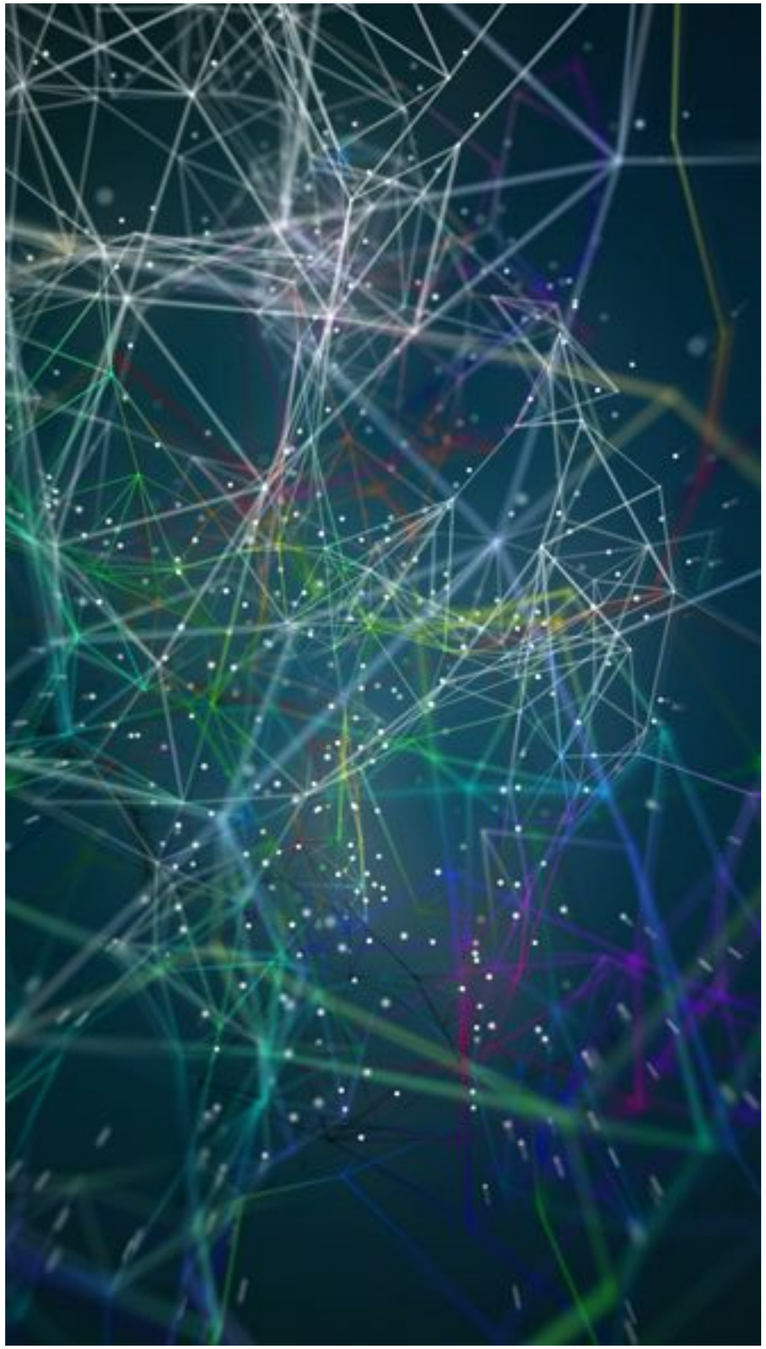
Journey of
VIRAL NEWS

Abhinaya | Akhilesh | Anisha | Sherlley | Teeru



The Journey

Context and data

Campaigns

Comparison of campaigns

Insights

Background

1947 Independence & territory Kashmir

2019 series of events

Our Data

Twitter data

Two hashtags
#SayNoToWar
#FinalStrike

Questions to Answer:

- What type of movement?
- Who supports what?

JOURNEY OF #FINALSTRIKE

Pro-War sentiment on

Striking against Pakistan

TWEET EXAMPLES

Dr. Pauras Joshi @Paurassinh · Feb 28

#**FinalStrike** by Armed forces is THE ONLY way to finish this problem of Terrorism once and for all. The diplomacy of Talks has failed for 70 years. It's TIME #India crushes Terrorism. Sometimes Amputation of the limb (Pak) is the only way to save the body (world)

113 197 507

Pawan K Pareek @pawan26kpareek · Feb 28

This time #**FinalStrike**
On indian media
Stop Fake Tag
We Want Peace
We Want To Stop Terrorism

Samir Dattopadhye @samirsinh189 · Feb 28

Aniruddha Bapu says "Its now or never. No mercy be shown to cunning enemy like Pakistan. Pak hasnt shown any signs of improvement in last 70 yrs. If we believe Pak's current peace-loving show we will make gravest mistake. This is perfect opportunity to India to give #**FinalStrike**"

Shridhar Sardesai @VU3SDZ · 16h

Whether that Azhar Mahmood is living or dead is the headache of Pakis. Indians as good neighbours should discuss on how to #LiberatePakistan of POK, Sindh, Balochistan, Punjab by delivering the #**FinalStrike** because ISI is finding it difficult to run Pakistan & we should help them

1 21 60

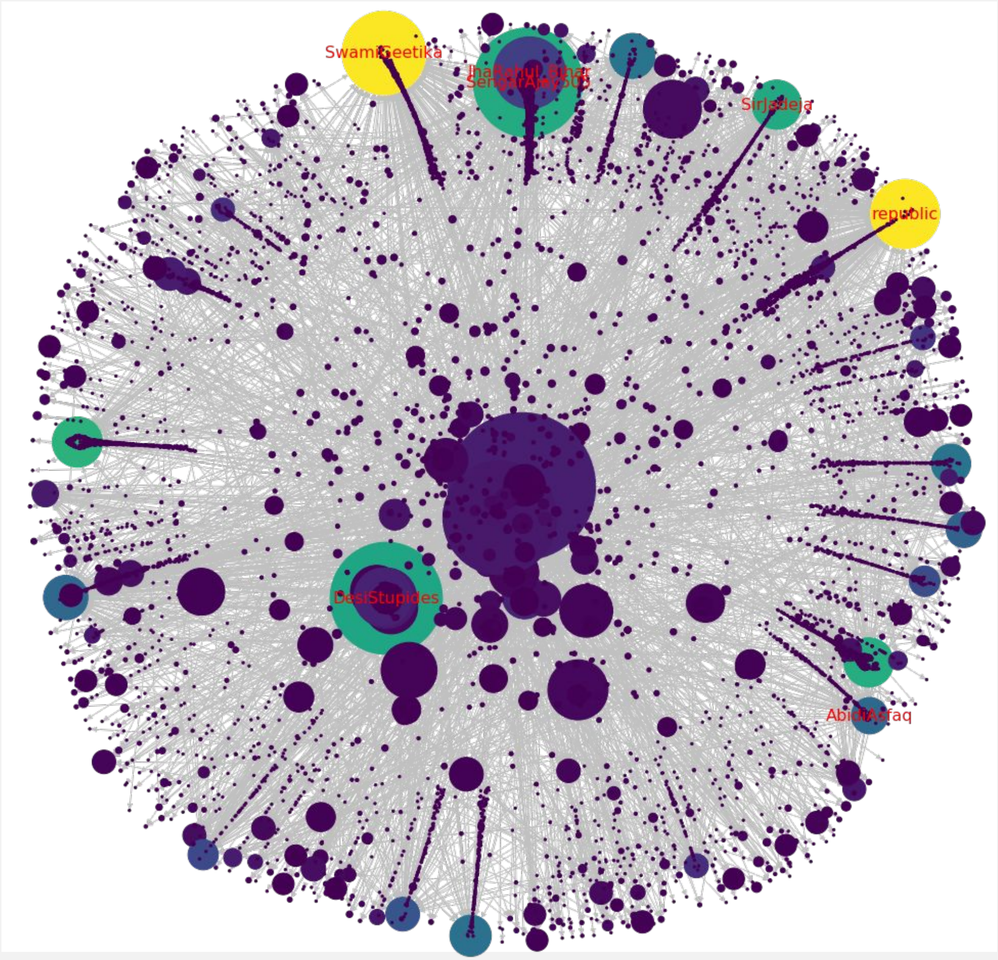
Ajit Padhye @ajit_p2025 · Feb 28

It is said "Strike while the iron is hot". #**Finalstrike** on the begging, cowardly Pakistan is the need of the hour. It is just now, and now only. Just do it India. Our prayers and best wishes for our army are always on. Jai Hind!

1 15 71

INDIA NETWORK

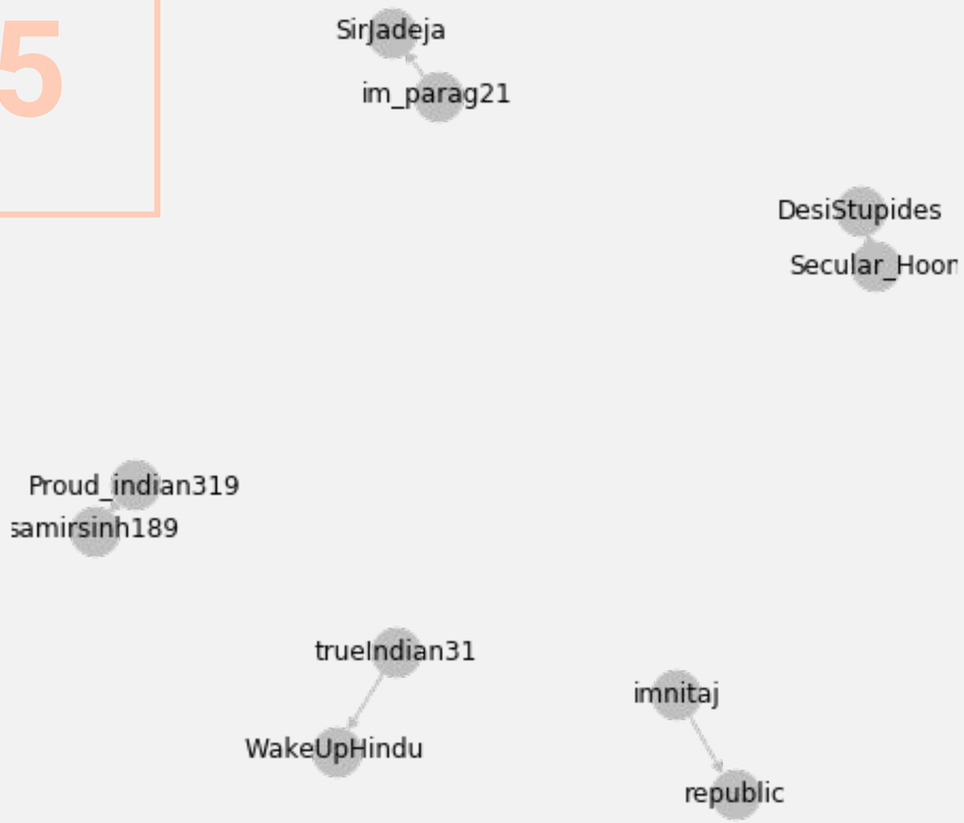
- 12,905 Tweets
- 7,180 nodes
- 9,058 edges



Top Influencers:

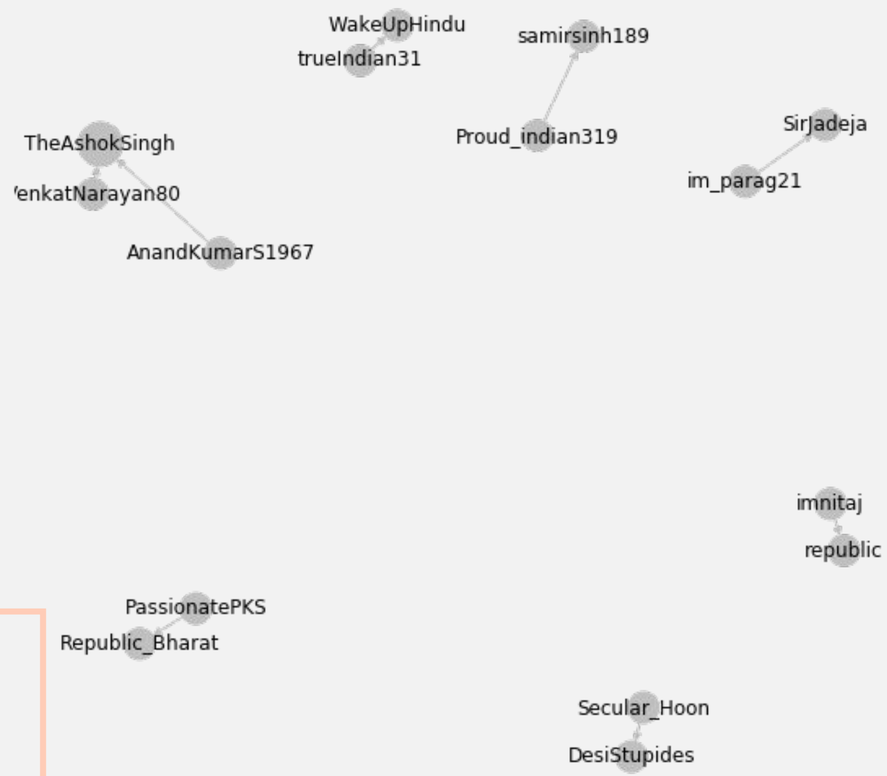
1. Republic
2. DesiStupiddes
3. SirJadeja
4. SwamiGeetika
5. JhaRahul_Bihar
6. SengarAjay505
7. AbidiAsfaq

