

Eileen Gu Twitter Sentiment Analysis

Allie Touchstone, Ally McNulty, Emilio Cabrera,
Conoly Cravens, Chaitra Setty



OUR AGENDA



Introduction



**Sentiment
Breakdown**



**Sentiment
Comparison**

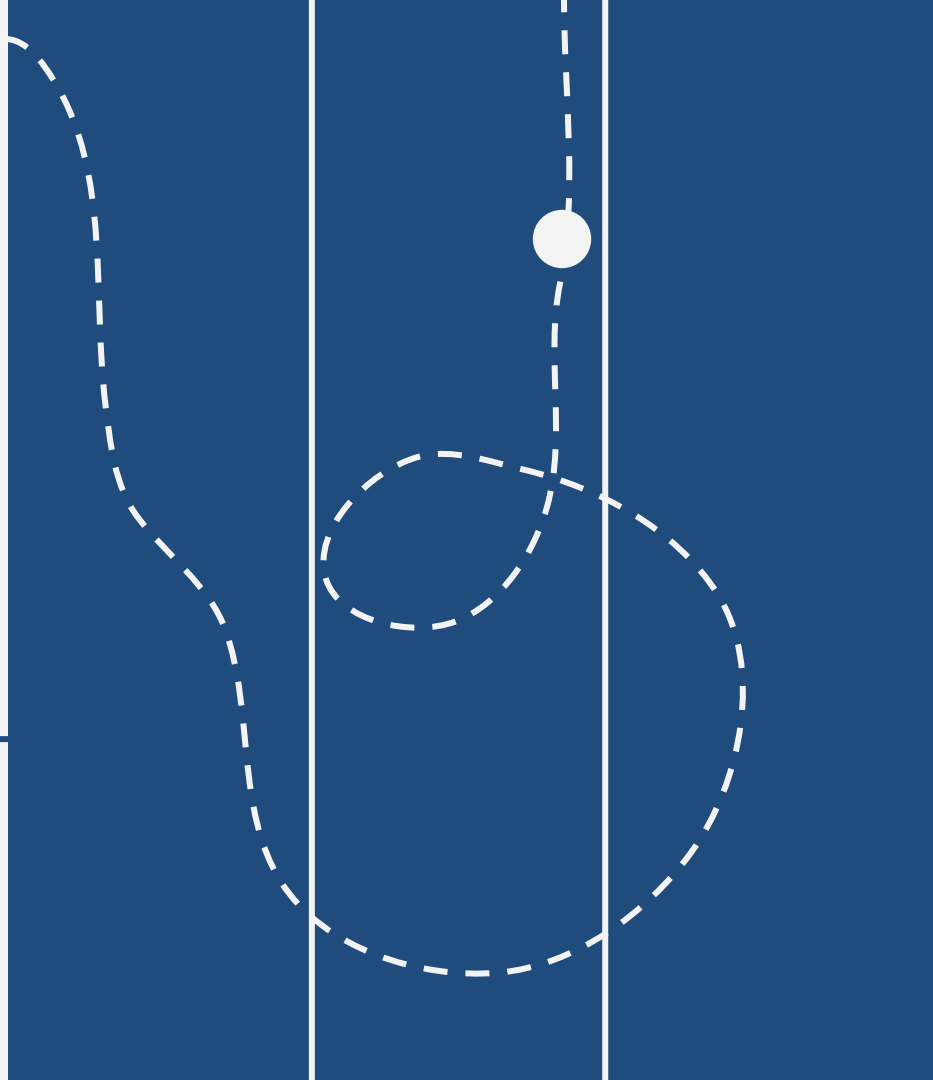


Recommendations

01

Introduction


Background & Business Context





OUR COMPANY

Business Problem & Application:

- We are a consulting firm for Eileen helping her with her social brand image
 - Tap into these influencers if positive / Avoid these influencers if bad
- 



Eileen Gu is an 18 year old half-Chinese, half-American olympic level skier who won 2 gold medals in the Winter 2022 Olympics. She receives high criticism for growing up in the US but representing China in the olympics.

Data



Twitter

Utilizing Tweepy to scrape 5000 tweets mentioning Eileen Gu



Sentiment Score

Calculated sentiment score based on tweet text to classify positive/negative tweets



