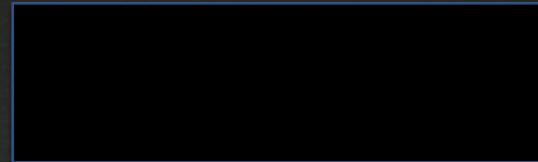


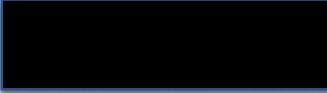
Social Media Analysis



Svetlena Garg
Northeastern University, Silicon Valley

Questions



- ❖ What is a ‘good’ social media post?
- ❖ Does a ‘good’ post affects viewing performance on


Tools

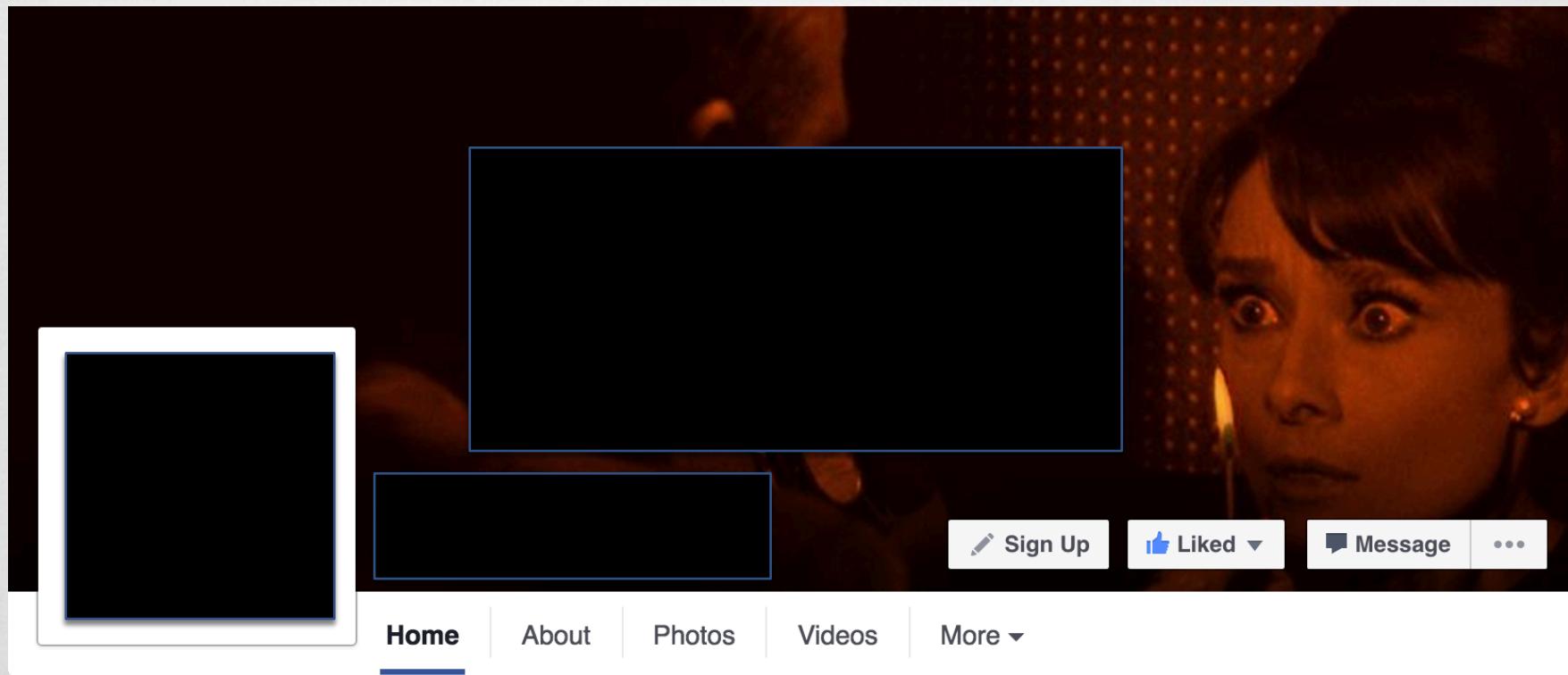


≈ R

≈ Tableau

≈ Excel

Facebook Posts



A screenshot of a Facebook-like interface. At the top, there's a decorative header featuring a dark background with a faint, glowing orange and yellow pattern. Below this is a navigation bar with several large, semi-transparent rectangular boxes overlaid on the background image. These boxes have blue borders and are used to highlight specific elements: one on the left side, one in the center, and one at the bottom. The main content area shows a woman's face on the right and a dark, abstract scene on the left. At the very bottom, there's a white footer bar with the following elements from left to right: a small profile picture placeholder, a "Sign Up" button with a pencil icon, a "Liked" button with a thumbs-up icon, a "Message" button with a speech bubble icon, and a three-dot ellipsis button.

Sign Up Liked Message ...

Home About Photos Videos More ▾

Criteria of good post



- ❖ Consumption = link clicks +photo views + video plays
+ other clicks
- ❖ Posts with consumption greater than average.

Characteristics of a good post

- ❖ Are they associated with any emotion?
- ❖ Do they tend to be neutral, positive or negative?
- ❖ Are these posts posted on a particular time of any particular day?
- ❖ Do they contain any specific set of words?
- ❖ Are they accompanied by any media engagements?