5



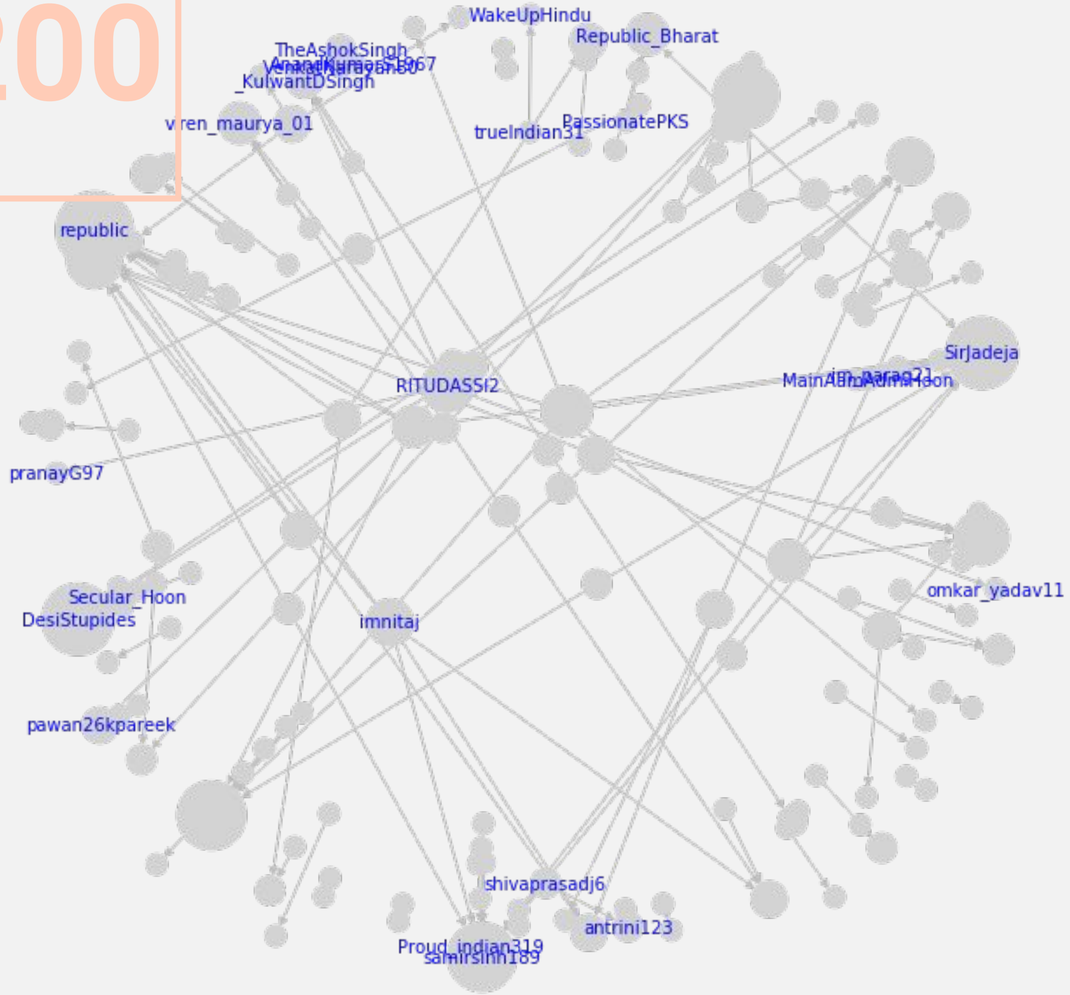
Network of first 5 tweets

Network of first 10 tweets



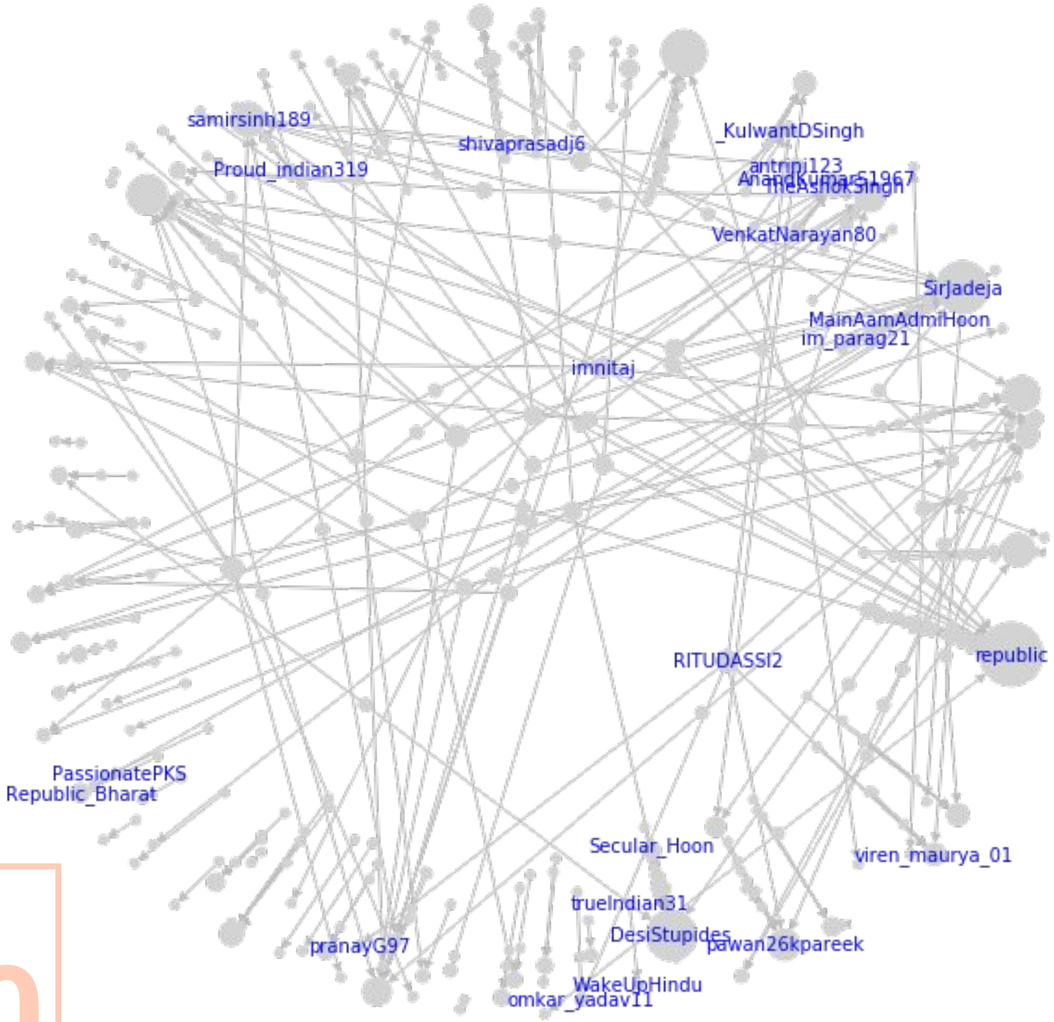
10

200

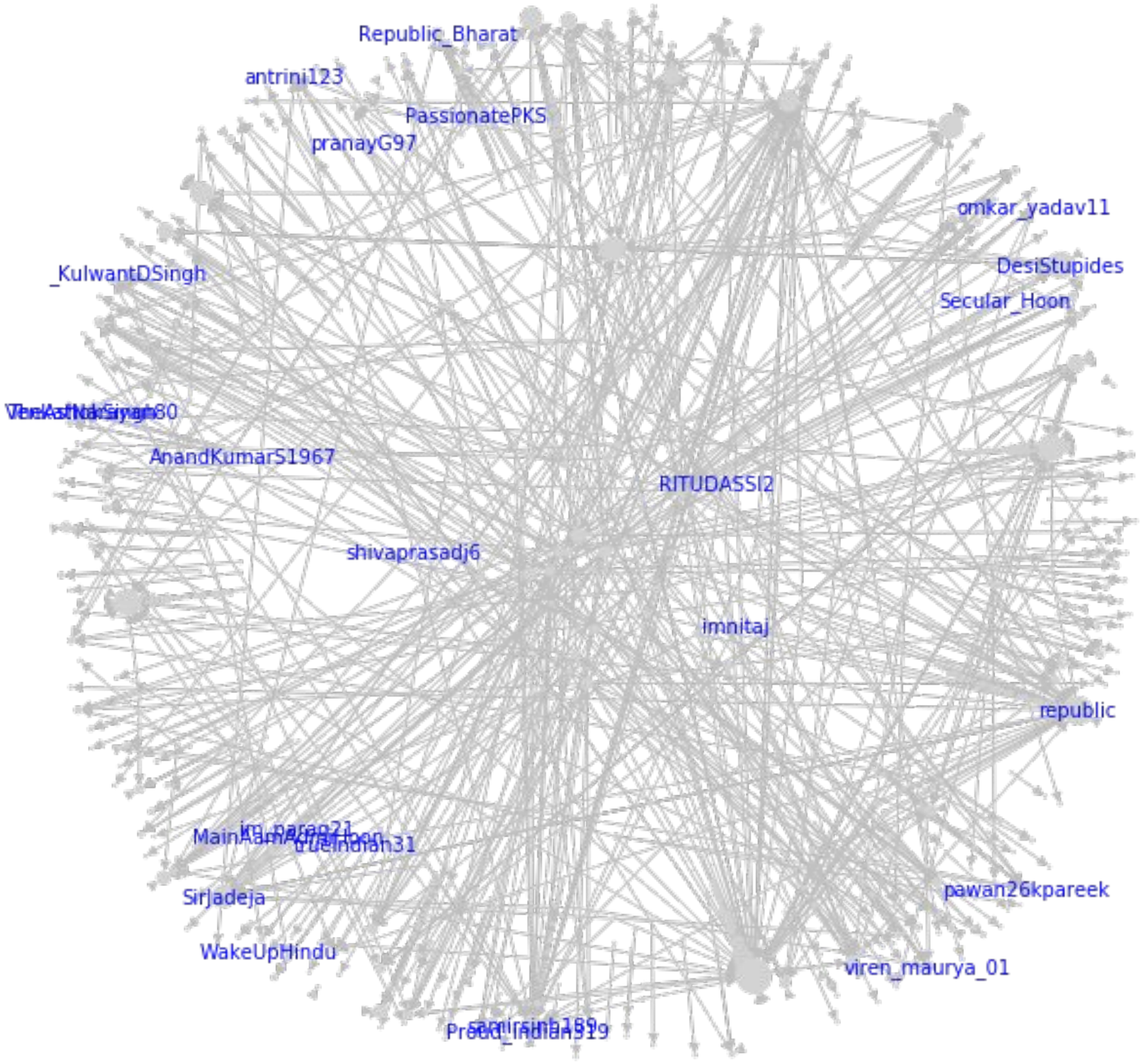


Network of first 200 tweets

Network of first 500 tweets

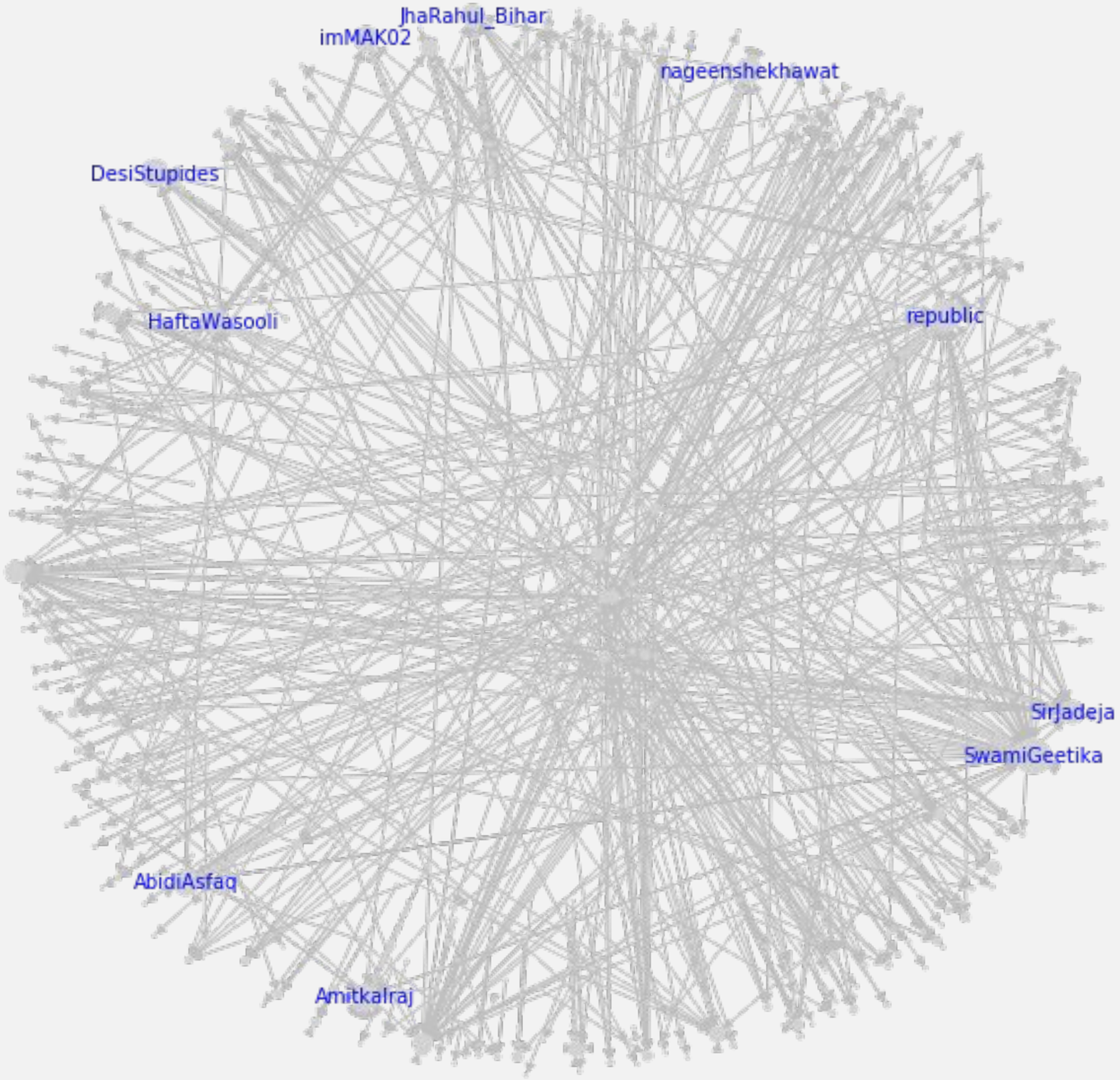


500



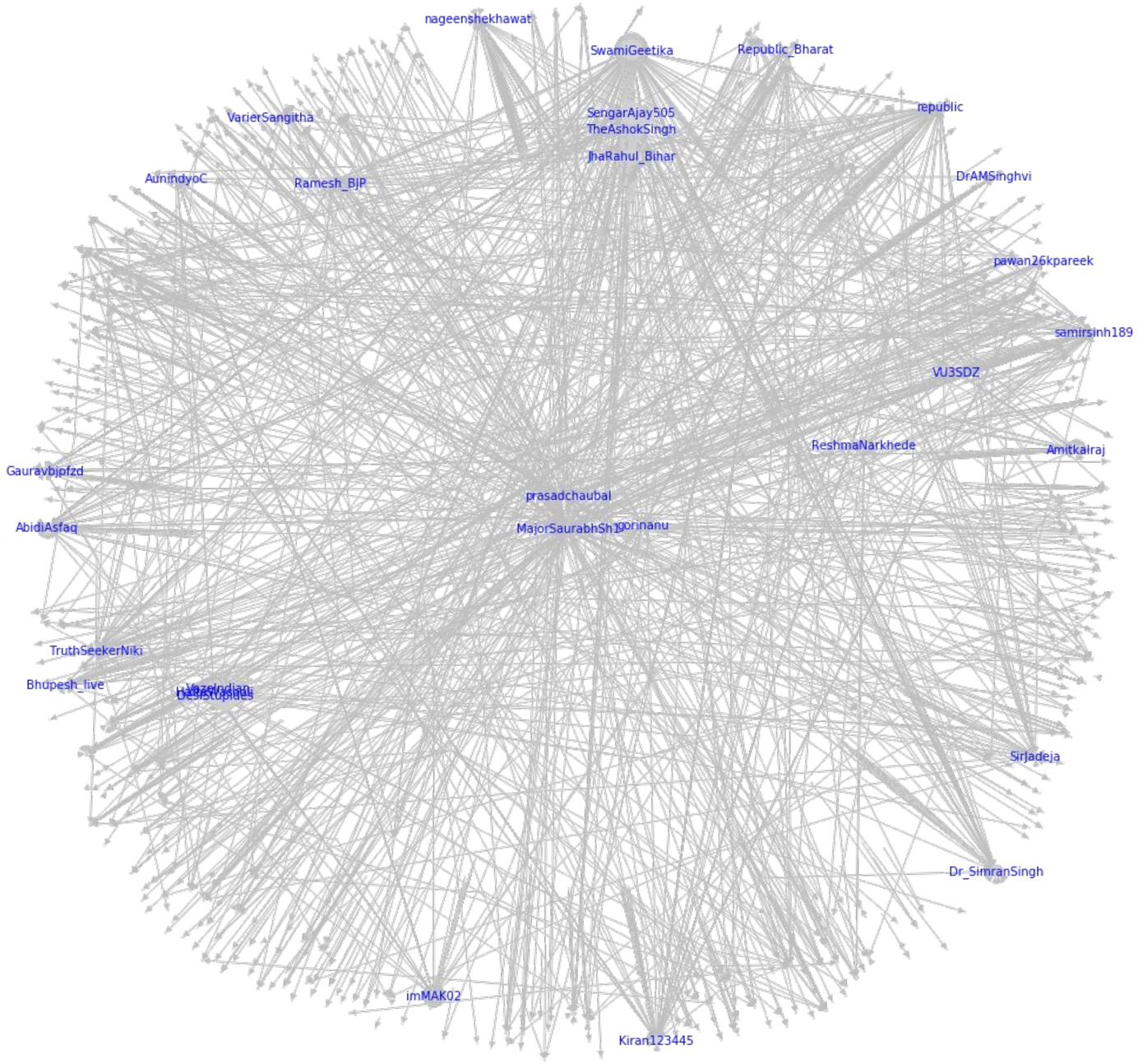
Network of first 2000 tweets with first 20 propagators

