

Practical Question

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Abstract

Abstract to be written here. The abstract should not be too long and should provide the reader with a good understanding what you are writing about. Academic papers are not like novels where you keep the reader in suspense. To be effective in getting others to read your paper, be as open and concise about your findings here as possible. Ideally, upon reading your abstract, the reader should feel he / she must read your paper in entirety.

Keywords: Tweets

JEL classification

1. Introduction

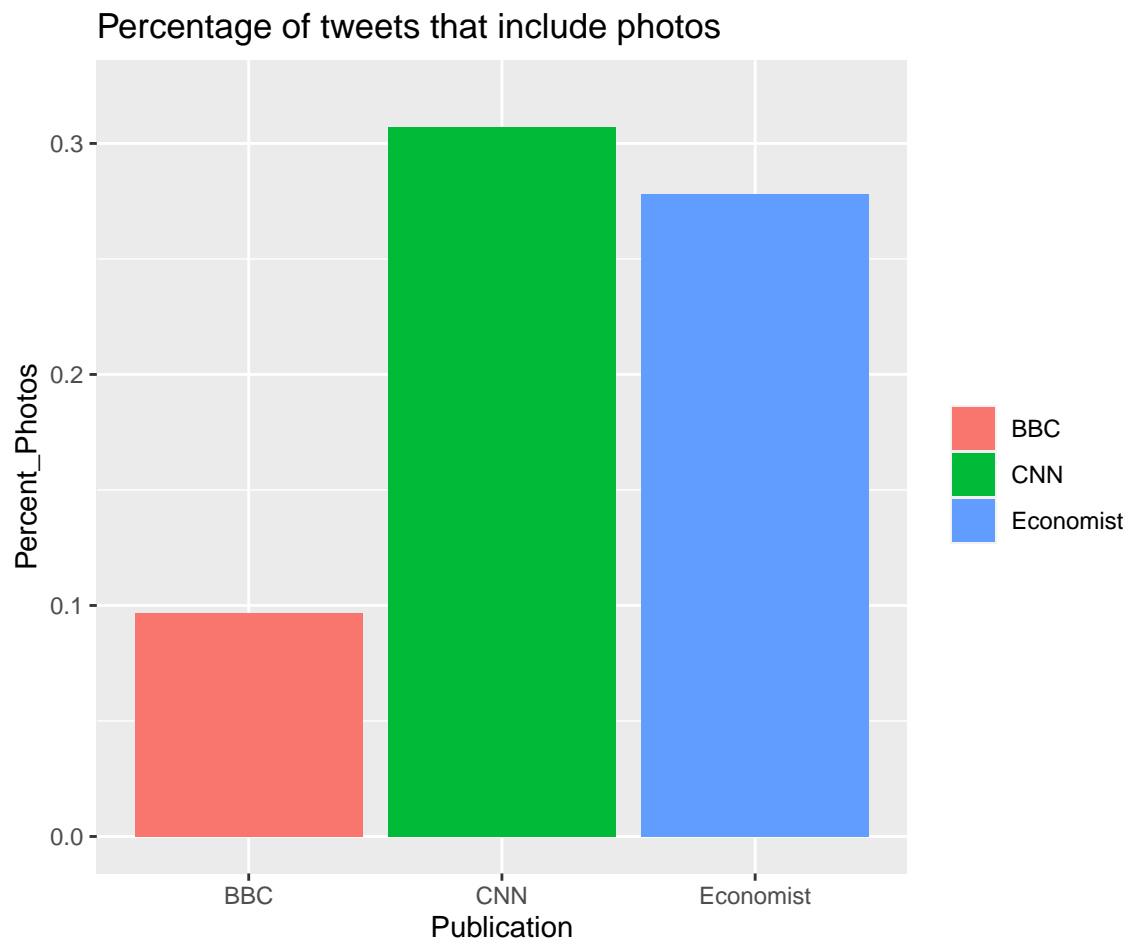
This is a report that analyses tweets to show how different media outlets use Twitte. We will look at tweets by the BBC, CNN and The Economist.