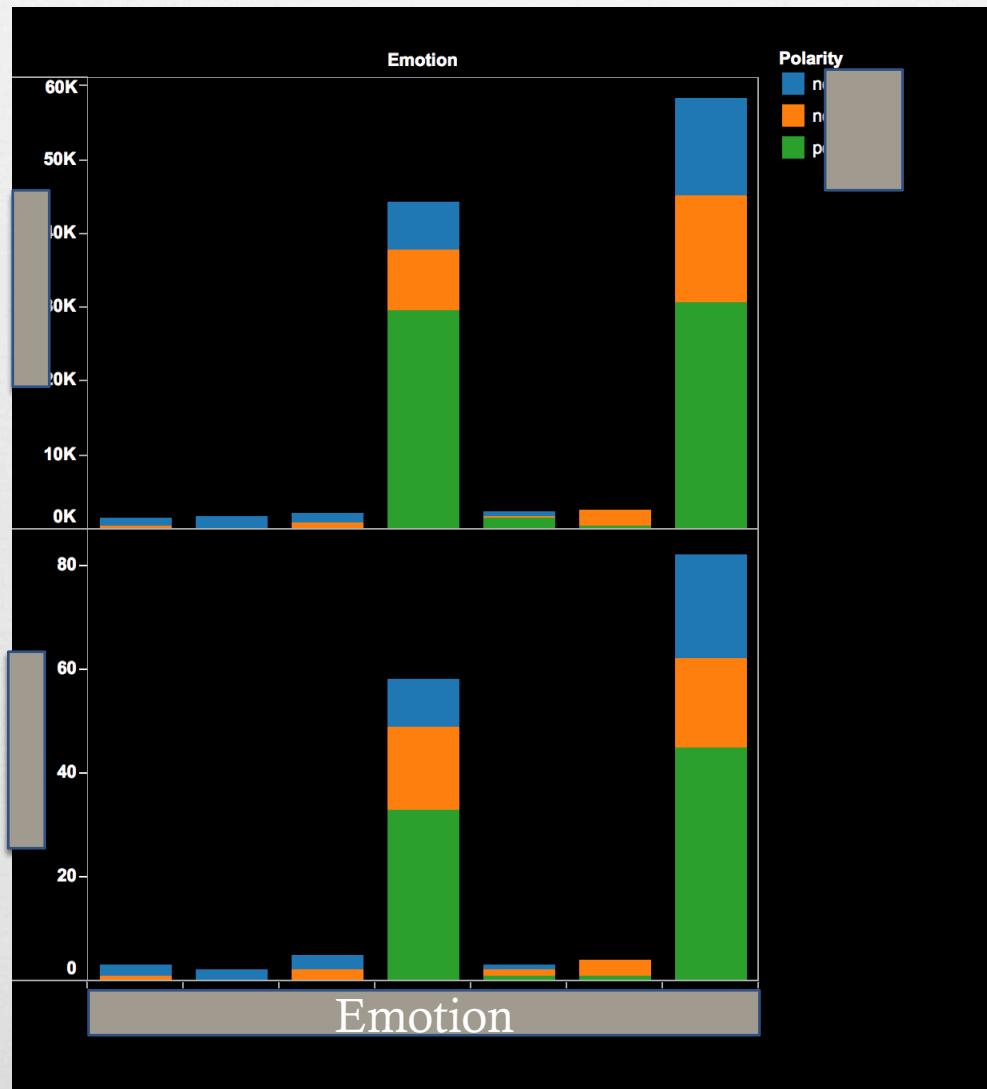
Natural Language Processing

```
1 names(ttextdata) = NULL
2 class_emo_t = classify_emotion(ttextdata, algorithm="bayes", prior=1.0)
3 temotion = class_emo_t[,7]
4 temotion[is.na(temotion)] = "unknown"
5 class_pol_t = classify_polarity(ttextdata, algorithm="bayes")
6 polarity_tweet = class_pol_t[,4]
7 sent_dft = data.frame(text=ttextdata, emotion=temotion,
8                         polarity=polarity_tweet, stringsAsFactors=FALSE)
```

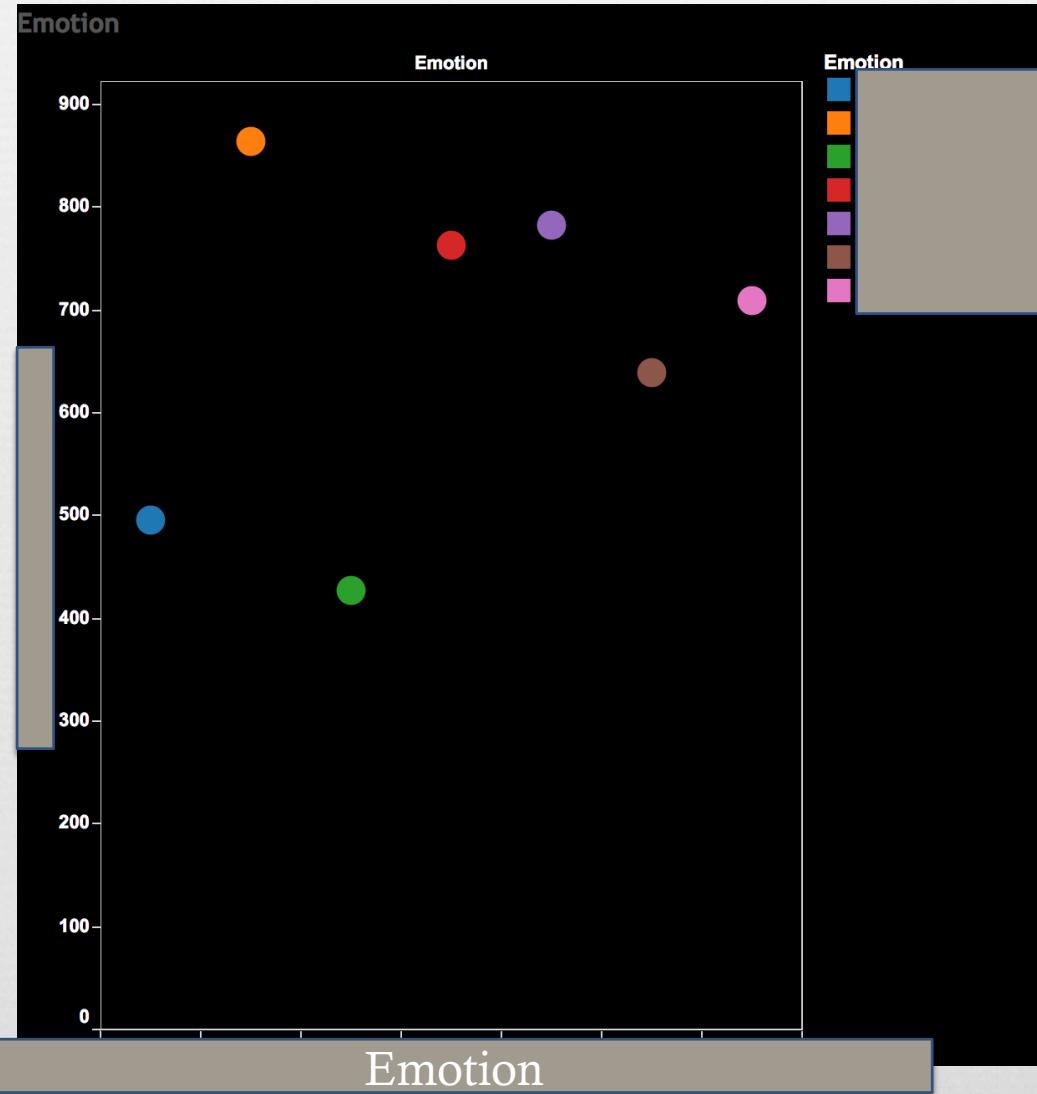
```
library("devtools")
library("Rstem")
library("sentiment")
library("wordcloud")
library("tm")
library("SnowballC")
```

text	emotion	polarity
films captioned	unknown	positive
is home to chinas	unknown	positive
er only son alone	unknown	negative