2k



Top 10 influencers (based on betweenness) in the first 2000 tweets of the network

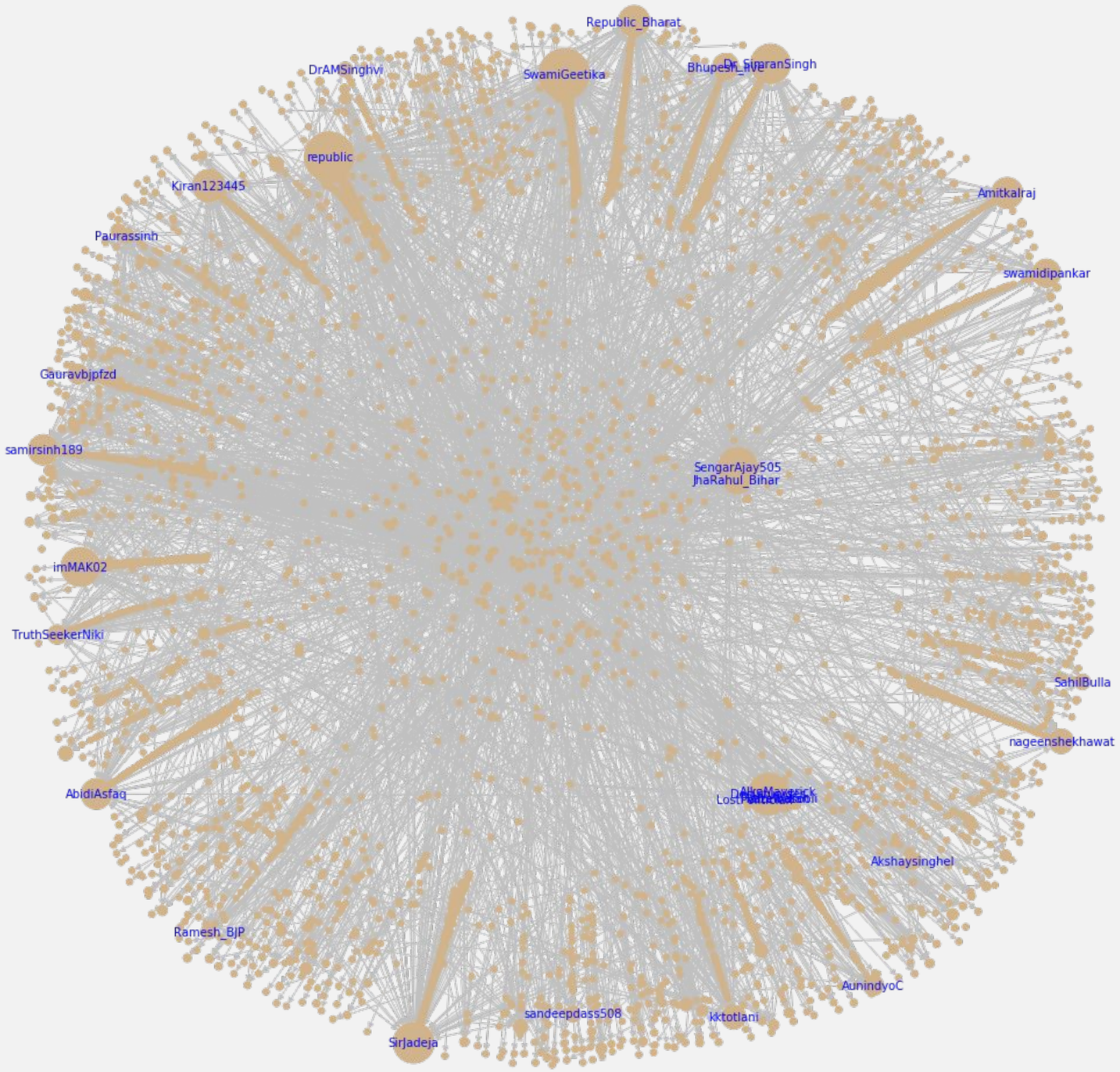
2k



Top 30 influencers (based on betweenness) in the first 5000 tweets if the network

5k

```
['SengarAjay505',
 'SwamiGeetika',
 'DesiStupides',
 'JhaRahul_Bihar',
 'HaftaWasooli',
 'Dr_SimranSingh',
 'VazeIndian',
 'imMAK02',
 'AbidiAsfaq',
 'republic',
 'nageenshekhawat',
 'Kiran123445',
 'Amitkalraj',
 'samirsinh189',
 'Ramesh_BJP',
 'SirJadeja',
 'TheAshokSingh',
 'MajorSaurabhSh1',
 'ReshmaNarkhede',
 'Gauravbjpfzd',
 'TruthSeekerNiki',
 'AunindyoC',
 'VarierSangitha',
 'gorinanu',
 'prasadchaubal',
 'Bhupesh_live',
 'DrAMSinghvi',
 'Republic_Bharat',
 'pawan26kpareek',
 'VU3SDZ']
```

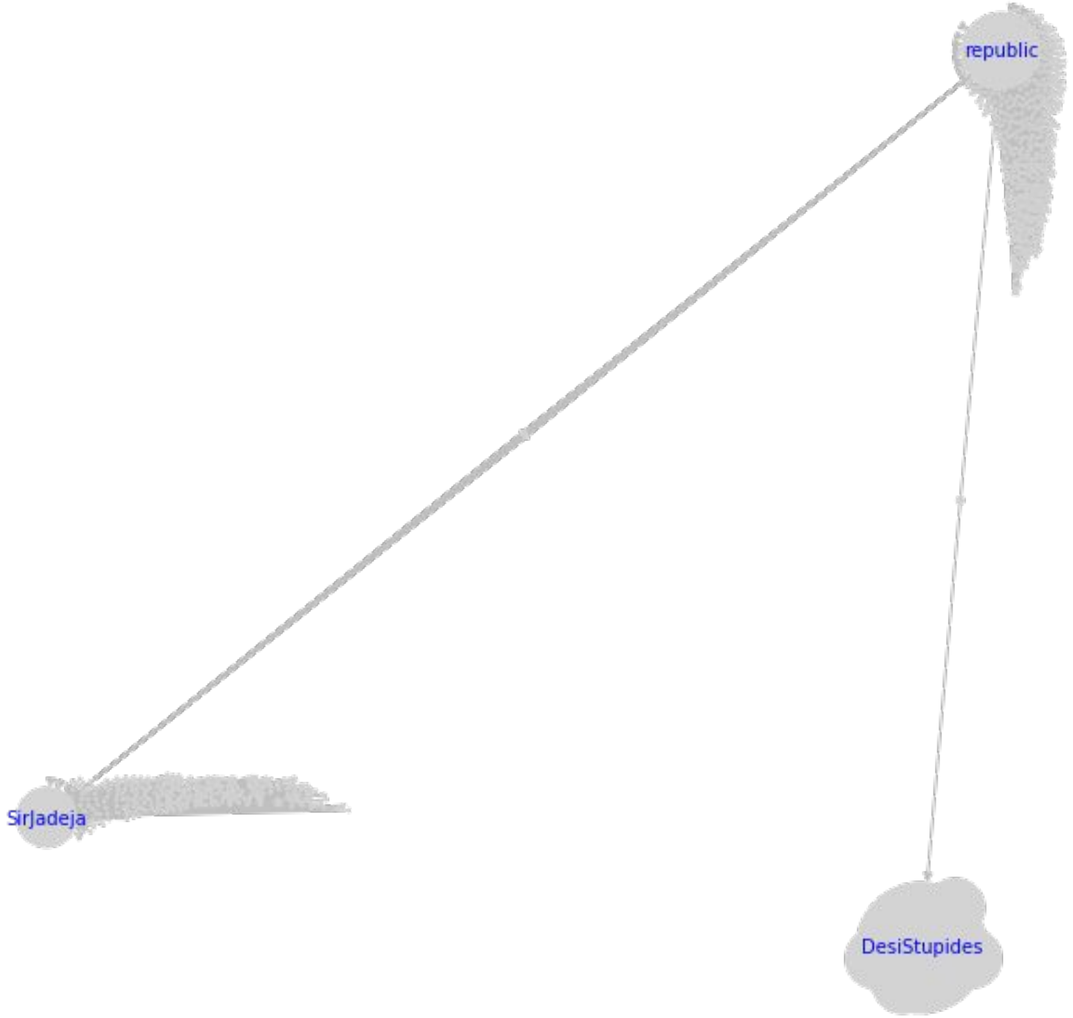


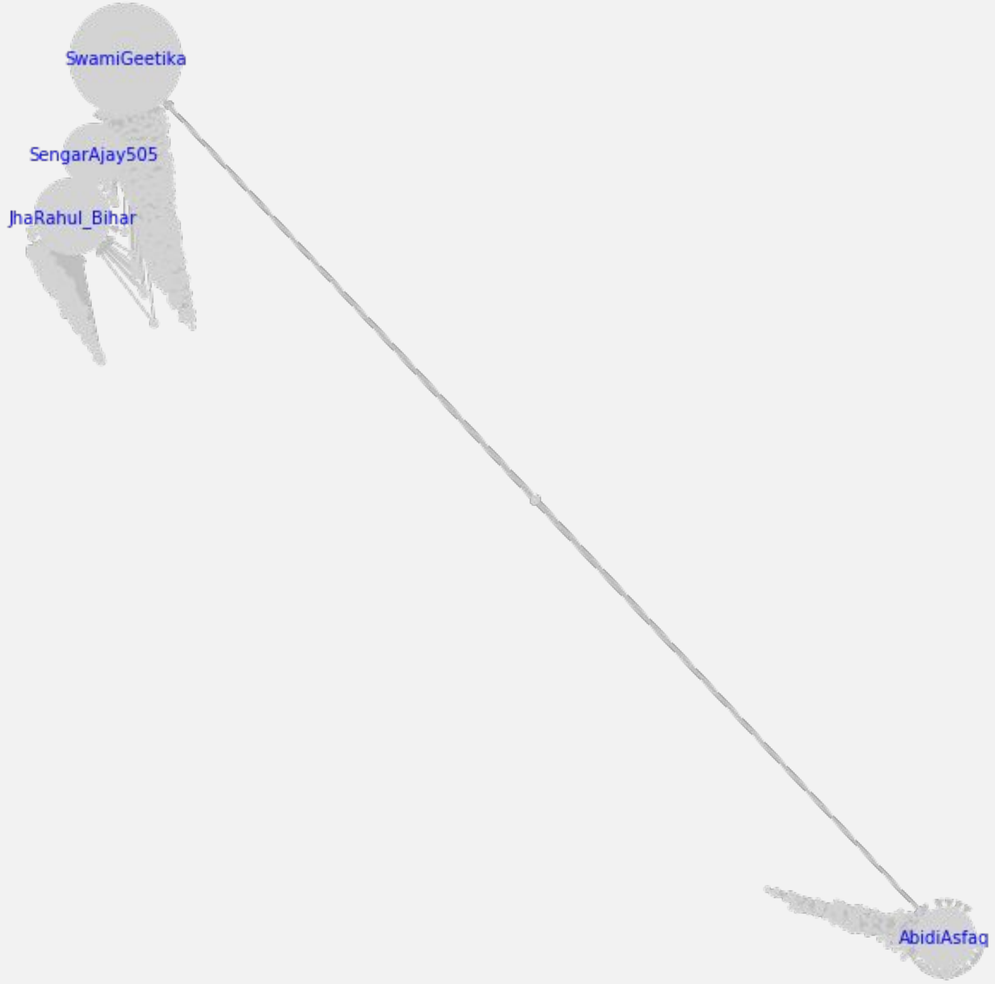
Top 30 influencers (based on katz centrality) in the first 2000 tweets of the network

```
['SwamiGeetika',
 'republic',
 'DesiStupides',
 'SirJadeja',
 'Dr_SimranSingh',
 'SengarAjay505',
 'imMAK02',
 'Kiran123445',
 'Republic_Bharat',
 'Amitkalraj',
 'AbidiAsfaq',
 'samirsinh189',
 'swamidipankar',
 'Bhupesh_live',
 'JhaRahul_Bihar',
 'nageenshekhawat',
 'kktotlani',
 'VazeIndian',
 'AunindyoC',
 'Gauravbjpfzd',
 'HaftaWasooli',
 'TruthSeekerNiki',
 'AlkaMaverick',
 'Akshaysinghel',
 'sandeepdass508',
 'SahilBulla',
 'Ramesh_BJP',
 'DrAMSinghvi',
 'LostPolitician',
 'Paurassinh']
```

12k

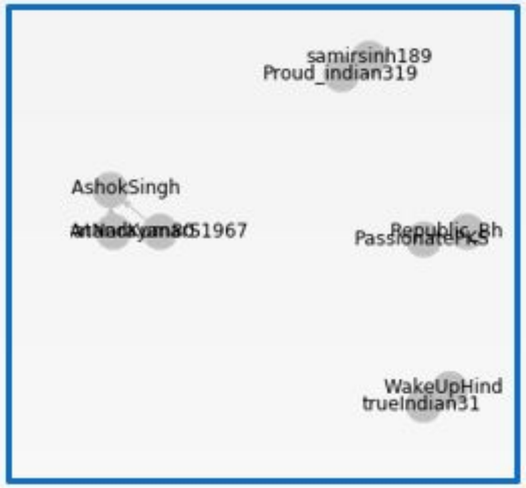
#FinalStrike network of three CELEBRITY influencers