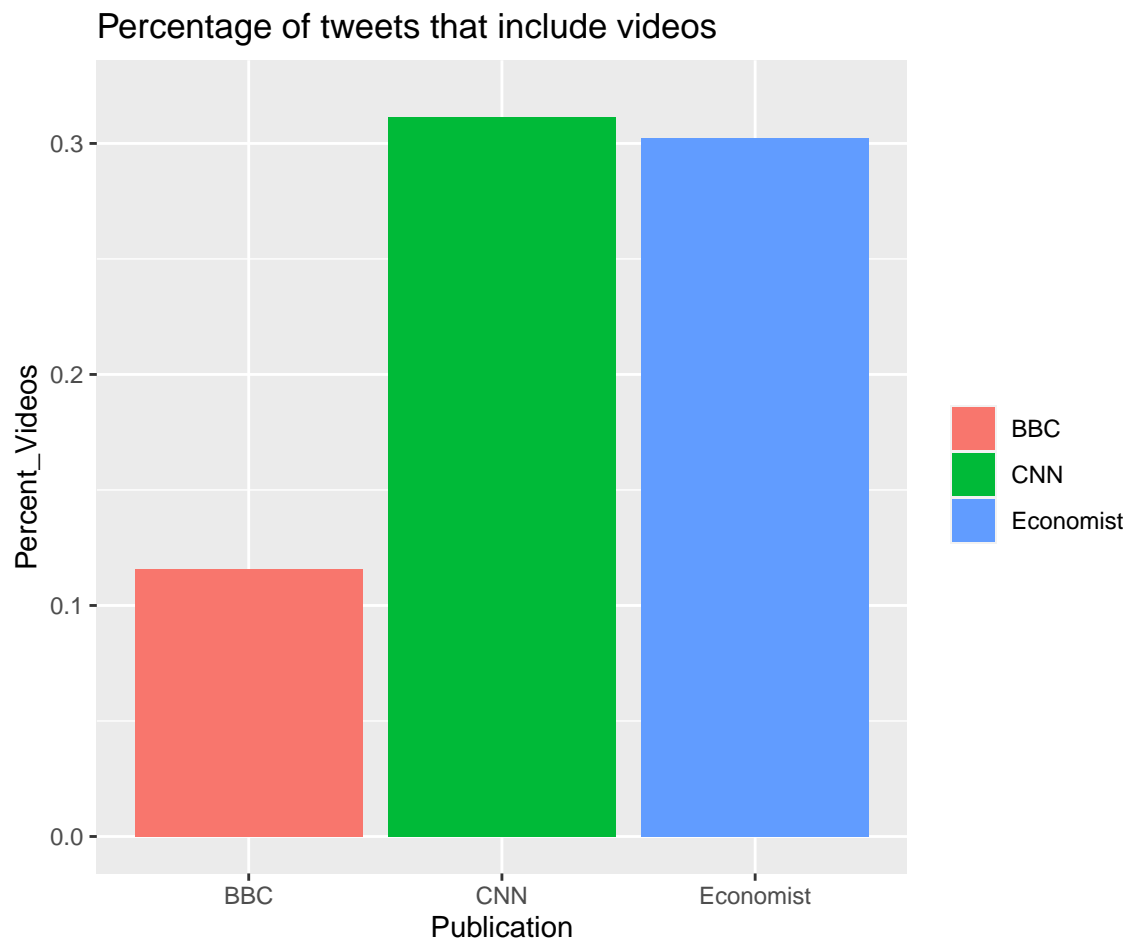
2. Photos and Videos

The following plots show the percentage of tweets by each publication that included either photos or videos.