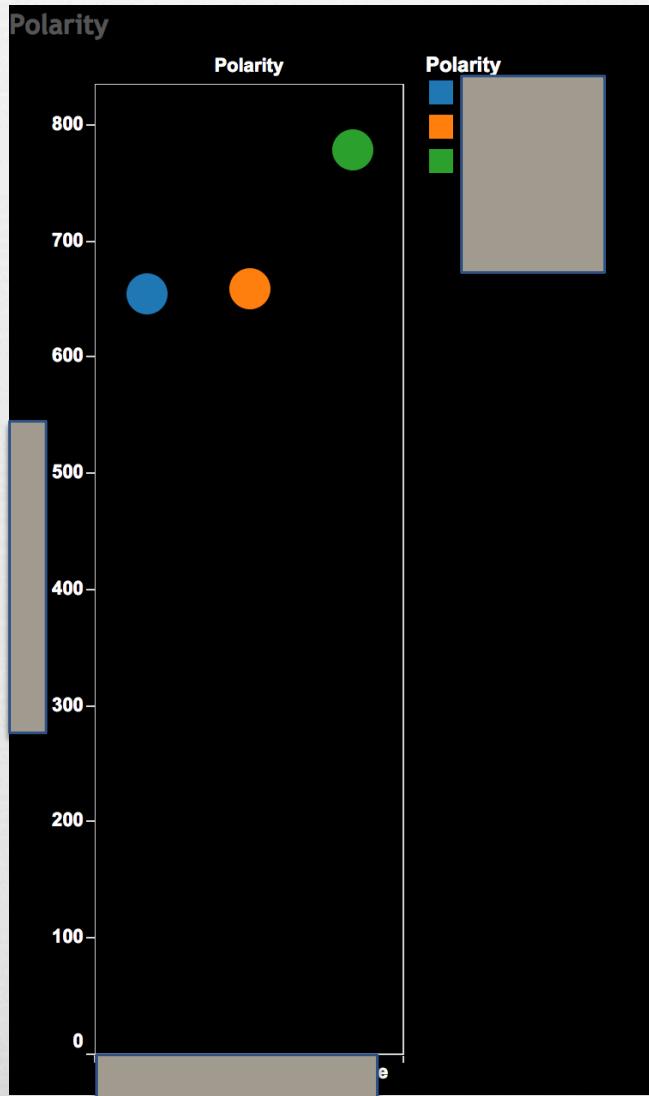
Emotion & Polarity



Average consumption by emotion



Average consumption by polarity



Examples



Celebrated Iranian writer-director [REDACTED]
feminist drama [REDACTED] follows a woman driving a taxi over the
course of several days and the 10 varied conversations she has with her
passengers ↗ [REDACTED]

Unknown

Joy

Happy 72nd Birthday [REDACTED]! We just can't get enough of your
film [REDACTED]

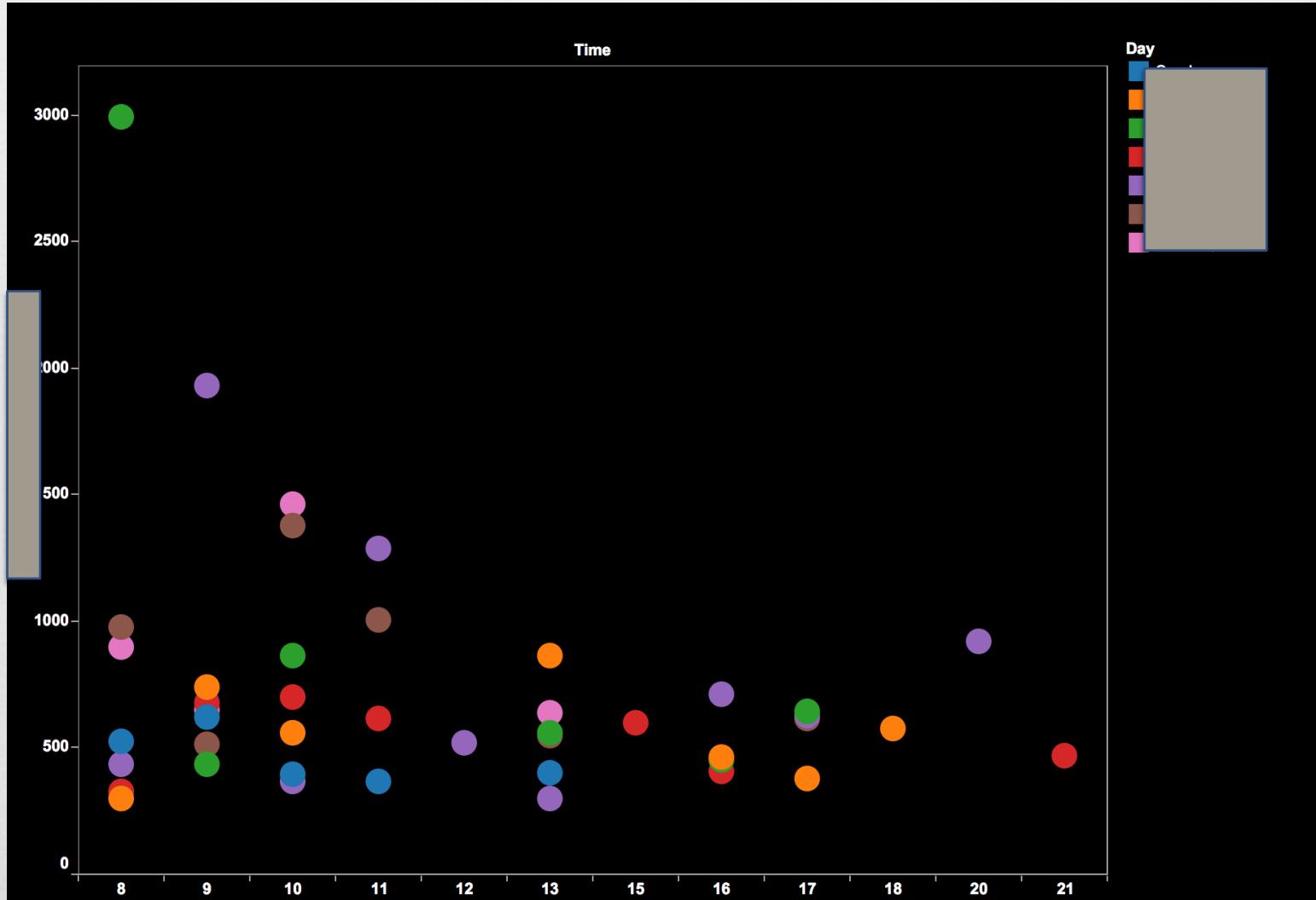
[REDACTED] is rare in horror cinema for its odd mixture of the
ghastly and the lyrical, and it has been a major influence on the genre in the
decades since its release [REDACTED]

Disgust

Negative
Polarity

A worm-like parasite injects hallucinogenic fluid, giving its victims
pleasurable psychedelic experiences. Watch [REDACTED] part of
current spotlight: Mind Trips [REDACTED]