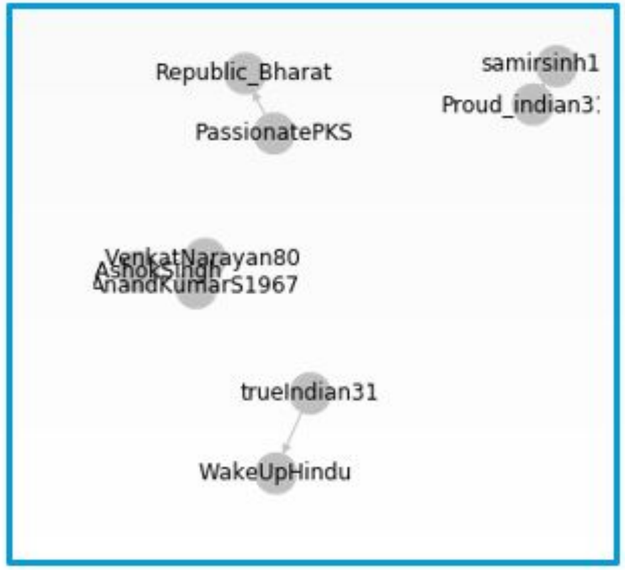


#FinalStrike network of four GRASSROOT influencers

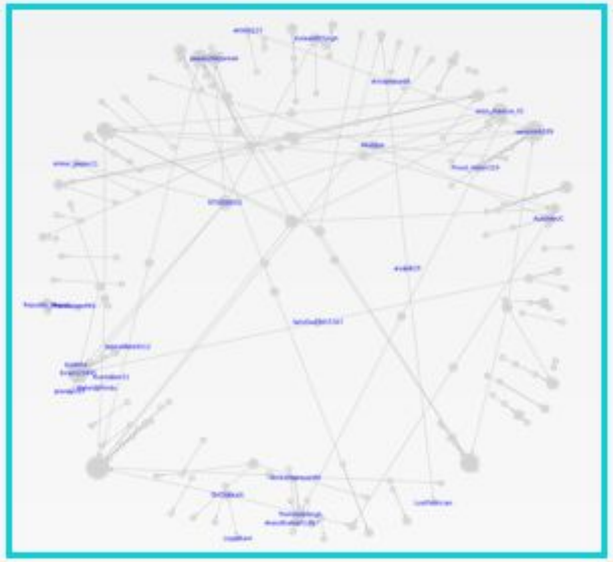
NETWORK WITHOUT INFLUENCERS



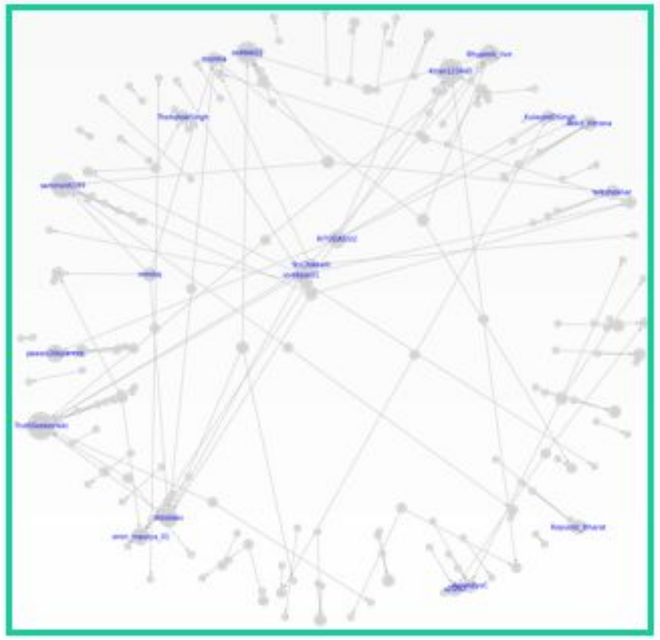
10 tweets



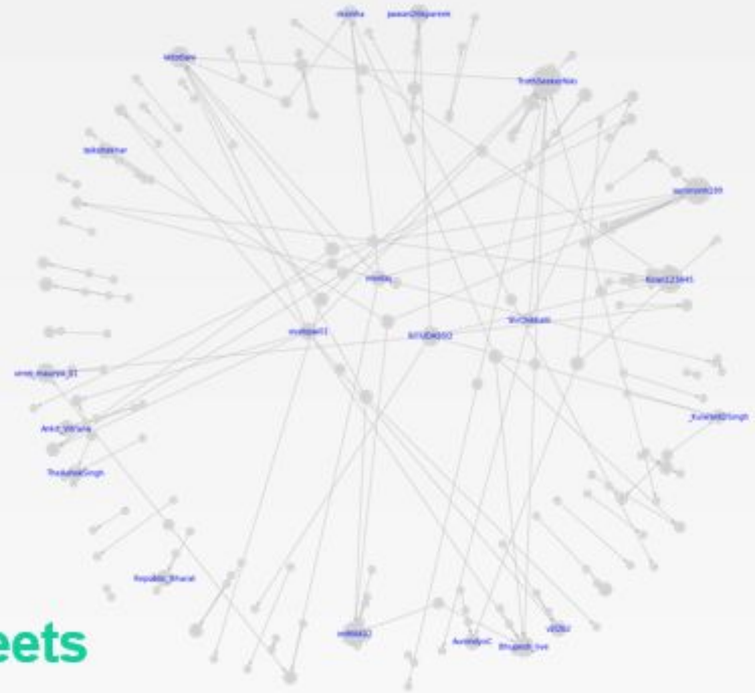
100 tweets



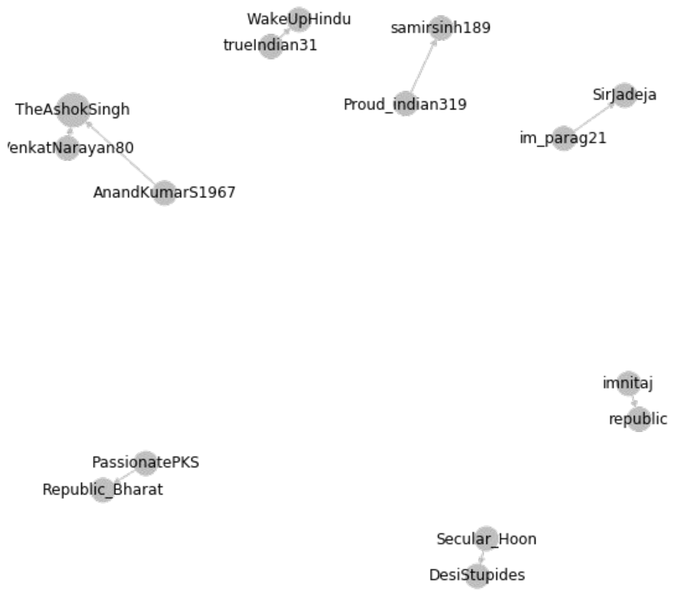
200 tweets

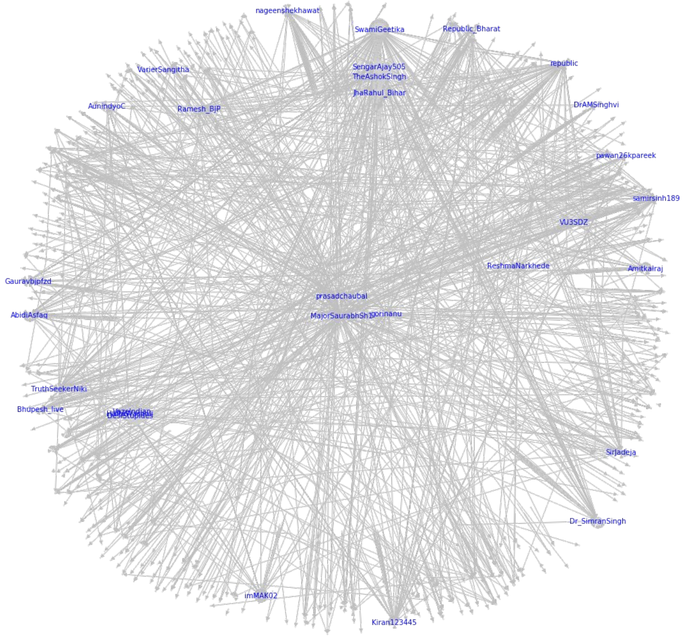


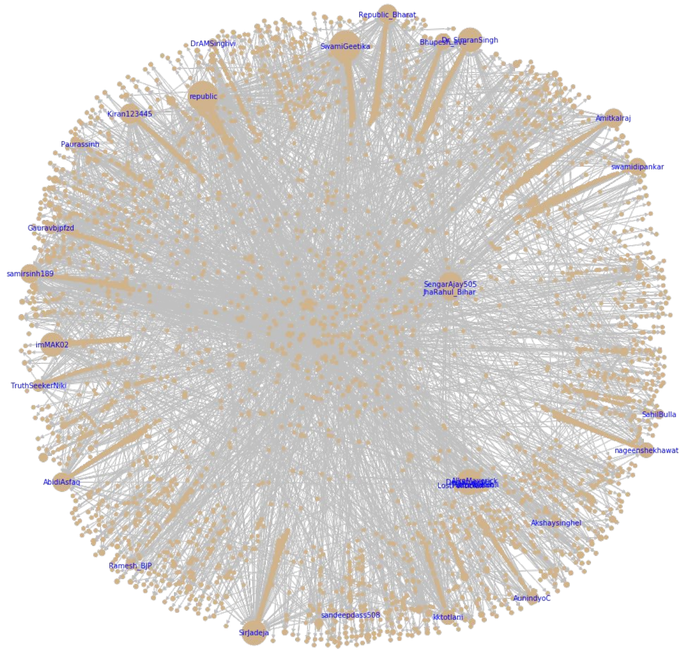
500 tweets



2k tweets







INCEPTION

@Republic, a popular News network channel is the inceptor of #FinalStrike in India

EVOLUTION

@SirJadeja - a sportsman parody account with 1.31M followers and @DesiStupides - Karan Thapar, a former reporter on CNN-IBN helped its evolution

At the grassroots, influencers like @SwamiGeetika, @AbidAsfaq, @SengarAjay505 and @JhaRahulBihar assisted in launching this hashtag to other networks

EXPLOSION

Although this hashtag was incepted by journalists, it resonated at the grassroots who immensely contributed in its virality

JOURNEY OF #FINALSTRIKE

Pro-War sentiment on

Striking against Pakistan

VIRAL TWEET

Asfandyar Bhittani @BhittaniKhannnn · Feb 28

This is heart wrenching. Indians beat & try to force a Kashmiri to say **Pakistan** murdabad (Death to Pak), he takes a beating but risks his live to chant #PakistanZindabad (Long Live **Pakistan**) in defiance. This is what a true Pakistani looks like.

#Kashmir #**FinalStrike**

HinA
@HinaKharal
Follow

پاکستان سے دھلائی کے بعد بھارت کی پوری دنیا
میں کل ملا کر اتنی سی اوقات رہ گئی ہے 😂
😂😂 #FinalStrike
😌 #PakistanLeadsWithPeace

Translated from Urdu by Microsoft

After washing with Pakistan, India's total in the whole world, so the CIA is 😔
#PakistanLeadsWithPeace 😂😂 #FinalStrike 😂 times

7:06 PM - 28 Feb 2019

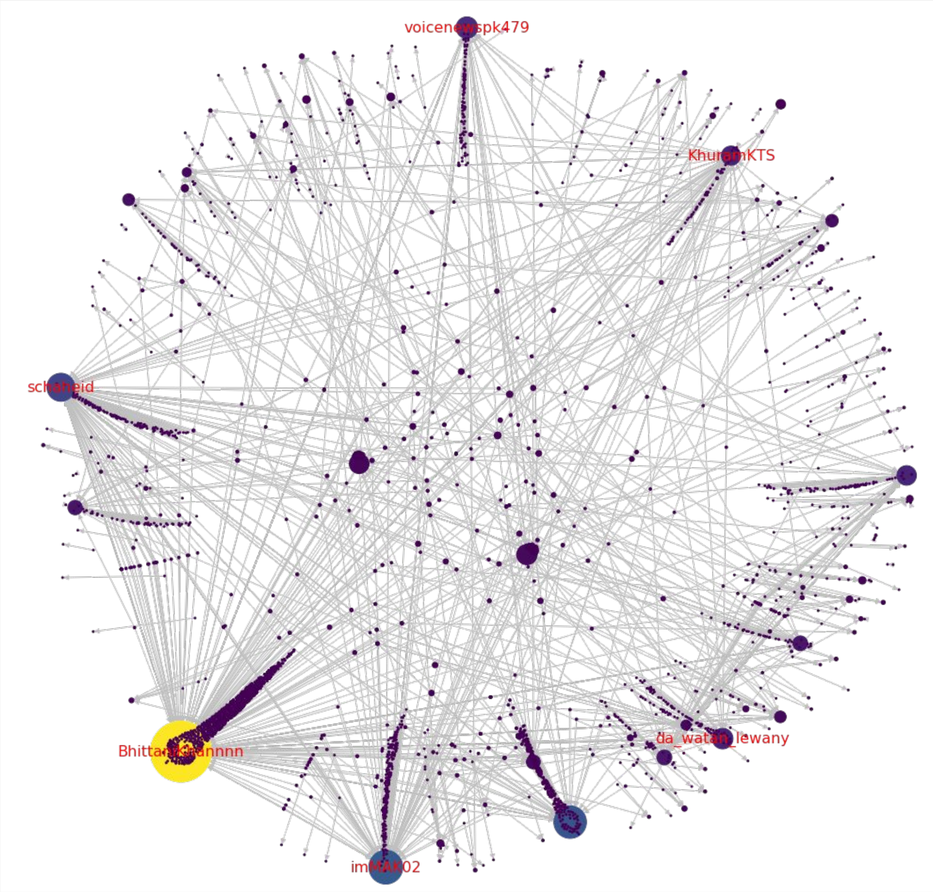
Shahid Raza.
@schaheid
Follow

The last time Indian Air Force managed to shoot down a PAF fighter in air to air combat or through ground fire - was roughly 50 years ago.

#FinalStrike

PAKISTAN NETWORK

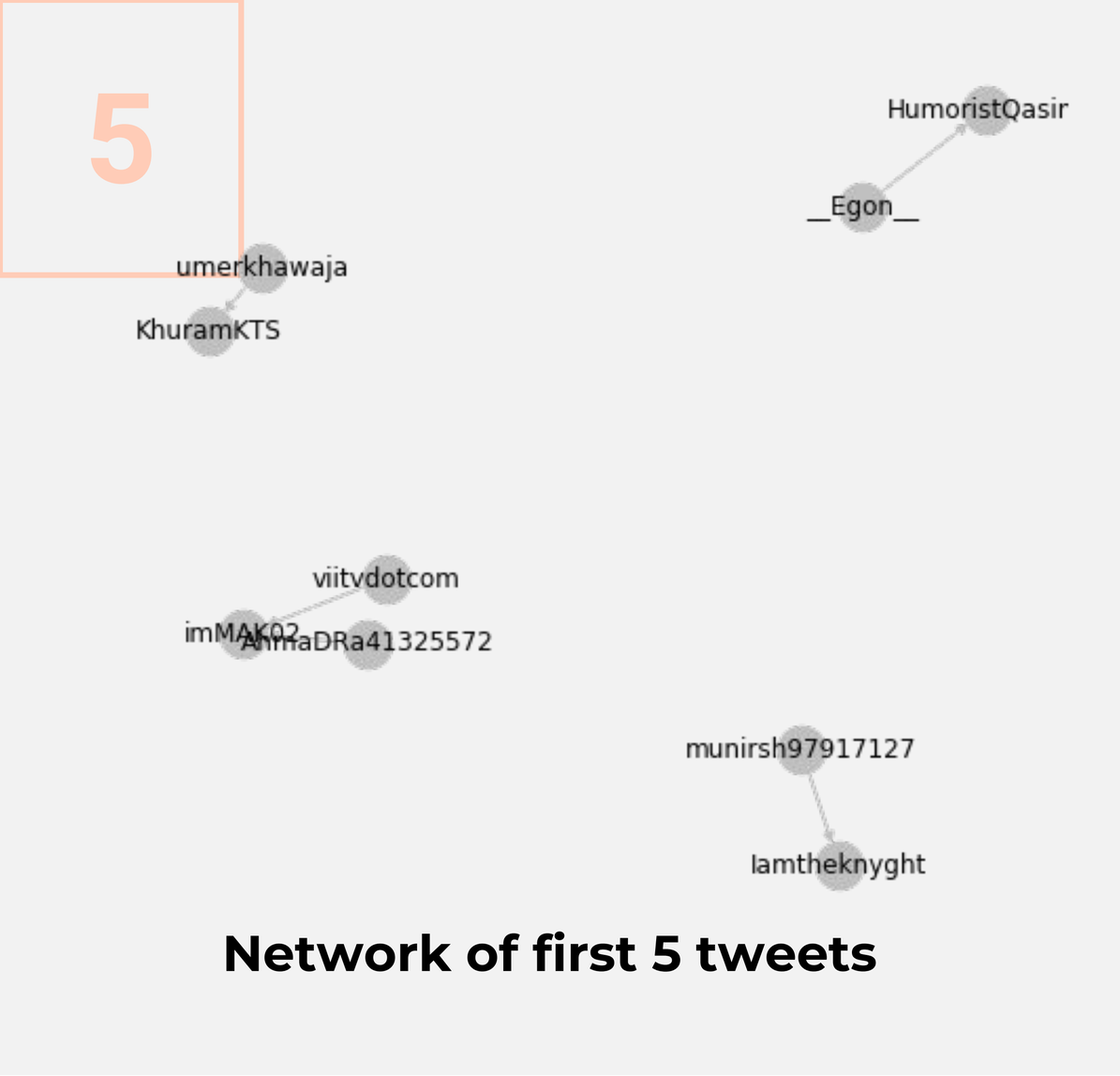
- ➔ 3,650 Tweets
- ➔ 2,760 nodes
- ➔ 3,119 edges



