Vogue's tweets analysis

Alba Sitdikova
02/26/2021
Metis Bootcamp

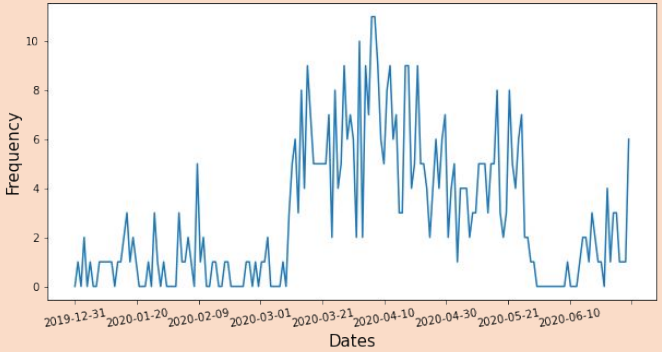
Data

- 9000 tweets
- January - June 2020 (before and during pandemic)

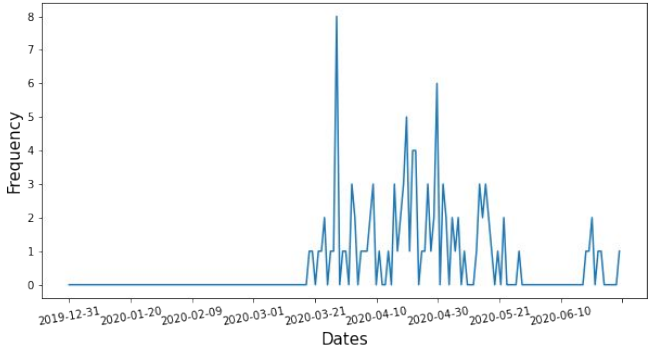
Goal

- See how posts was changed after pandemic
- What's Vogue write about?

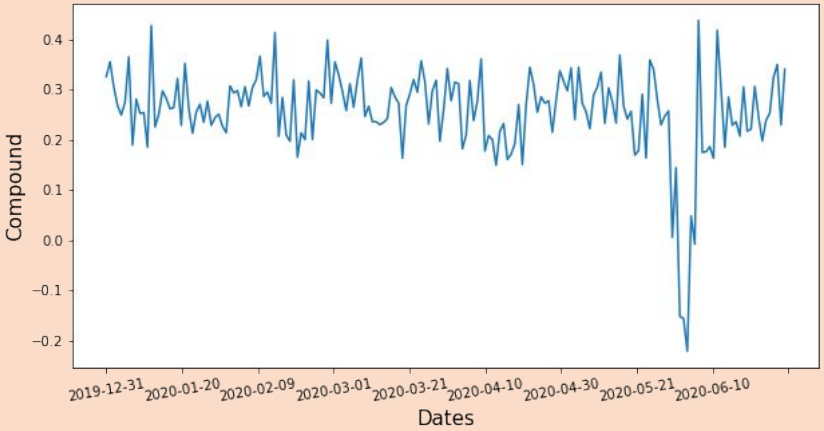
Distribution word “home” through the time



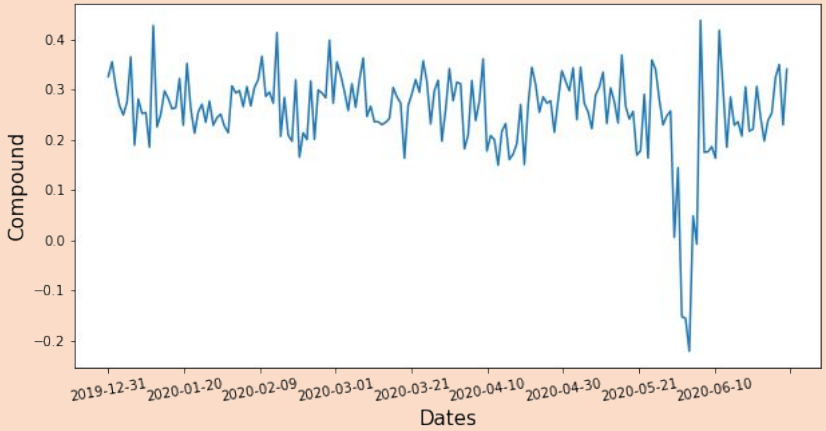
Distribution word “zoom” through the time