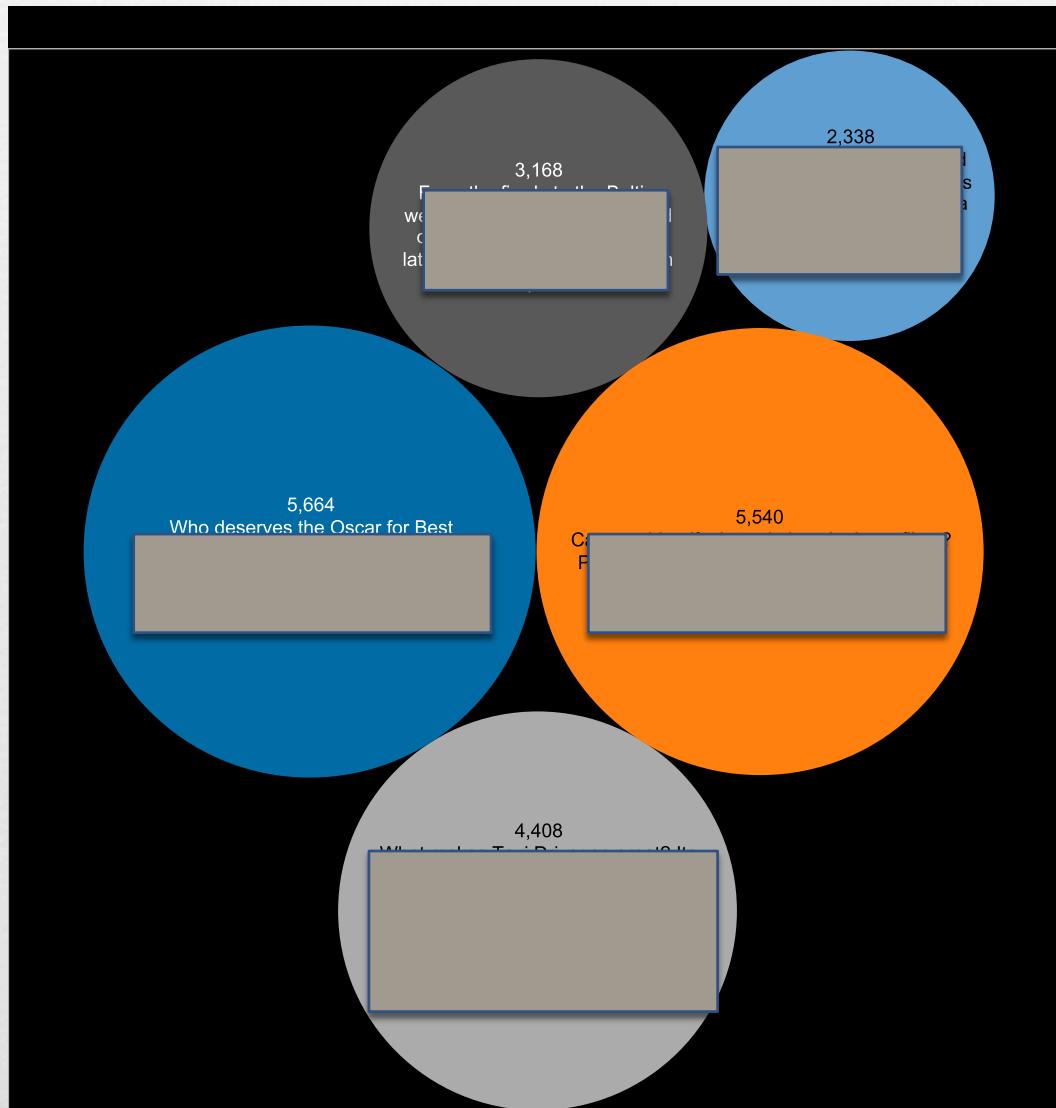
Average consumption by hour and day



Frequently used words in



Top Facebook Posts



Tweets



INCREDIBLE MOVIES AWAIT

TWEETS

14.7K

FOLLOWING

2,814

FOLLOWERS

13.2K

LIKES

7,714

LISTS

15

 Follow

Criteria of good tweet



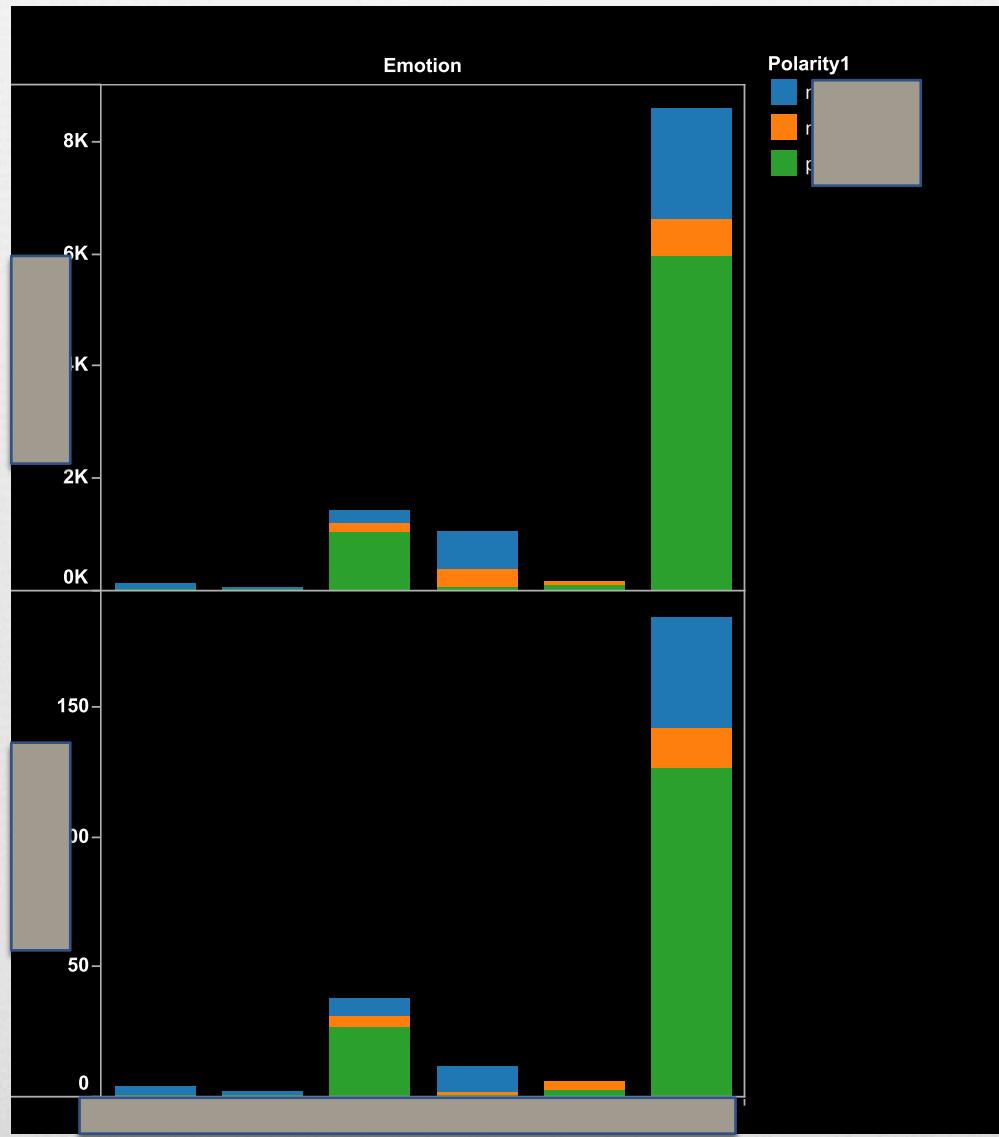
- ❖ Engagements= Total number of times user interacted with a tweet

- ❖ Tweets with engagement greater than average.