Top Influencers:

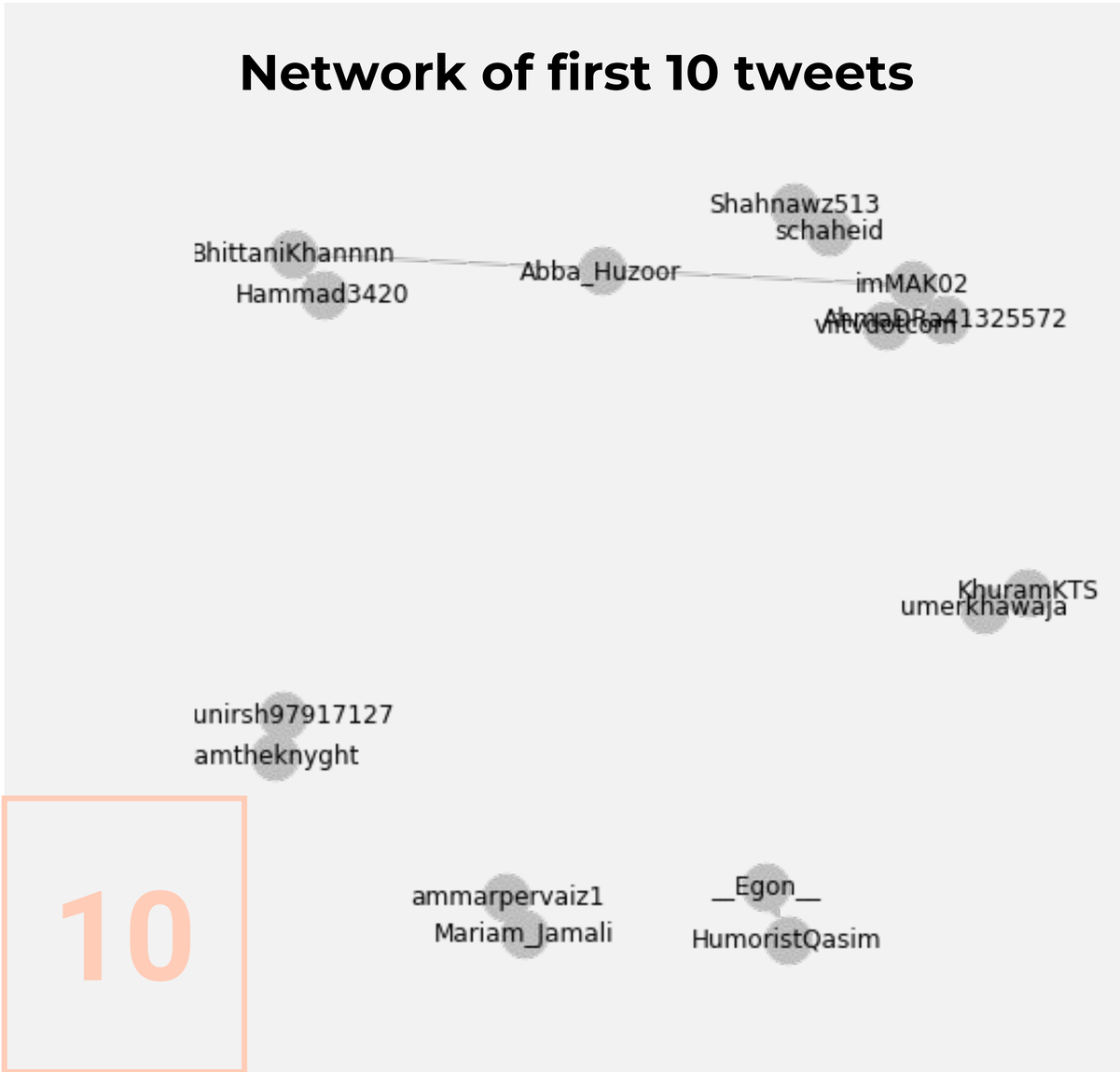
1. BhitannKahn
2. schaheid
3. HinaKharal

5



Network of first 5 tweets

Network of first 10 tweets



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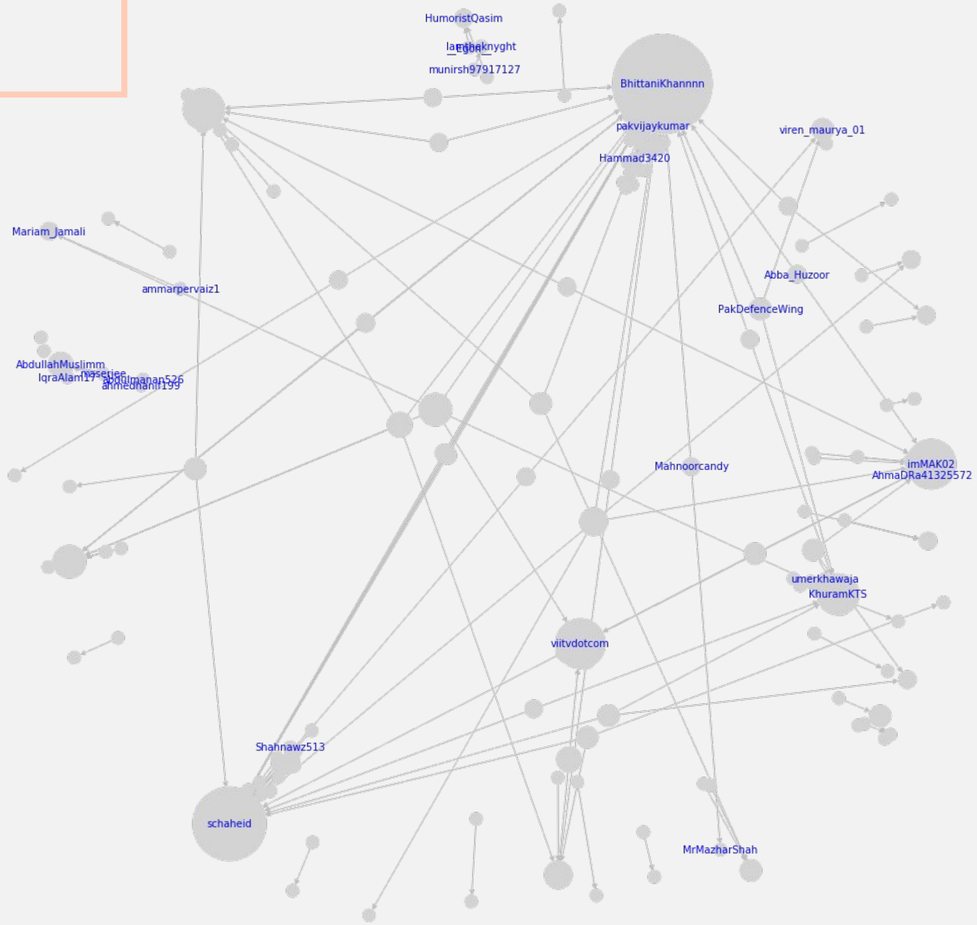
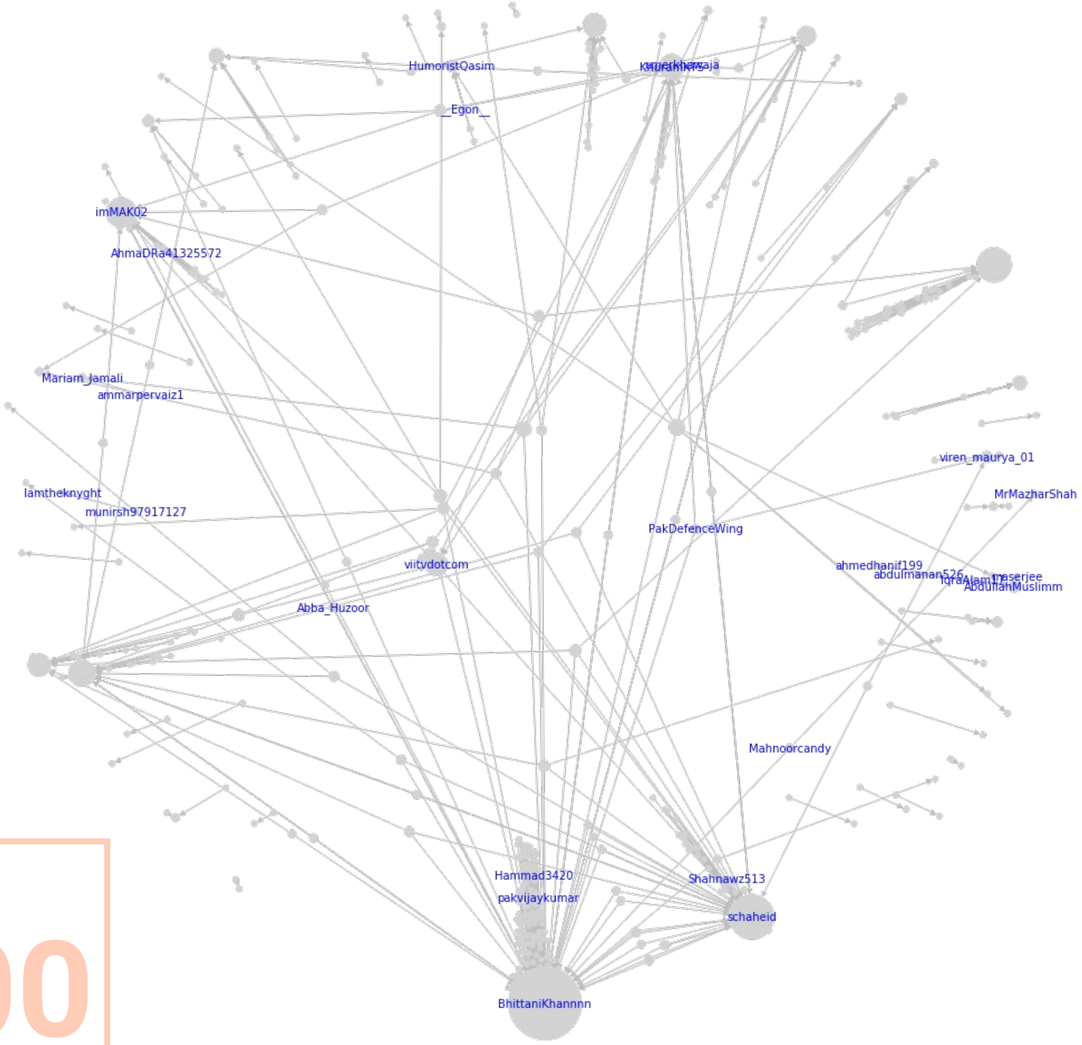


Network of first 200 tweets

Network of first 500 tweets



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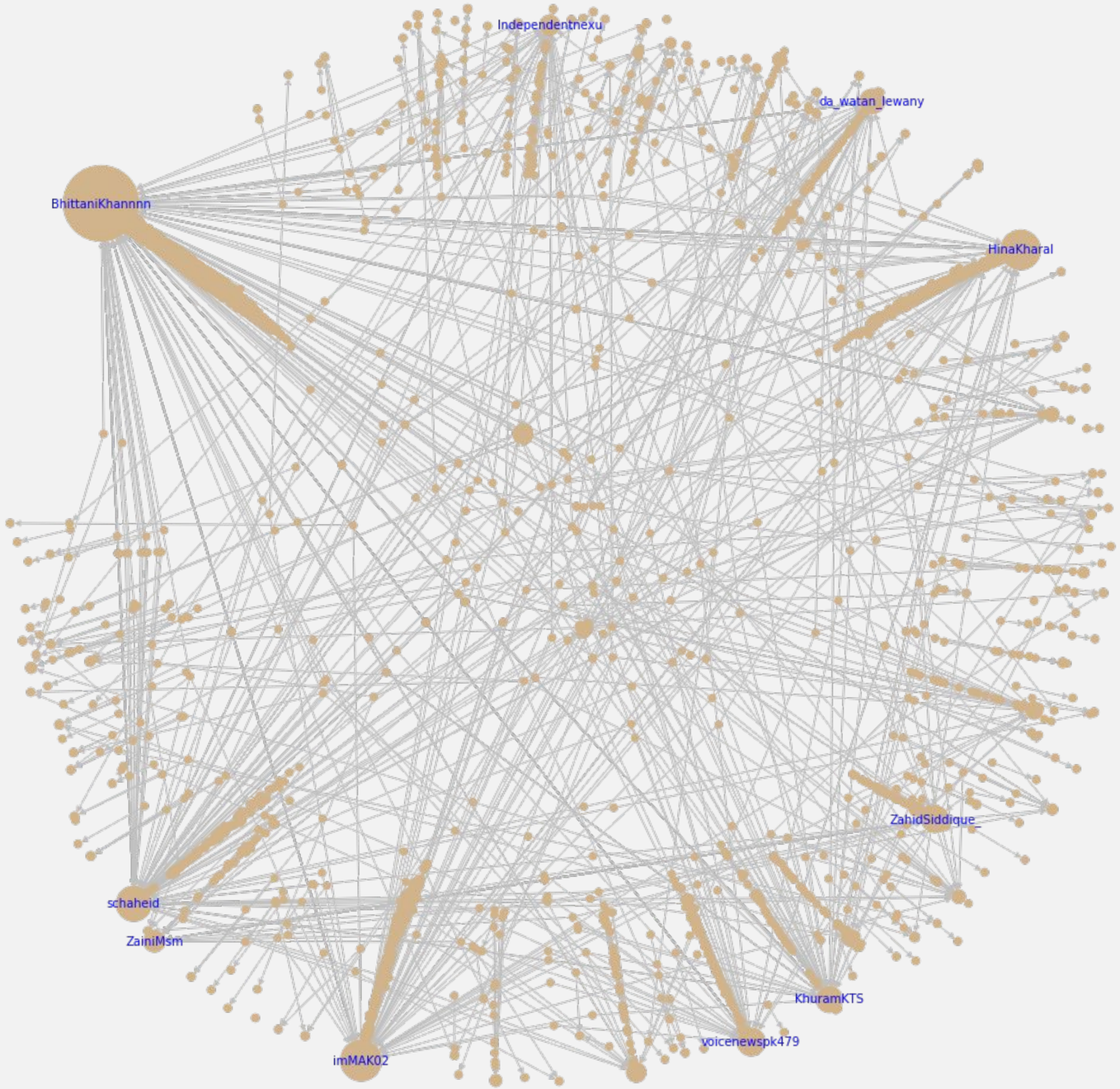
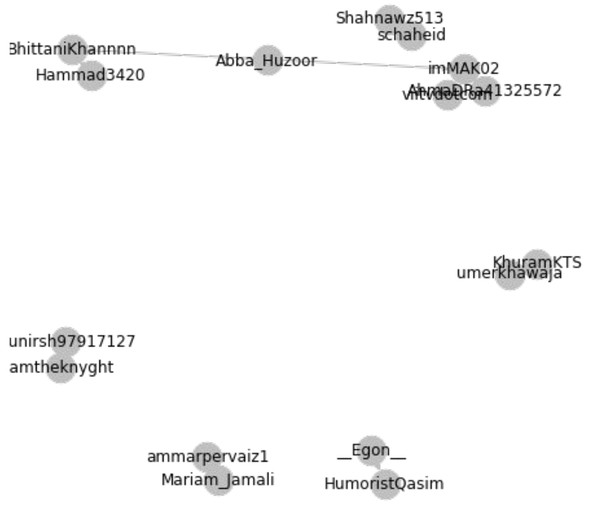
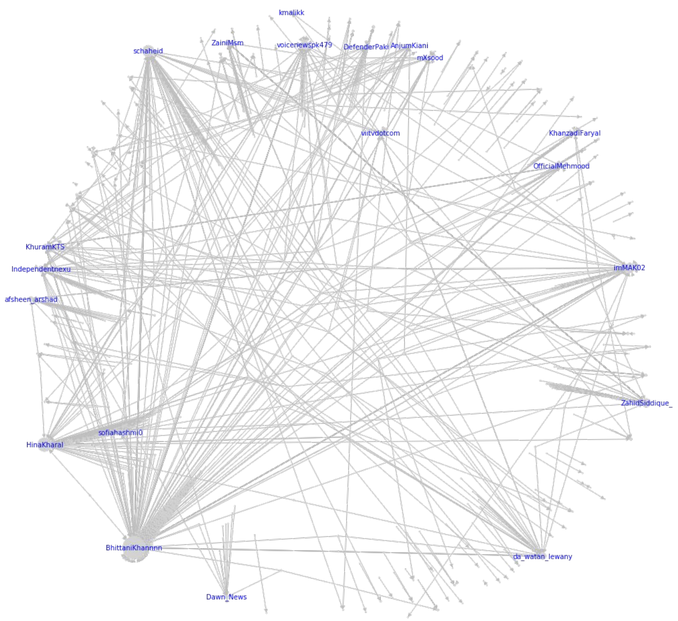