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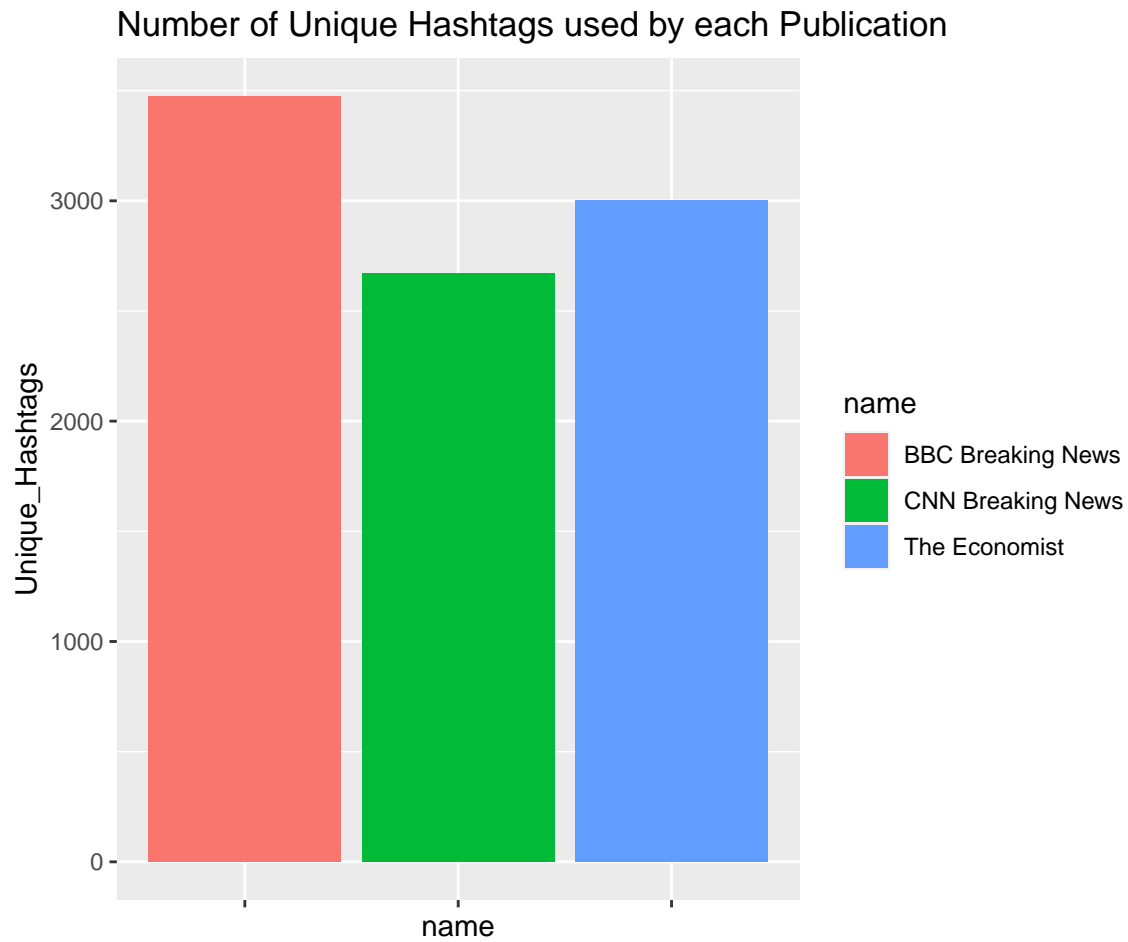




We see from the graphs that the BBC was by far the least likely to use either photos or videos in their tweets. Furthermore, tweets were marginally more likely to include videos than photos.

3. Hashtags

The following graph shows the number of unique hashtags used by each publication. We see that the BBC used the greatest variety of hashtags, although the difference between publications is not as great as for the inclusion of photos and videos.



4. Interaction

We now turn to interaction with tweets. We will plot the total number and average number of likes, retweets and replies for each publication.

We see from the graphs that CNN has the most public interaction by every metric, especially when averages are considered. The Economist beats the BBC in total likes and retweets, but the BBC has more interaction than The Economist by every other metric.