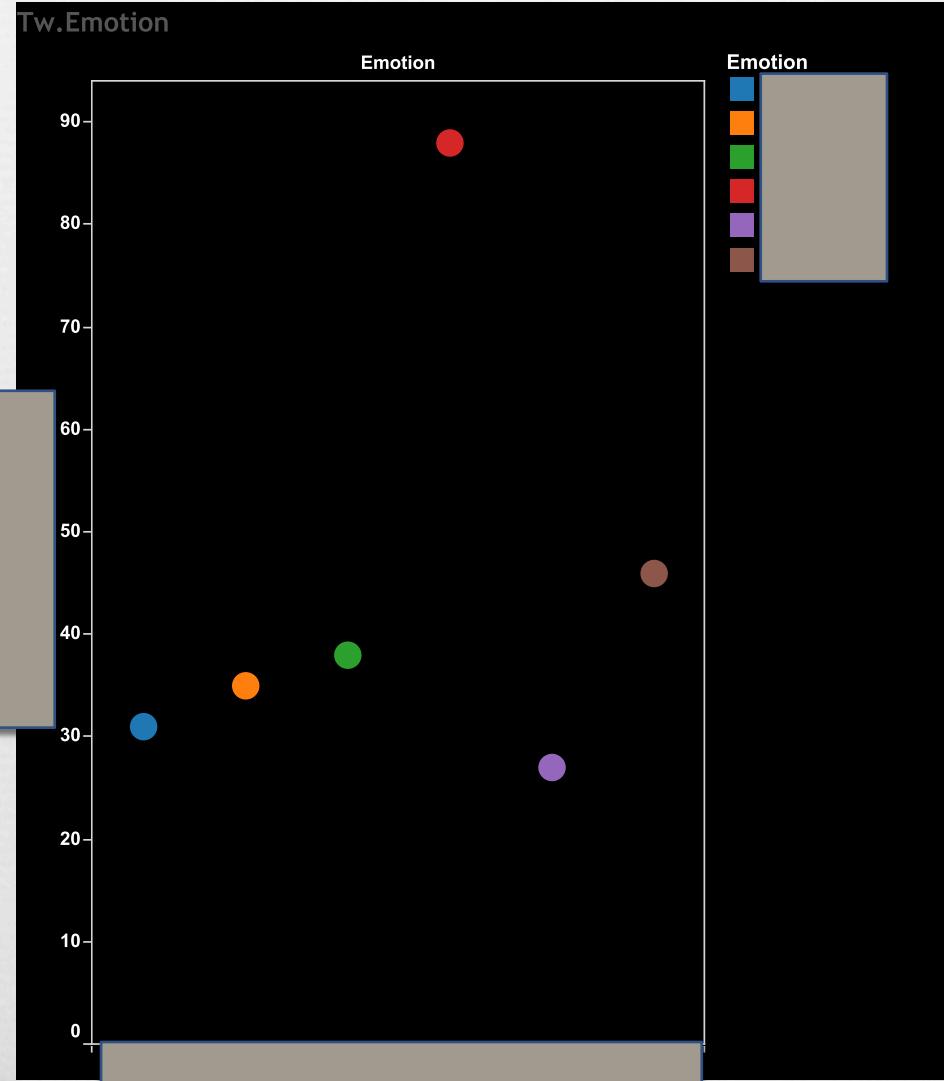
Characteristics of a good tweet

- ❖ Are they associated with any emotion?
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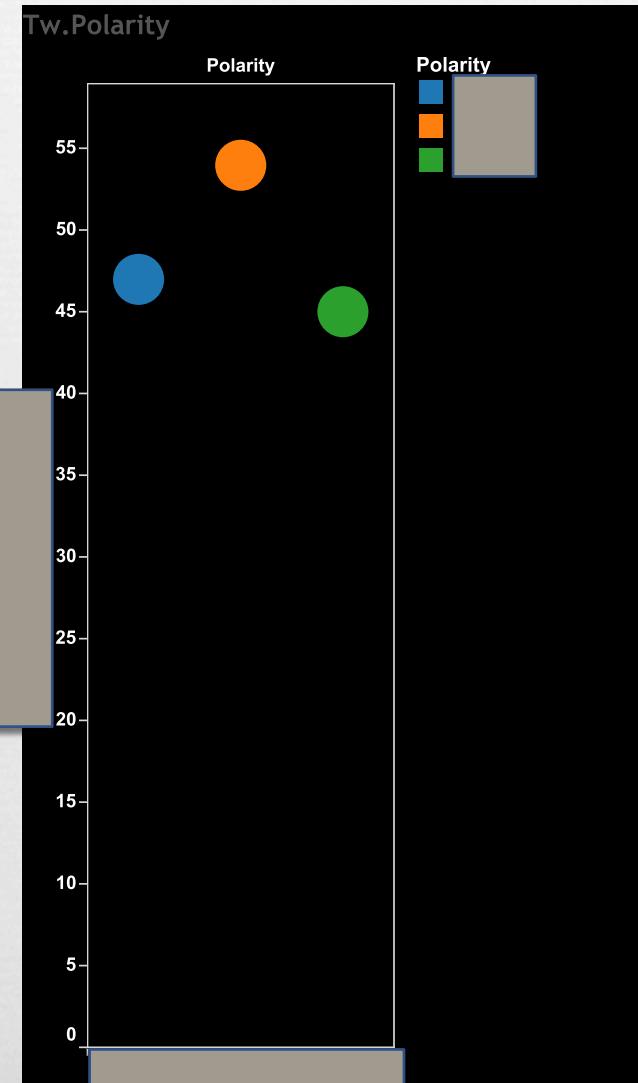
Emotion & Polarity