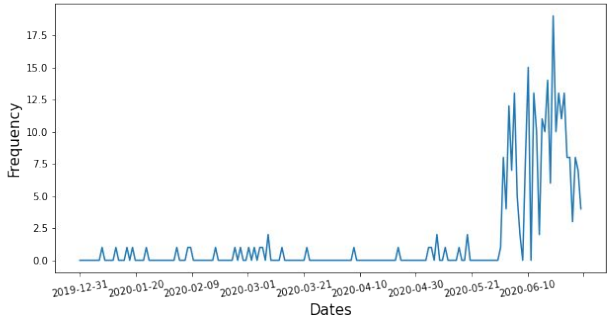
Sentiment analysis



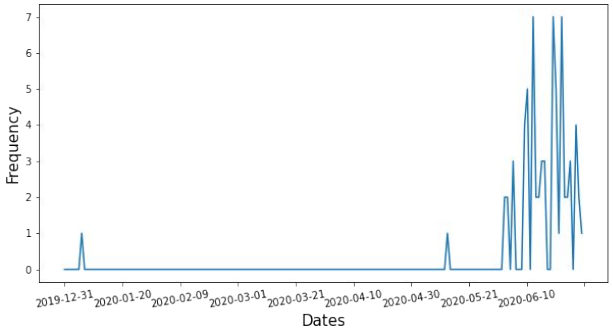
Sentiment analysis



Distribution word “black” through the time



Distribution word “owned” through the time

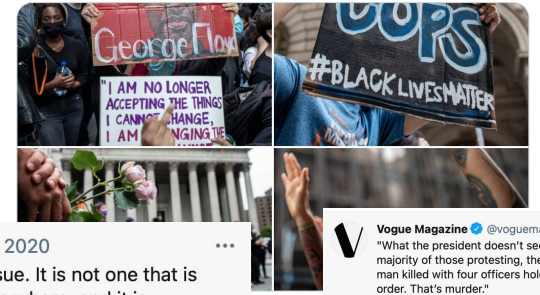


Vogue Magazine @voguemagazine · Jun 4, 2020

Open your wallets: These brands are financially supporting the #BlackLivesMatter movement and organizations leading the fight against injustice

Vogue Magazine @voguemagazine · Jun 4, 2020

See more from the NYC #BlackLivesMatter protests vogue.cm/ZbEPRdU



Vogue Magazine @voguemagazine · Jun 3, 2020

Attorney General Keith Ellison is set to elevate the charges against Derek Chauvin, the police officer who knelt on the neck of unarmed black Minneapolis resident George Floyd for eight minutes and forty-six seconds.

Every Police Officer Involved in George Floyd's Arrest Will Now Be C...
Minnesota attorney general Keith Ellison is set to elevate the charges against Derek Chauvin and bring new charges against three other ...
vogue.com

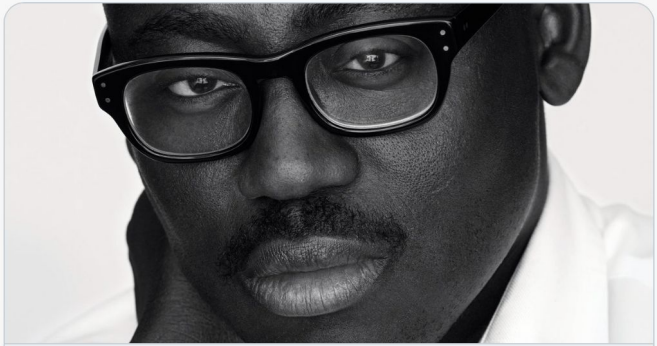
2 20 149

Are Donating Their Sales Proceeds to
beauty brands are financially suppo
ing the fight against injustice.