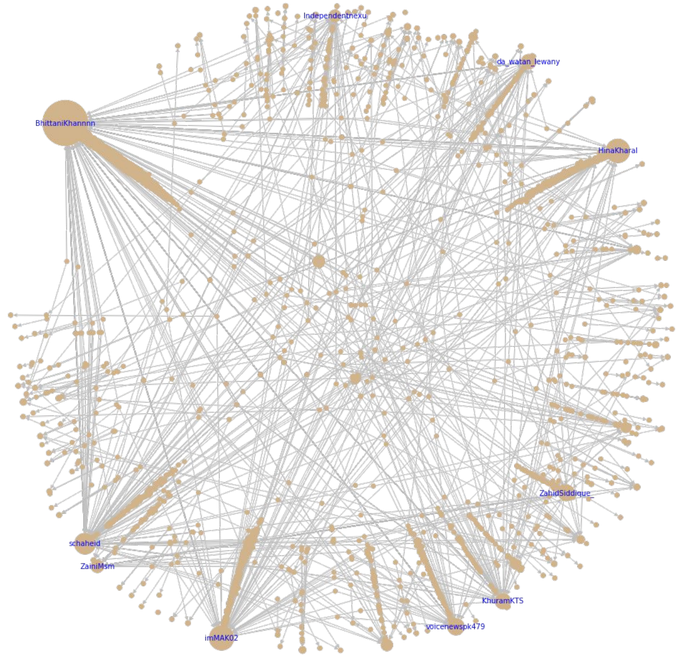
Top 30 influencers (based on katz centrality) in the first 2000 tweets of the network

```
['BhittaniKhannnn',
 'imMAK02',
 'HinaKharal',
 'schaheid',
 'voicenewspk479',
 'ZahidSiddique_',
 'KhuramKTS',
 'da_watan_lewany',
 'ZainiMsm',
 'Independentnexu']
```

4k







INCEPTION

@viitvdotcom - a popular news channel with many followers in Pakistan is one of the inceptors who retweeted an Indian and launched it in Pakistan

EVOLUTION

@BhitaniKhann played a key role in propagating the brutal Kashmir video, provoking Pakistanis against Indian Army

@HinaKharal, an active Twitterati and proud Pakistani with ~20K followers, contributed to the virality of Trevor Noah’s crude joke on India

EXPLOSION

Pakistani #FinalStrike movement is driven by one viral video and primarily by common man

JOURNEY OF #SayNoToWar

Anti-War sentiment about maintaining peace

TWEET EXAMPLES

Syed Valiulla Khadri @KhadriSv · Mar 1
#SayNoToWar no to war

Preity G Zinta @realpreityzinta · Feb 28
Being an army kid I can say confidently that the only war **India** & Pakistan should fight is against terrorism, poverty and illiteracy . Full stop. #SayNoToWar #SayNoToTerrorism #Jaihind #SaluteOurForces

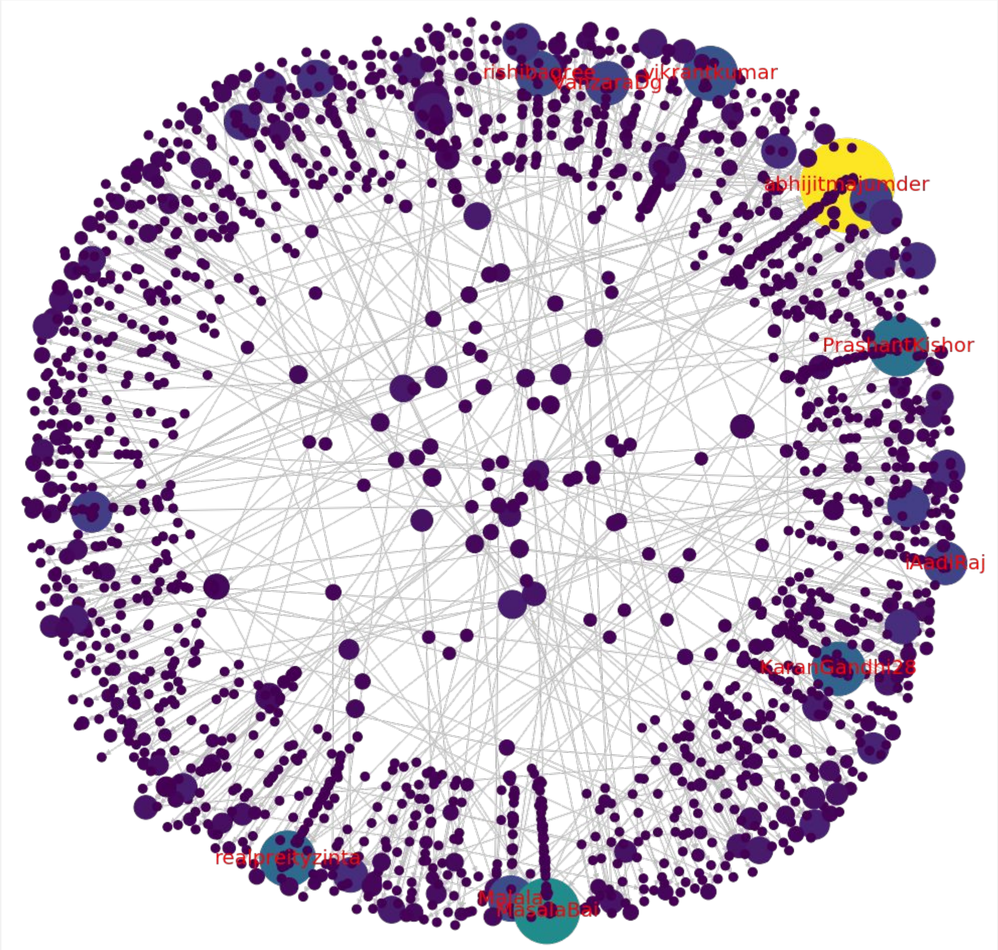
1.9K 3.7K 29K

Engr Aamir Shahzad Chaudhary @chaudhary_engr · Mar 2
#SayNoToWar Reality

2

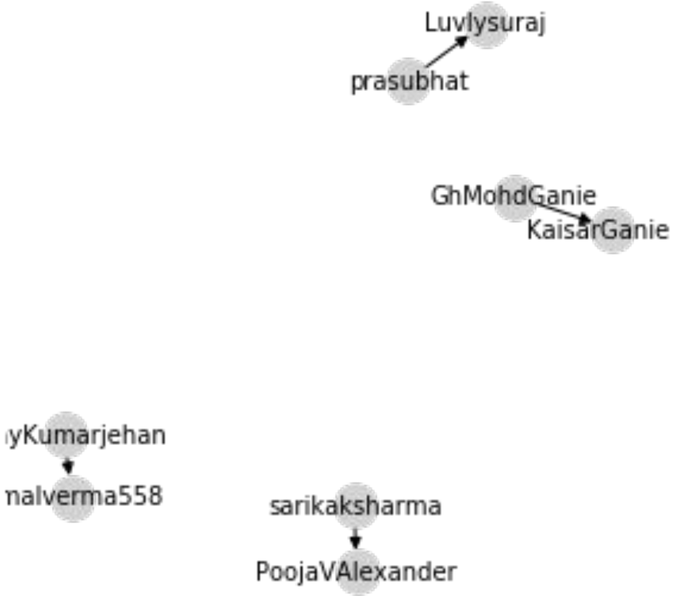
INDIA NETWORK

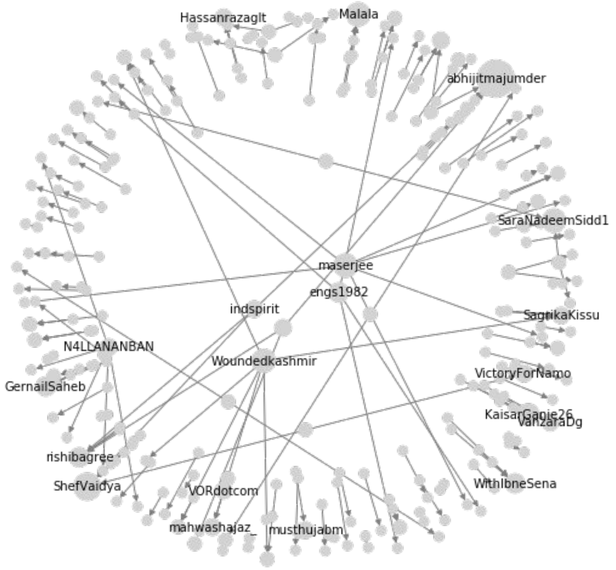
- 1,697 Tweets
- 1,958 nodes
- 1,666 edges

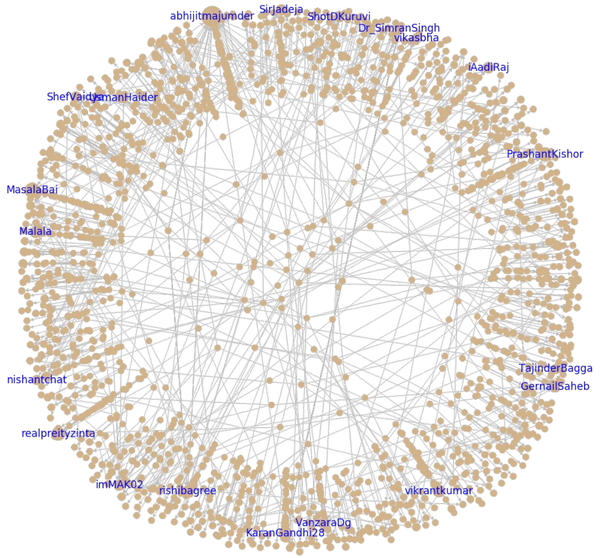


Top Influencers:

'abhijitmajumder',
'MasalaBai',
'PrashantKishor',
'realpreityzinta',
'vikrantkumar',
'KaranGandhi28',
'rishibagree',
'Malala',
'VanzaraDg',
'iAadiRaj'







INCEPTION

Common man, some supporters of BJP, someone from Kashmir, a social activist @KaisarGanie26 started the trend in India

EVOLUTION

@Abhijitmajumder - staunch BJP supporter

Many social activists and common people from Kashmir led to the evolution

Influencers like @indspirit supported @abhijitmajumder, @ShefVaidya, @rishiBagree - all having negative sentiment for “Saying no to war”

EXPLOSION

Although this hashtag was incepted by social activistics, political forces came in the evolution phase and played an equally important role in building up of network.

JOURNEY OF #SayNoToWar

Anti-War sentiment about maintaining peace

TWEET EXAMPLES

Yasmin Qureshi @YasminQureshiMP · Feb 27

Escalation of tensions between #**India** #Pakistan are very worrying. A reminder that underlying issues in #Kashmir must be addressed. 'Excessive use of state-led violence' and persistent human rights abuses under PM Modi have caused a growing insurgency in Kashmir. #**SayNoToWar**

Abiha @Abiha55277468 · Mar 1

I am **not** able to understand.....
Is there any specific reason for war right now at Loc??
We want peace!
We have also sent W/C Abhi back to **India**. Instead of Thanking us...
Our neighbors have started firing again at Loc....😞

#**SayNoToWar**
✌️

27 2 11

BiLAL @Contenthidden77 · 7h

#**india** attacking #Pakistan!!!!
Watch Video to See the attack and Pakistan's Response ❤️
#**SayNoToWar**

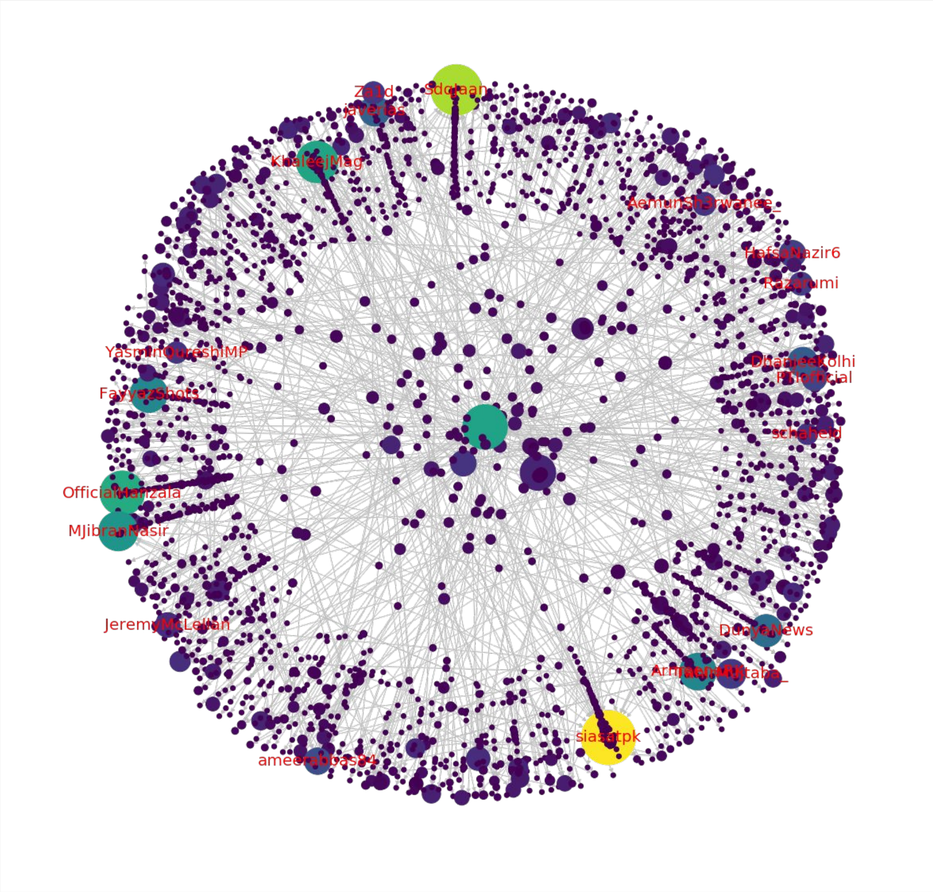
Rizwan Akbar @RizwaanAkbar · Mar 1

#Love for All Hatred for None #**SayNoToWar** #Peace #**India** #Pakistan

14 38

PAKISTAN NETWORK

- ➔ 2,898 Tweets
- ➔ 2,781 nodes
- ➔ 2,675 edges
- ➔ Top Influencers chosen on the basis of Betweenness