Average Engagement by emotion



Average Engagement by polarity



Examples

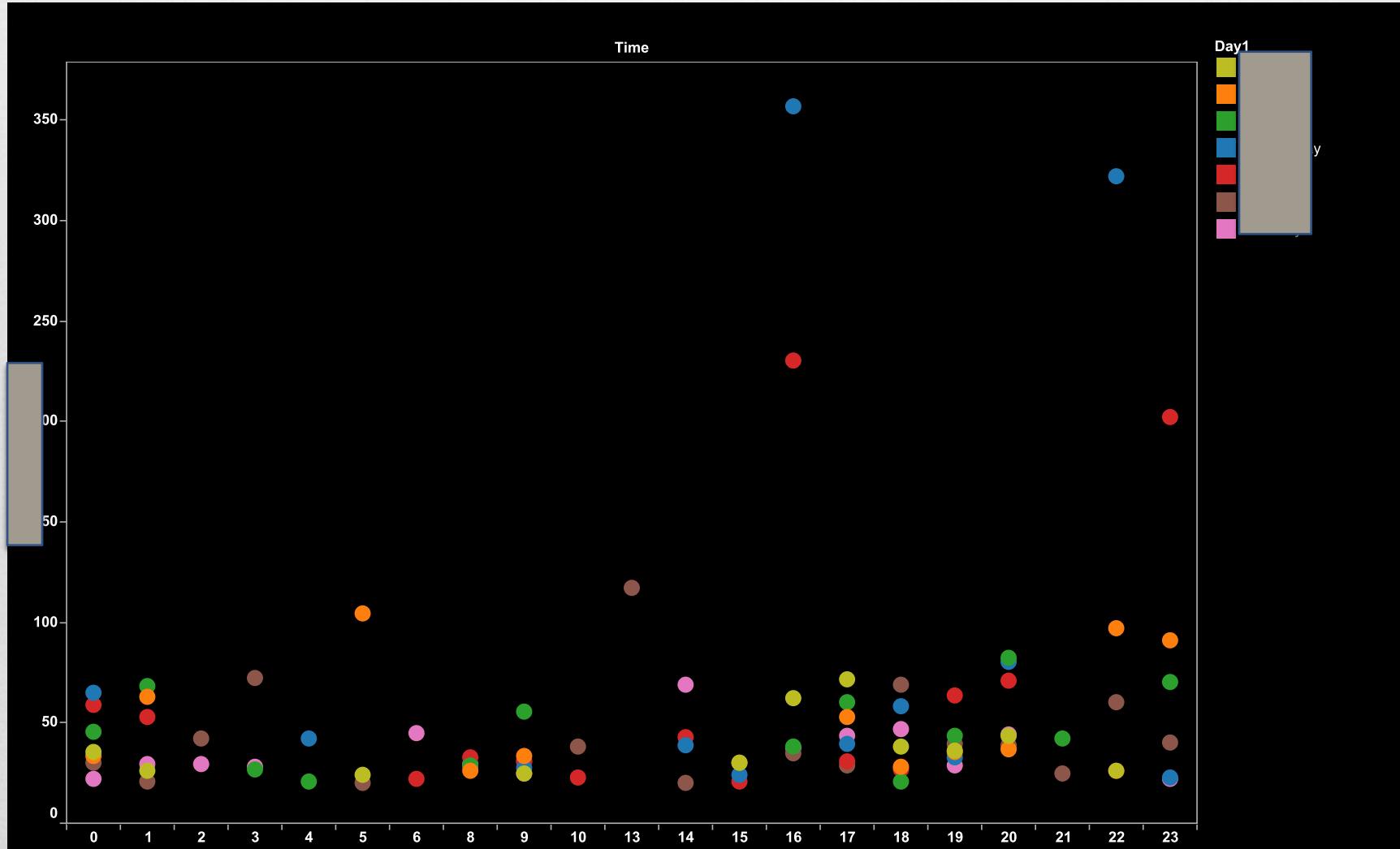
Childhood doesn't last forever, and neither will
these # [REDACTED] Watch before 3/20:

Negative
Polarity

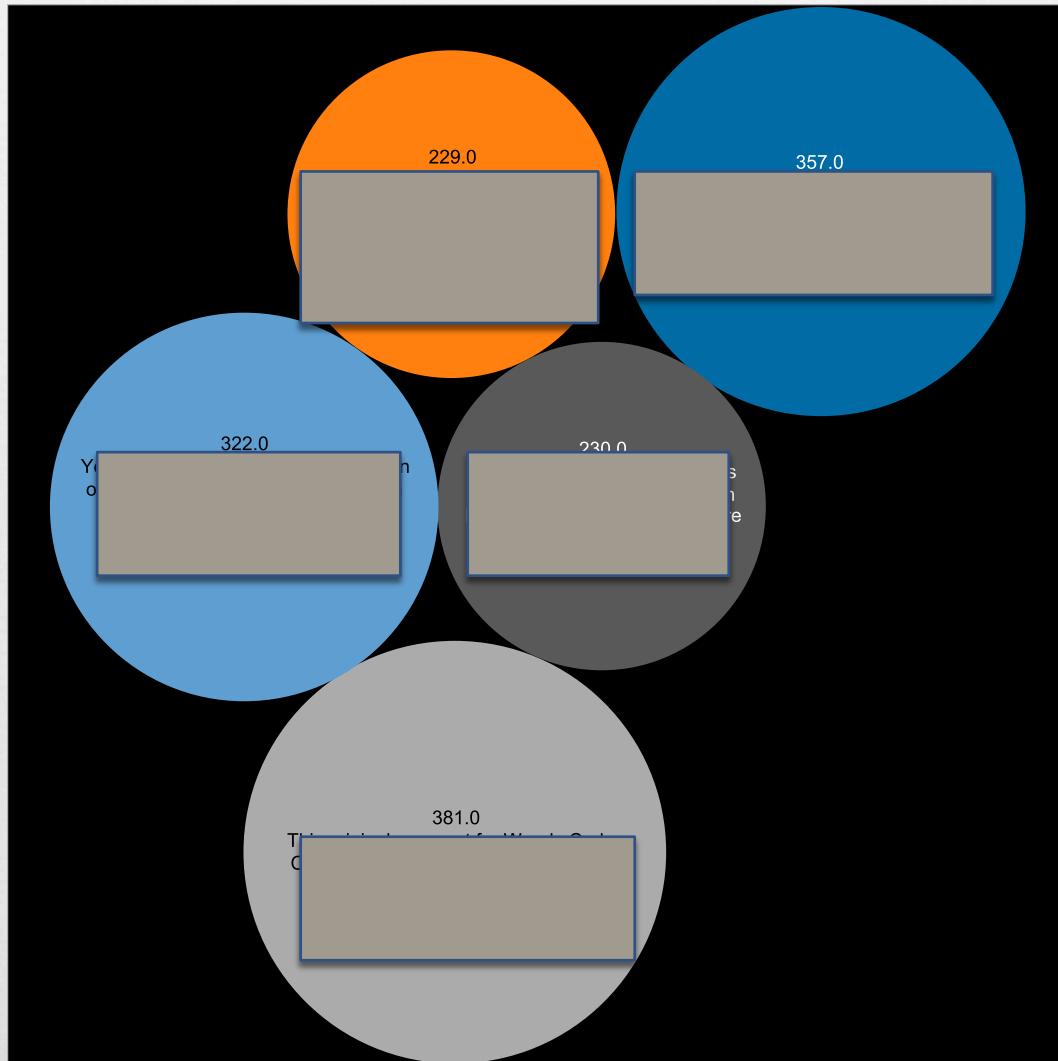
Sadness

Yeah, we're sad about the cancellation of
[REDACTED] too 😢 watch their early
work here [REDACTED]