Nodexcel

Created network measures based on tweets/retweets



Top Influencers

Identified top 10 positive and negative Eileen Gu influencers



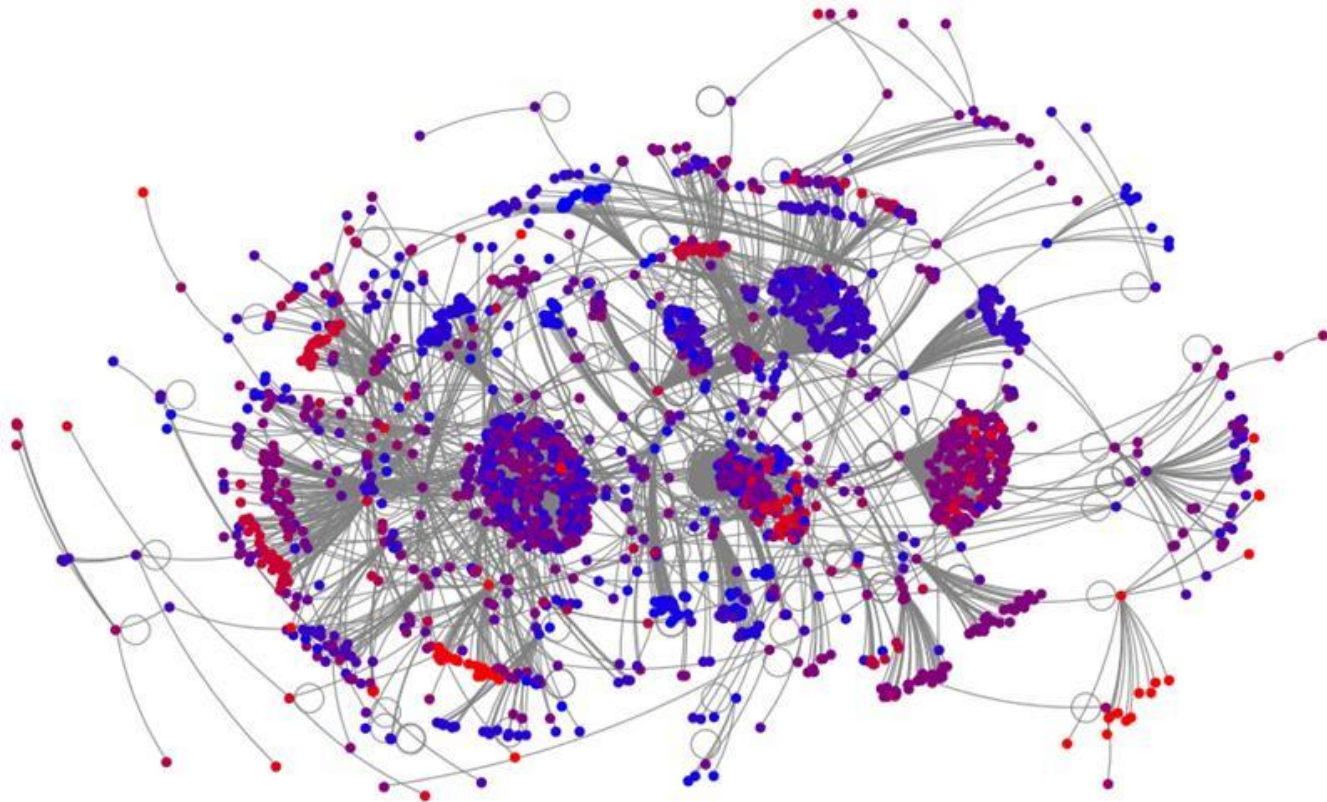
02

OUR APPROACH

FULL NETWORK

Positive & Negative

Full Network



Metrics Summary

	AVERAGE	STDEV
DEGREE	2.149	8.6687
BETWEENNESS CENTRALITY	1746.31	13742.87
CLOSENESS CENTRALITY	0.084	0.0601
EIGENVECTOR CENTRALITY	0.008	0.0226