45 170

Vogue Magazine @voguemagazine · Jun 3, 2020

"Racism is a global issue. Racism is a British issue. It is not one that is merely confined to the United States – it is everywhere, and it is systemic." @Edward_Enninful on the importance of cultivating an anti-racist agenda



"Racism Is A Global Issue": Edward Enninful On The Importance Of ...
"These past few days I've gone between rage and sadness and fear. What these racist acts reveal, among many other things, is that we ...
vogue.com

4 173 681

Vogue Magazine @voguemagazine · Jun 3, 2020

"What the president doesn't seem to know or care is that the vast majority of those protesting, they too are calling for law and order. A black man killed with four officers holding him down . . . That is not law and order. That's murder."

"Who Is the Thug Here?" Anderson Cooper Is Apparently Done With ...
The CNN anchor mocked the president for his brief appearance outside a boarded-up Washington church and challenged his ...
vogue.com

6 54 288

lars a year on
policing and an additional $80 billion dollars on incarceration... We need to invest in an infrastructure that values people over profits."

What We Want Is Black Life Affirmed
"Law enforcement should not be our first responders to everything. It is an impossible responsibility."
vogue.com

4 27 100

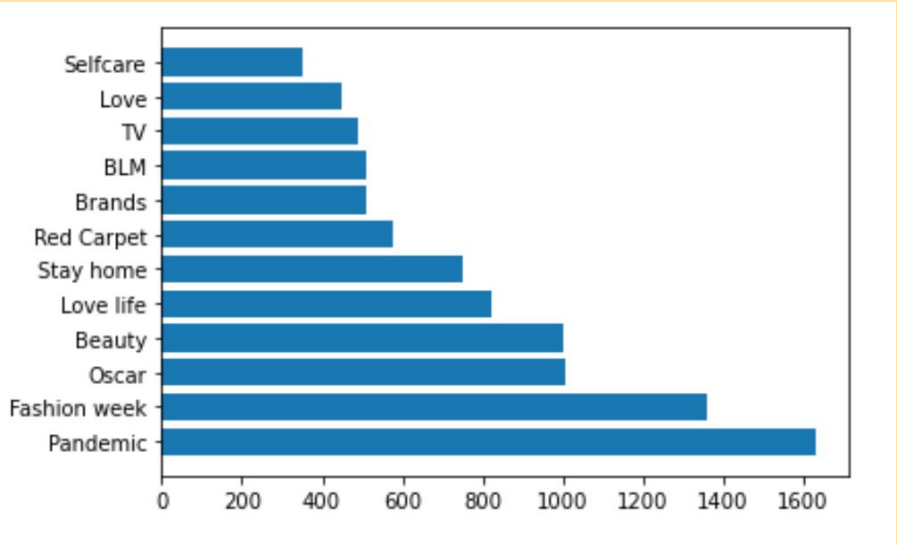
Vogue Magazine @voguemagazine · Jun 4, 2020

To celebrate what would have been #BreonnaTaylor's 27th birthday on Friday, a campaign is underway to send birthday cards to Kentucky attorney general Daniel Cameron to demand that the officers involved in Taylor's death will be charged.

Friday Would Have Been Breonna Taylor's Birthday. Why Haven't He...
Breonna Taylor, a 26-year old black Louisville woman, was killed by police on March 13, and the officers involved have yet to be charged.
vogue.com

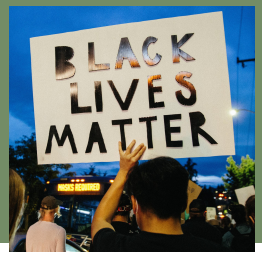
2 68 347

Number of Documents by Domain Topic



BLM

Black
Support
Businesses
Brands
Owned



Covid

Covid
Coronavirus
Pandemic
City
Need

Stay Home

Home
Stay
Work
Perfect
Share

Fashion

Fashion
Designers
Brands
Industry
Show

Beauty

MakeUp
Beauty
Routine
Watch
Step

Conclusion

VOGUE
APR
COOL, CANDID, COURAGEOUS
SELENA GETS REAL
PRIME TIME
"I'M THERESA MAY. I DO THINGS MY WAY"
LENA DUNHAM
MY BROWS, MY SELF
NO APOLOGIES
MARIA SHARAPOVA'S BIG RETURN
SPRING'S UPBEAT STYLE
PLUS: THE EIGHT DESIGNERS TO WATCH RIGHT NOW

Thanks!