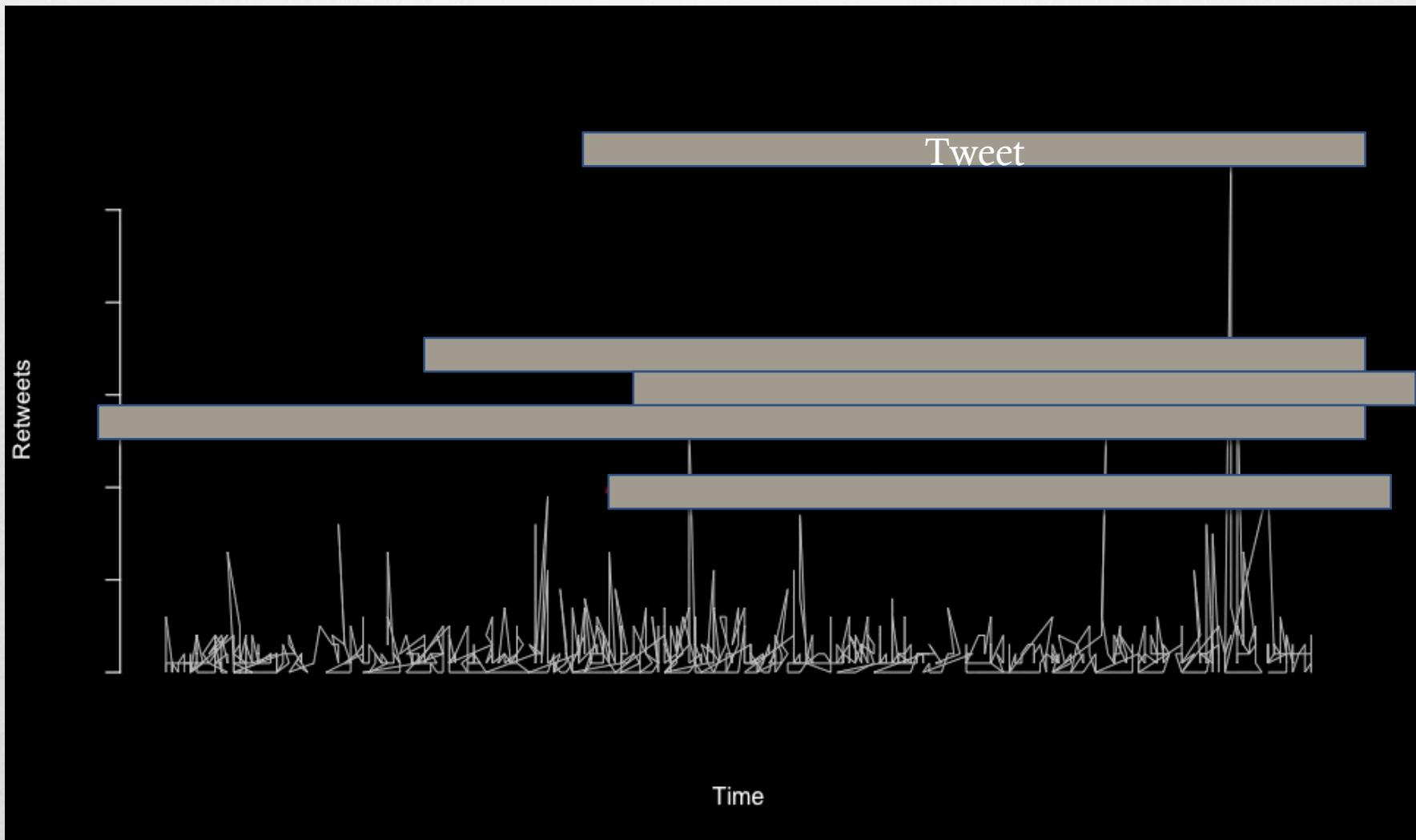
Average engagements by hour and day



Top Tweets



Most Re-tweeted posts



Films Viewing Performance



Log in



Log in

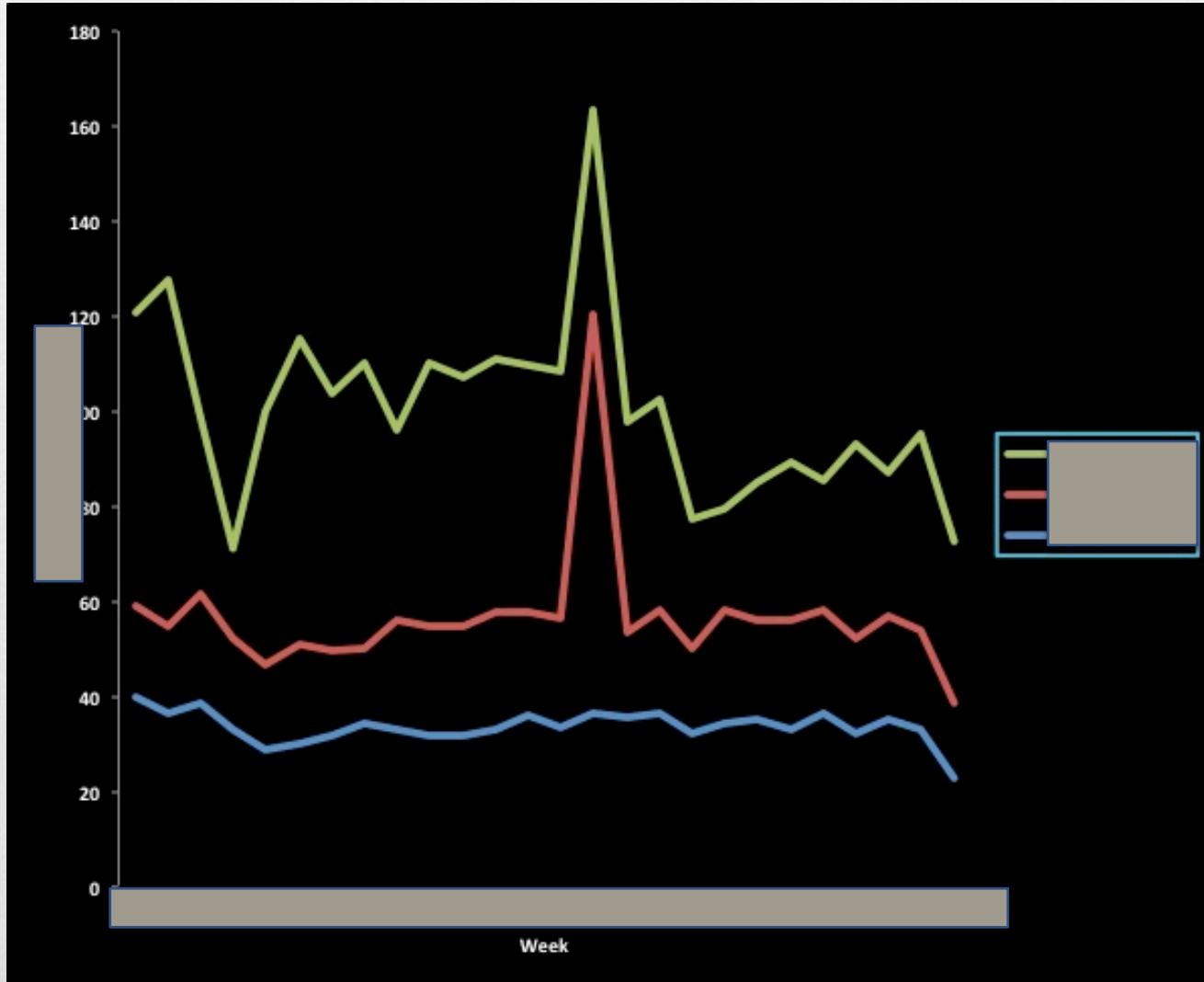
Start your free trial today

Watch award-winning movies from around the world

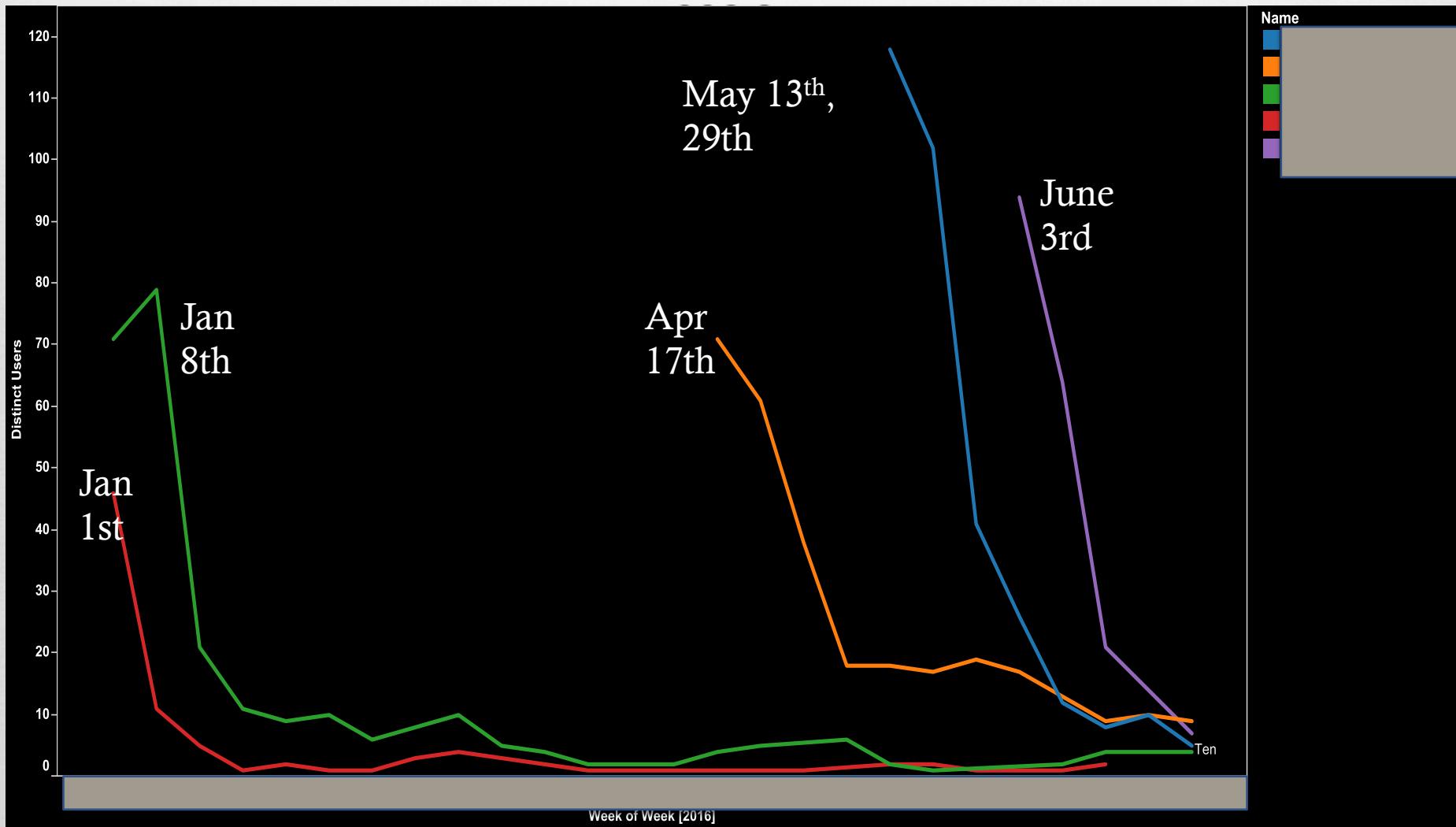
Does a good post effect the film's performance?

- ❖ Data contains whether a film is tweeted or not but does not contain the tweet id or vice-versa.
- ❖ Plotted graph of films tweeted and films not tweeted.
- ❖ Data doesn't have key for whether film was on Facebook.

Viewing Performance along Social Media



Top ‘New to Fandor’ Facebook Posts



Summary



- ❖ Good Facebook posts are around 4 to 8 on [] days/ [] days and around [] on [] days.
- ❖ Top posts have emotions of [] with [] polarity.
- ❖ [] % of good posts had videos, mention of a celebrity.
- ❖ Good Tweets are around 4 and 8 on [] days and [] on [] days.
- ❖ Top tweets have emotions of [] and [] Polarity.
- ❖ Contain Media engagements, hash tags, [] mentions.
- ❖ Viewing performances follows a closer pattern with [] Social Media

Suggestions

- ❖ [redacted] number of posts/ tweets with [redacted] emotions/ polarity.
- ❖ Engage social media audience with [redacted] / [redacted]
- ❖ [redacted] active users.
- ❖ Introduce movies [redacted]. Post on social media [redacted] Timeline [redacted].

Next Steps



- ❖ performance analysis
- ❖ Competitor social media analysis
- ❖ Digital marketing analysis
- ❖ Consumer Analysis
- ❖ Website Analysis
- ❖ Movies rating analysis
- ❖ Predictive Model

Thank you