Top Influencers:

```
['siasatpk',
 'SdqJaan',
 'SNangyale',
 'OfficialHanzala',
 'KhaleejMag',
 'MJibranNasir',
 'FayyazShots',
 'ArmeenaRK',
 'ImaginatorC',
 'DunyaNews']
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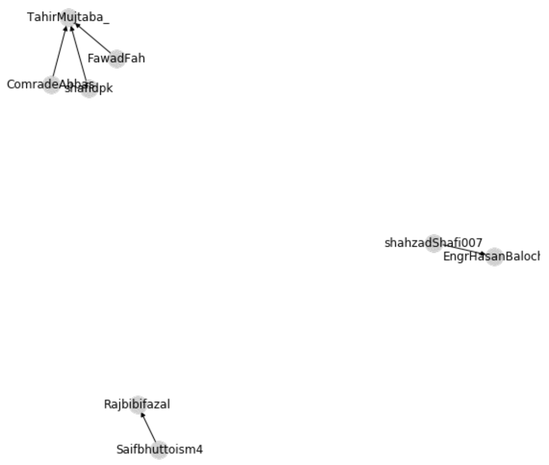
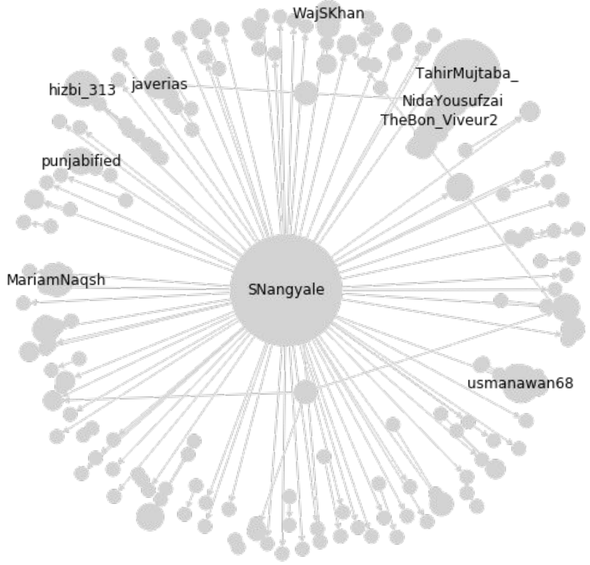
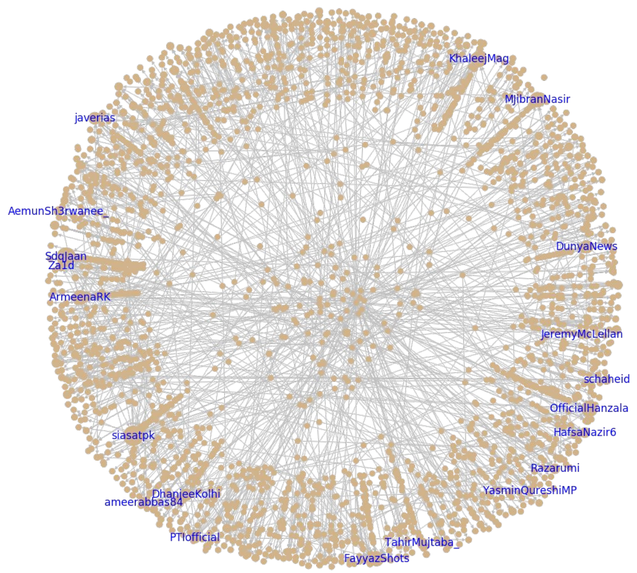






INCEPTION

@TahirMujtaba_ - a common man
@Rajbibifazal - a common man
@EngrHasanBaloch - a common man
Strong supporters of peace

EVOLUTION

@SNangyale - a political worker
@hizbi_313 - common man
@usmanawan68 - social activist

Started by the common people, the sentiment took some time before the journalists and news channel owned this trend

EXPLOSION

No partisan people show up in the fully grown network. Journalists, discussion forums and new channels led to explosion of this network in Pakistan.

Insights

- Virality is not only driven by celebrities. Celebrities and common men are involved in different phases
- Different influencers during different phases of virality journey
- Influencers need not necessarily have a large number of followers

Next steps

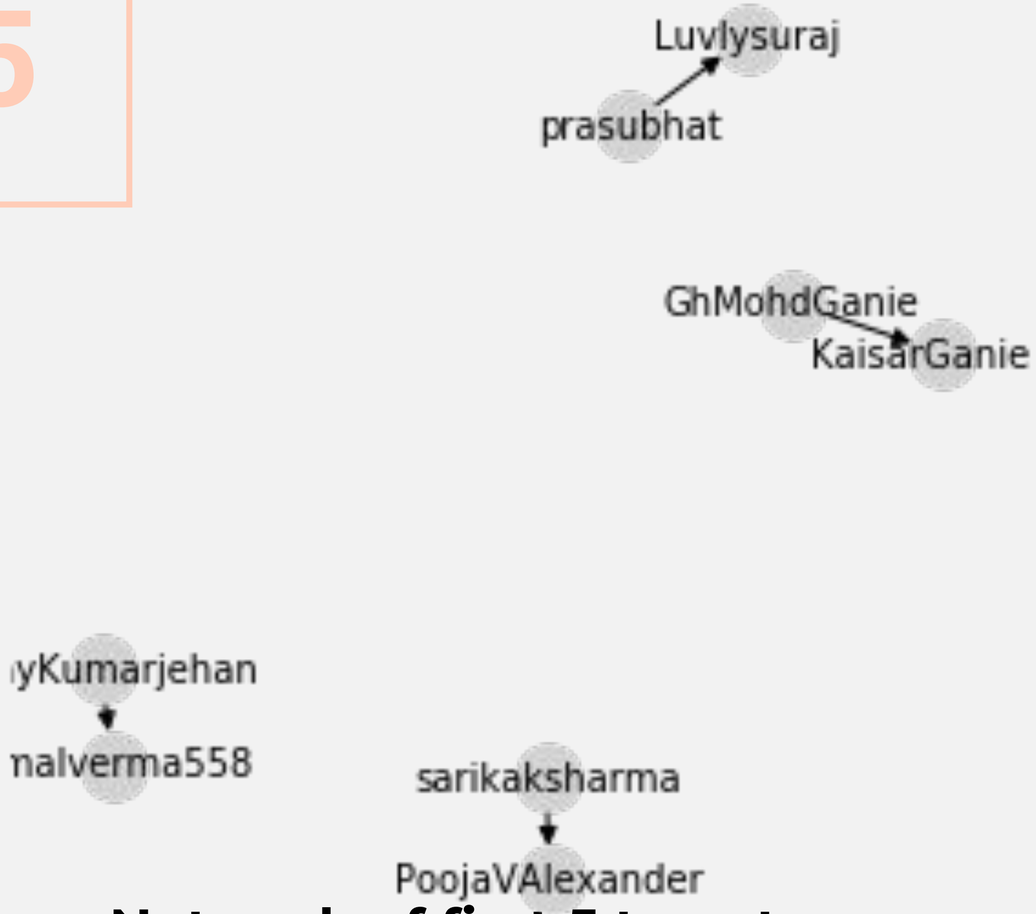
- Content analysis on the tweets
