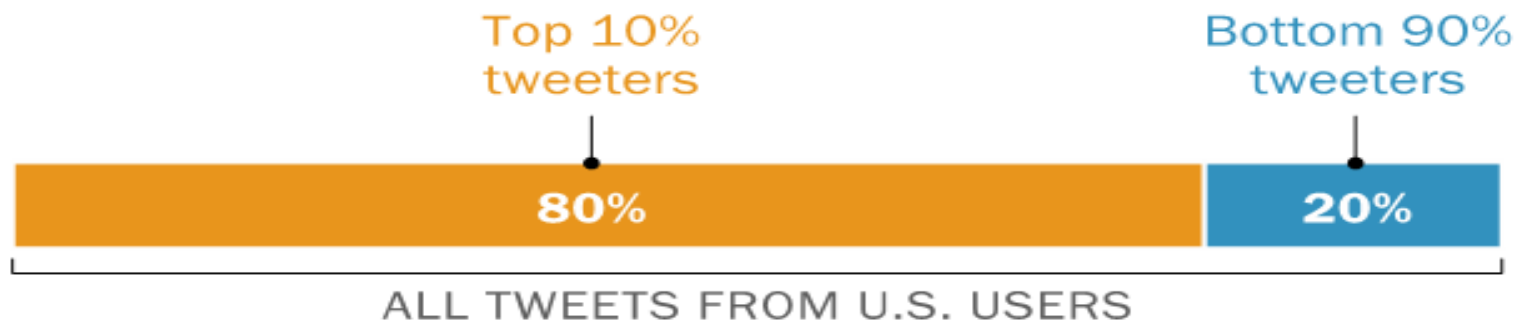
- **Except.....**

Total Population

Measure Names
- Female
- Male
- Population

A large majority of tweets come from a small minority of tweeters

Share of all tweets from U.S. adult users created by ...

Top 10% tweeters

Bottom 90% tweeters

| 80% | 20% |

ALL TWEETS FROM U.S. USERS

Note: No institutional accounts are included.
Source: Survey of U.S. adult Twitter users conducted Nov. 21-Dec. 17, 2018. Data about respondents' Twitter activity collected via Twitter API.
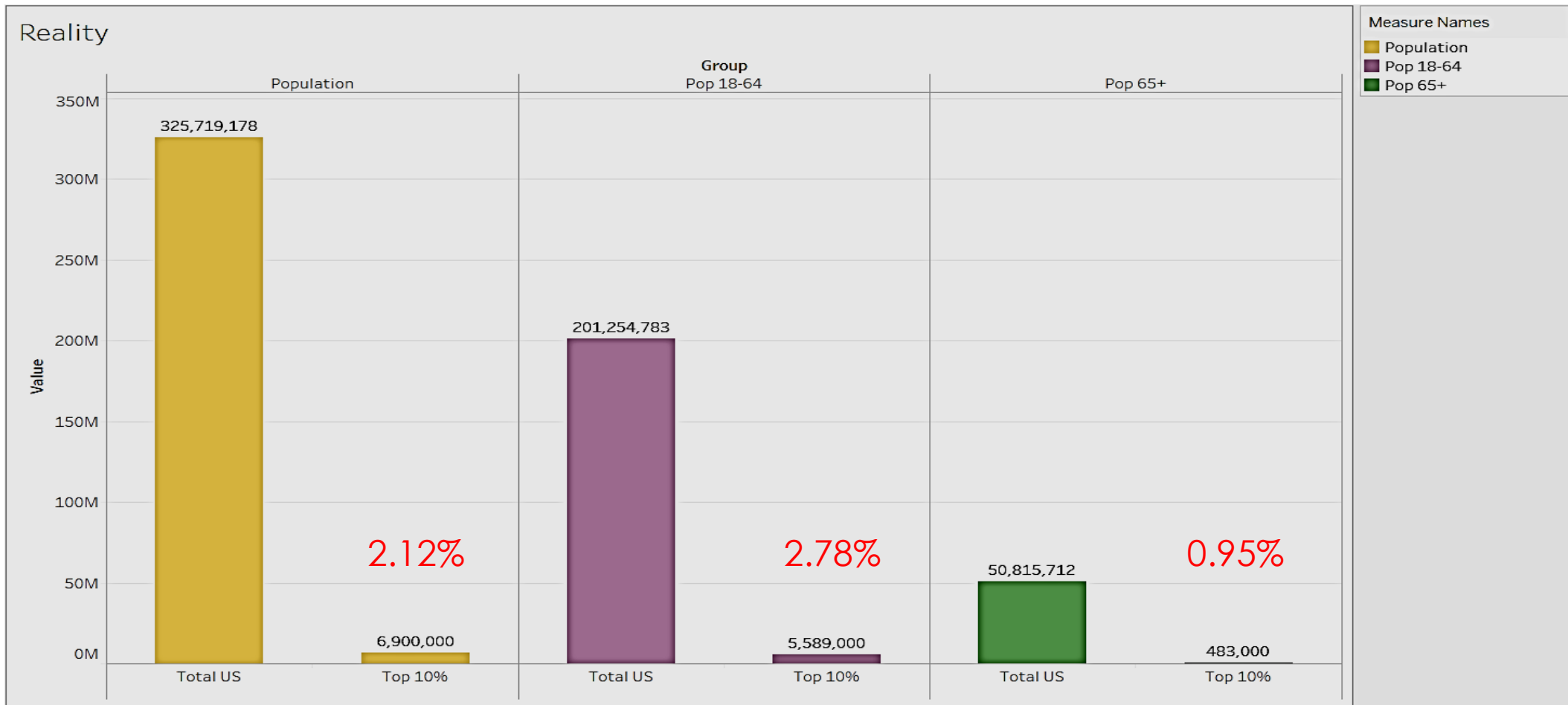"Sizing Up Twitter Users"

PEW RESEARCH CENTER

Oh...

The Real Representation

Final Thoughts

- ▶ As we learn more about data collection and processing, we may be able to come up with better methods of assessing consumer response before catastrophic blunders are made.

- ▶ There is nothing wrong with using social media as a metric, but designing a product or a campaign around the noisiest 2% of a population will alienate the other 98% of potential customers.

- ▶ Further development: I am working on a YouTube scraper to perform similar analysis between comments, likes, dislikes and views. So far my ML algorithm is 98% able to predict if disabled comments negatively impact views.