- Assess the importance of networks vs importance of content for virality
- Estimate ROI of spending on influencers vs celebrities and assist in Ad spending strategies

QUESTIONS?

Code on Github:
https://github.com/abhinaya08/social_media_analytics/tree/master/Project

Appendix

5

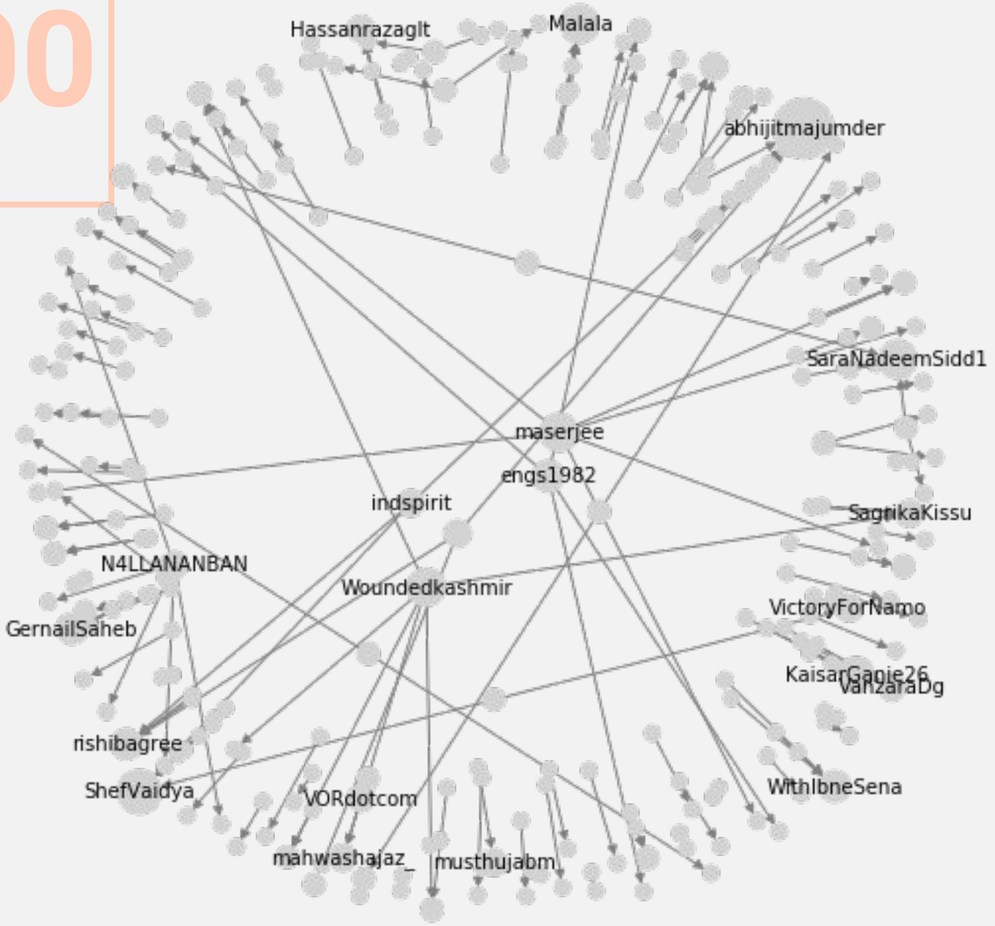


Network of first 5 tweets

Network of first 10 tweets

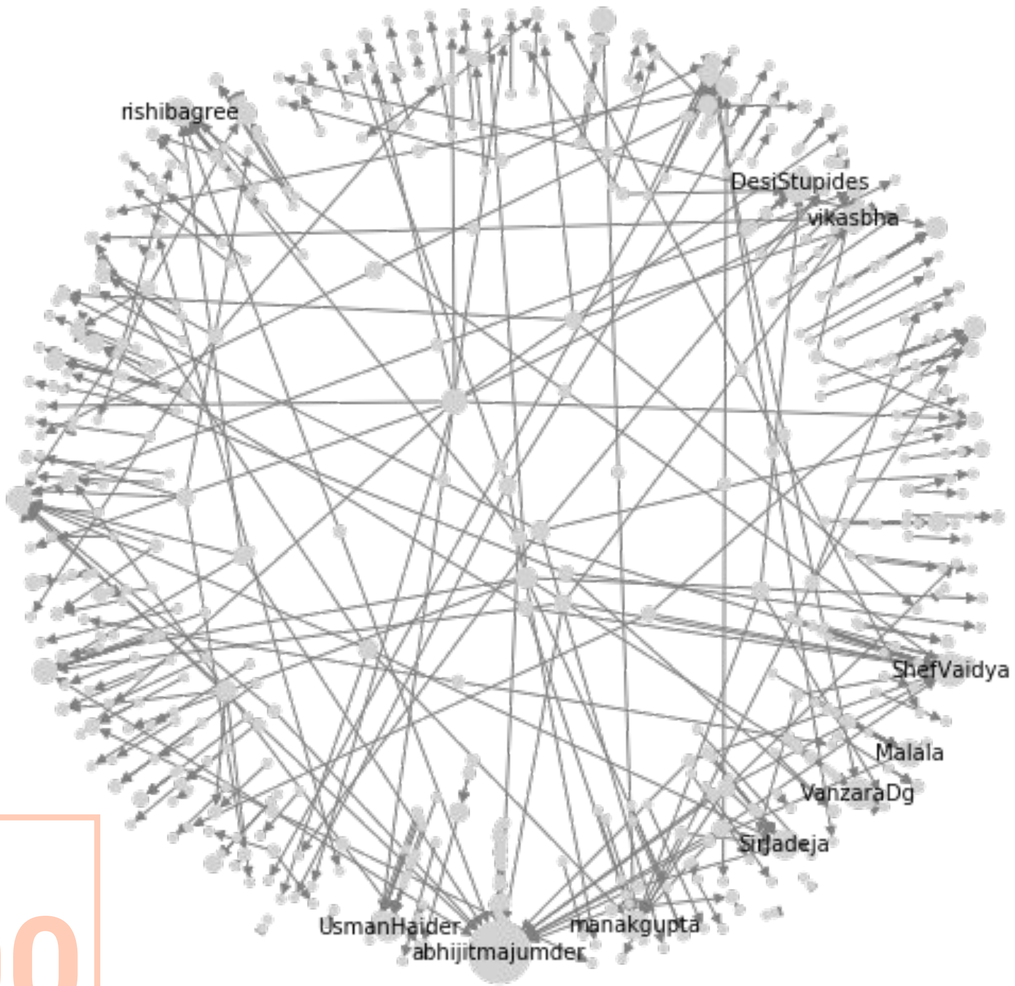
10

200

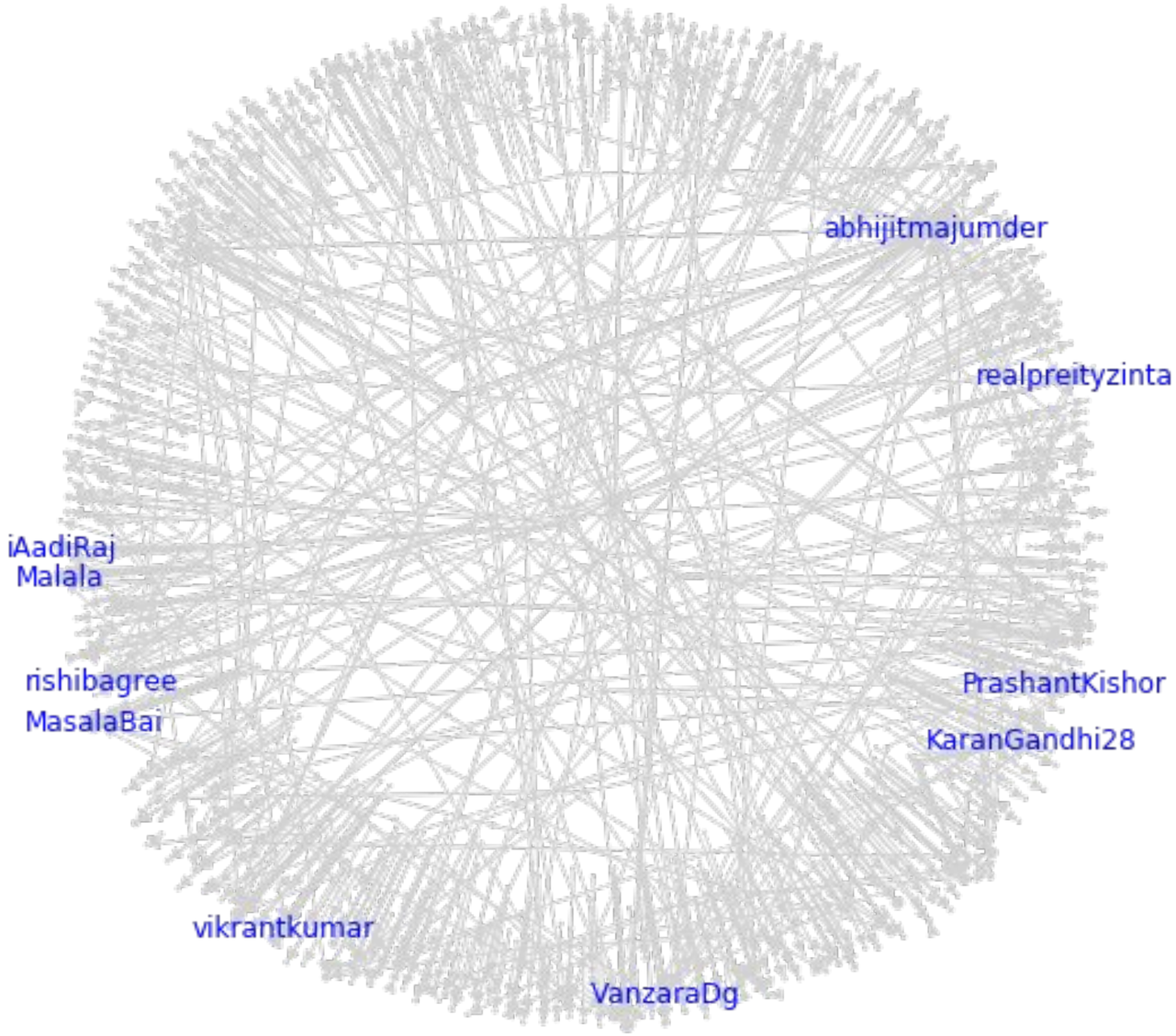


Network of first 200 tweets

Network of first 500 tweets

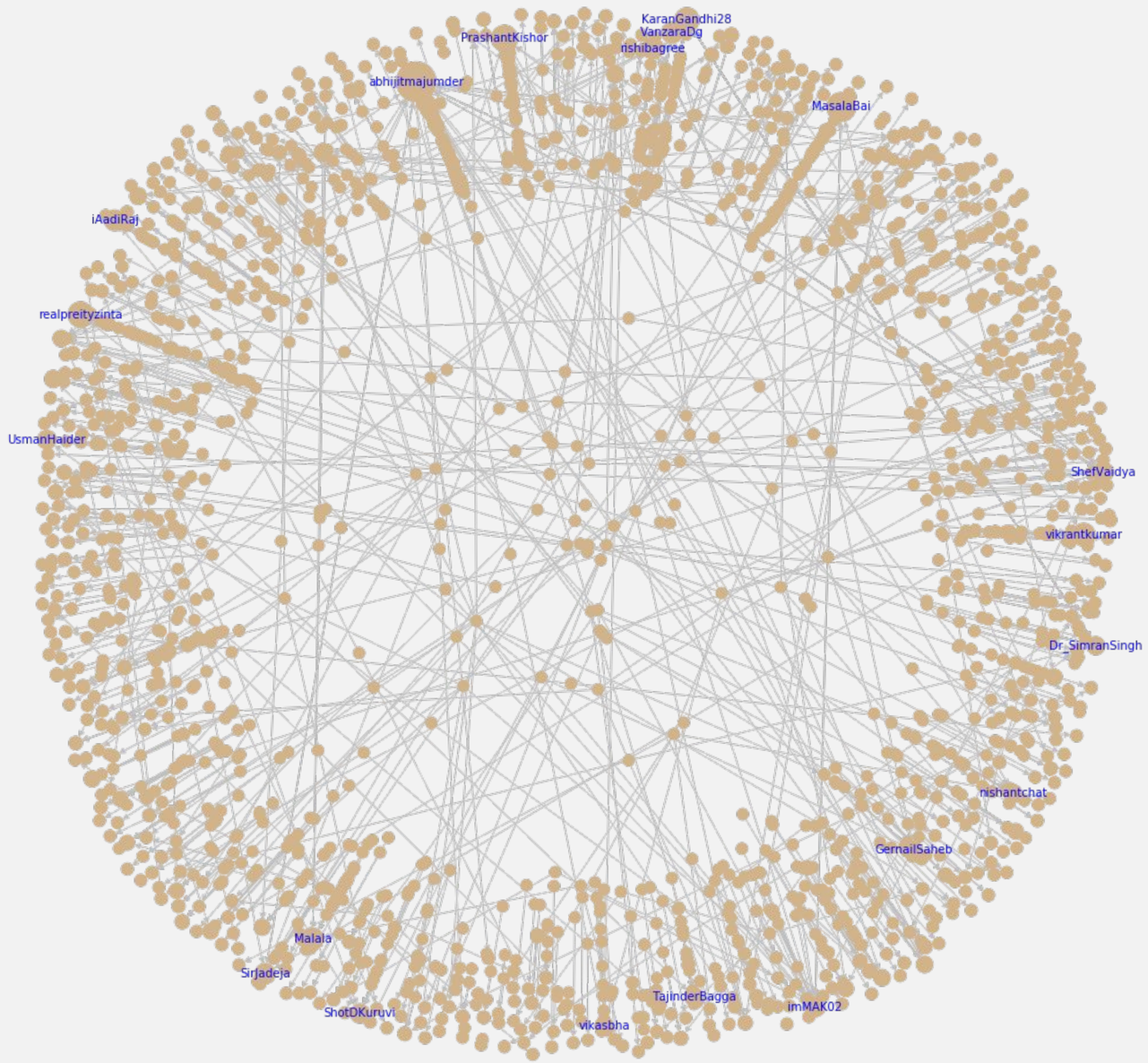


500



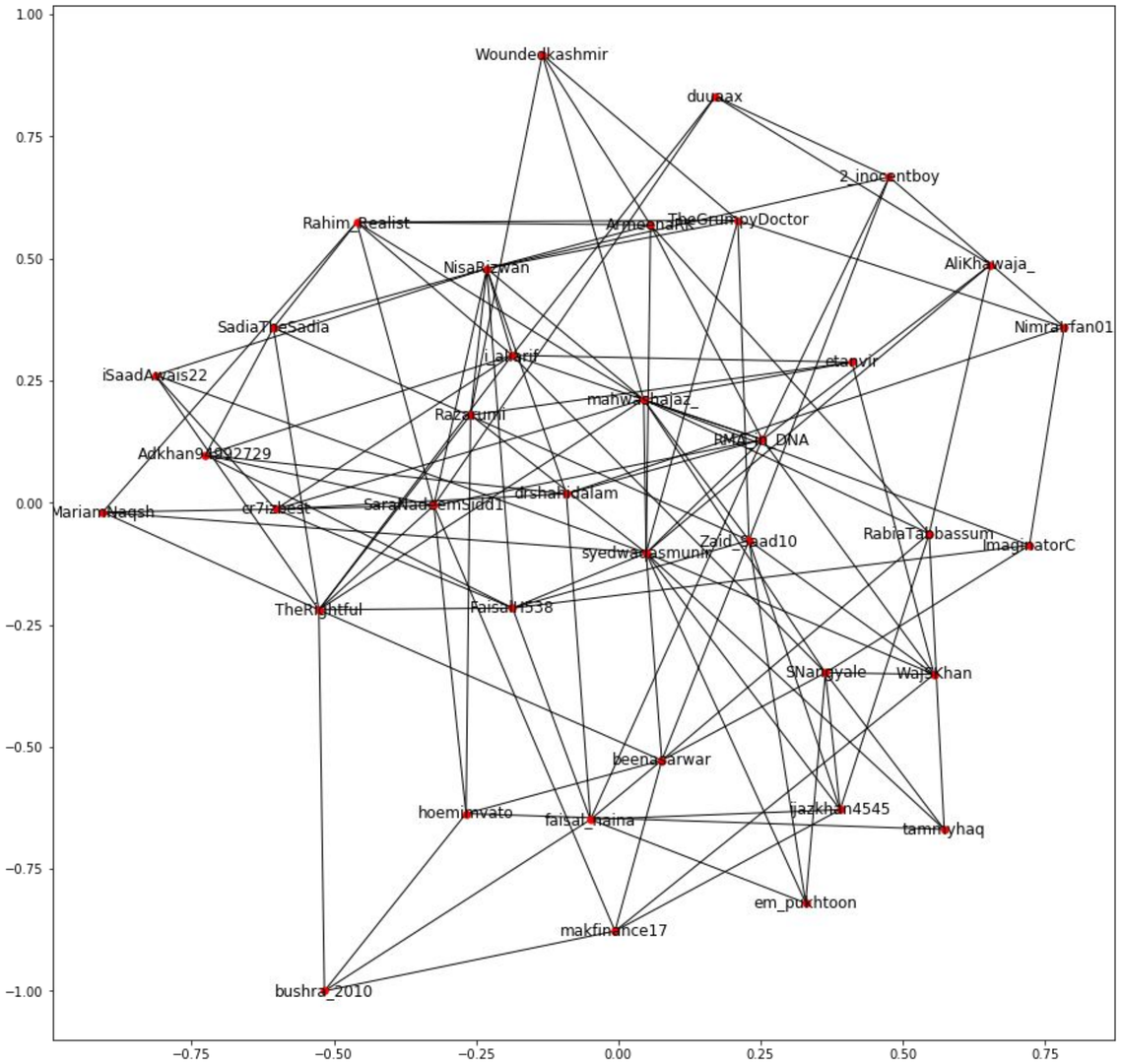
Network of all the tweets with top 10 influencers

2k



Top 20 influencers (based on katz centrality) of the network

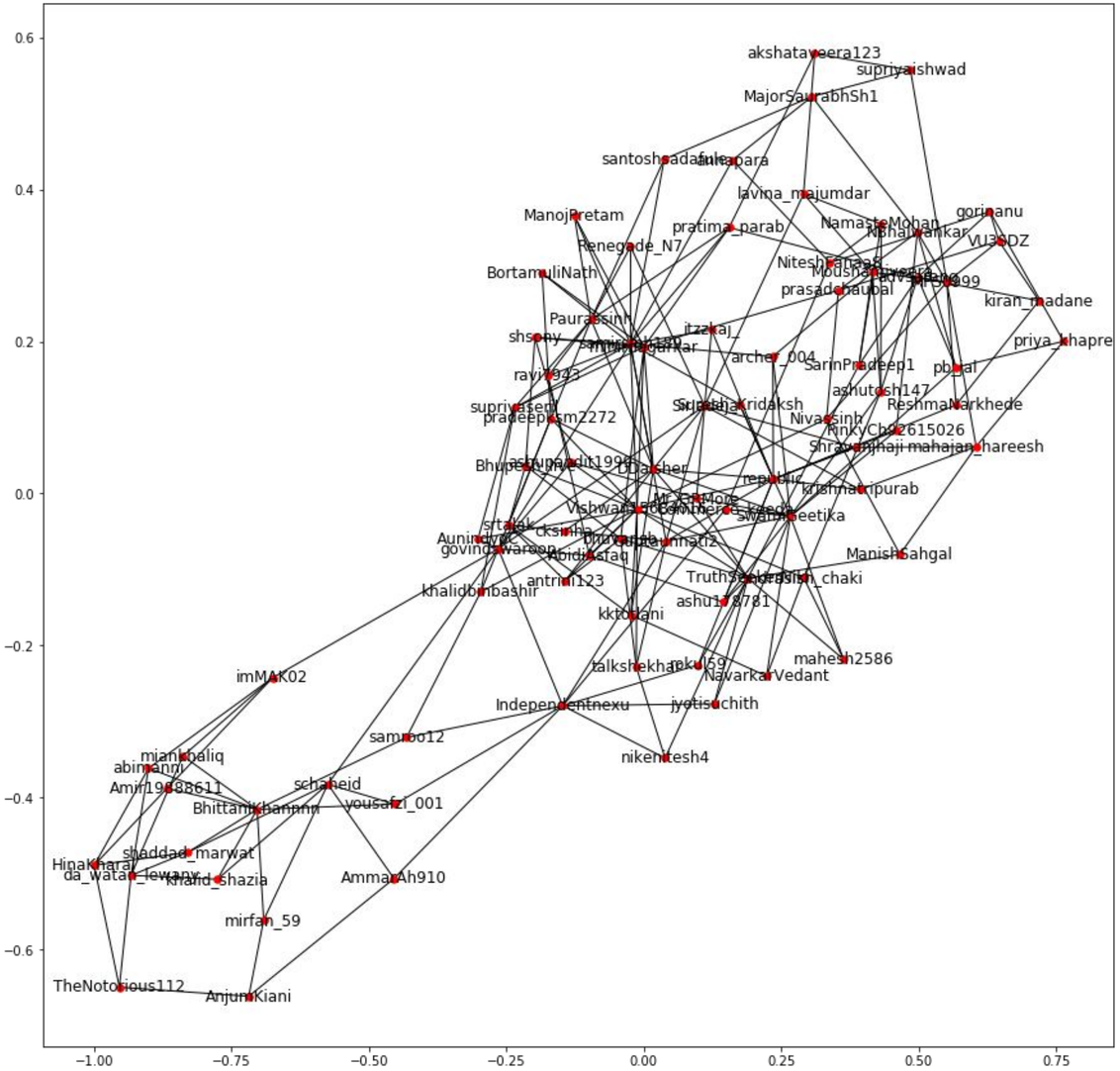
```
['abhijitmajumder'
 'MasalaBai',
 'PrashantKishor',
 'realpreityzinta'
 'KaranGandhi28',
 'vikrantkumar',
 'rishibagree',
 'Malala',
 'VanzaraDg',
 'iAadiRaj',
 'SirJadeja',
 'imMAK02',
 'ShefVaidya',
 'ShotDKuruvi',
 'UsmanHaider',
 'nishantchat',
 'vikasbha',
 'TajinderBagga',
 'GernailSaheb',
 'Dr_SimranSingh']
```



Cores Analysis

#say no to war

#SNTW	
Core	n
2	900
3	119
4	21
5	0



Cores Analysis

#final strike

FinalStrike	
Core	n
2	330
3	55
4	0
5	0