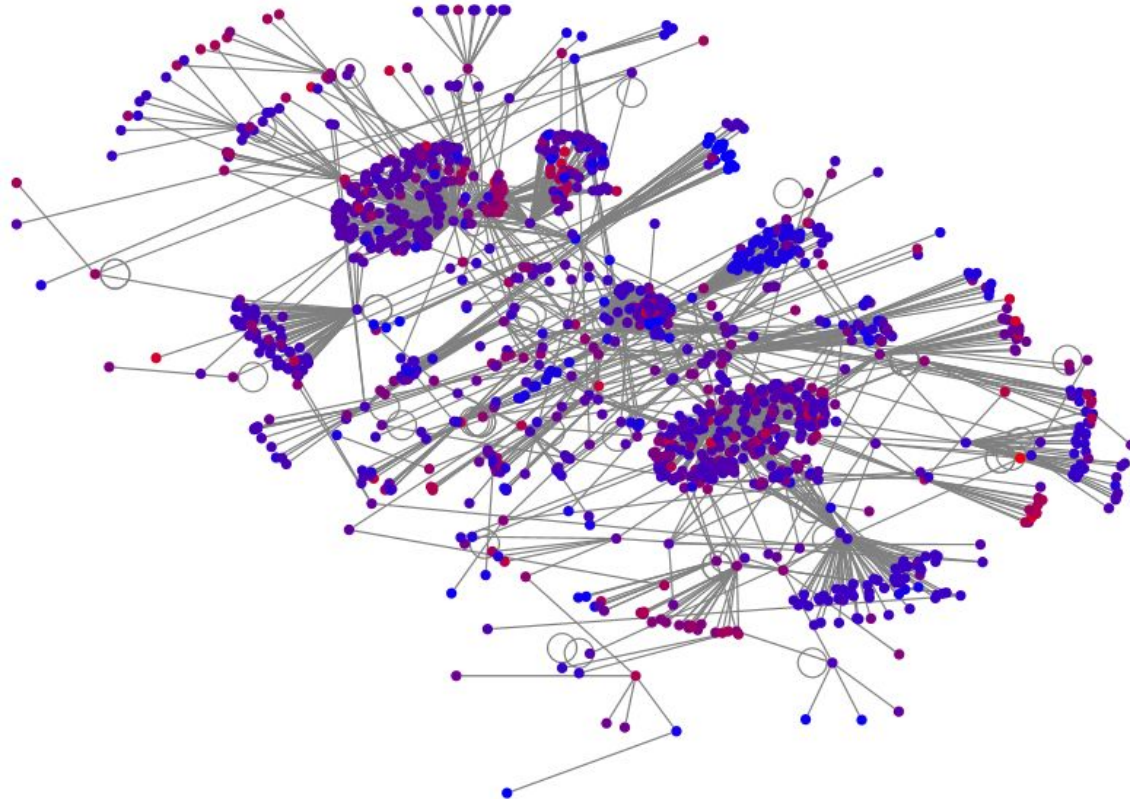


02

SENTIMENT

BREAKDOWN

Positive Network



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Positive Metrics Summary

	AVERAGE	STDEV
DEGREE	2.149	8.6687
BETWEENNESS CENTRALITY	1746.31	13742.87
CLOSENESS CENTRALITY	0.084	0.0601
EIGENVECTOR CENTRALITY	0.008	0.0226

Top 10 Positive Influencers

Rank	Influencer	Score	Overall Sentiment	Overlap?
1	LiYuan6	18.618	0.47653	Yes
2	Olympics	13.971	0.25352	No
3	nytimes	7.940	0.51082	Yes
4	<i>LetaHong</i>	4.218	0.49505	Yes
5	<i>revmahoney</i>	3.502	0.57119	No
6	NBCOlympics	3.444	0.76744	No
7	Beijing2022	3.198	0.61729	No
8	<i>tikiya_harsh</i>	2.702	0.09678	Yes
9	TIME	2.467	0.08432	Yes
10	<i>bellatmg</i>	2.221	0.34877	No

Top Influencer Positive Handles

@LiYuan6



Li Yuan ✓
@LiYuan6

NYT Asia tech columnist, WSJ alum. 袁莉 Views here are my own. li.yuan at [nytimes.com](https://www.nytimes.com) DM for Signal [nytimes.com/by/li-yuan](https://www.nytimes.com/by/li-yuan)

📍 Hong Kong 📅 Joined October 2011

1,191 Following 38.4K Followers

0.47

@Olympics



Olympics ✓
@Olympics

#Olympics - Inspiring people through the Olympic values of friendship, respect, and excellence.

🌐 olympics.com 📅 Joined June 2009

5,055 Following 6.5M Followers

0.25

@nytimes



The New York Times ✓
@nytimes

News tips? Share them here: nyti.ms/2FVHq9v

📍 New York City 🌐 nytimes.com 📅 Joined March 2007

871 Following 51.8M Followers

0.51





Li Yuan  @LiYuan6 · Feb 3



A perfect nut graf: "She flits into the Olympics with hopes of winning 3 gold medals. But her most difficult trick might be flying above the geopolitical fray of these Olympics ... and coming down safely, straddling the growing rift of two superpowers."



Olympics  @Olympics · 5h




Flawless! 

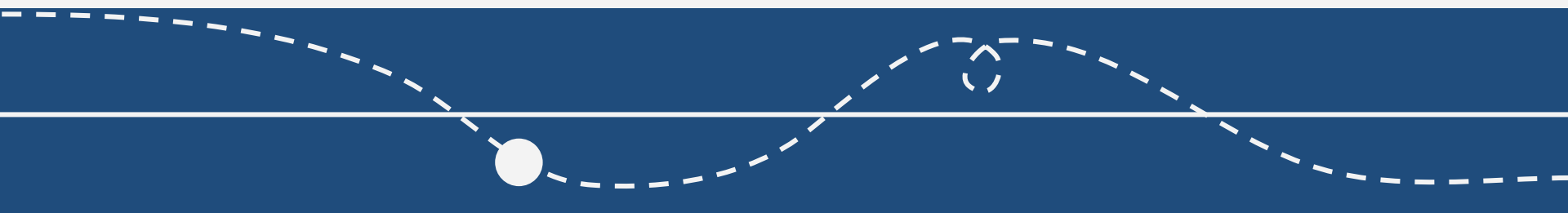
Watch **Eileen Gu**'s incredible performance that gave her a well-deserved gold!

[#StrongerTogether](#)

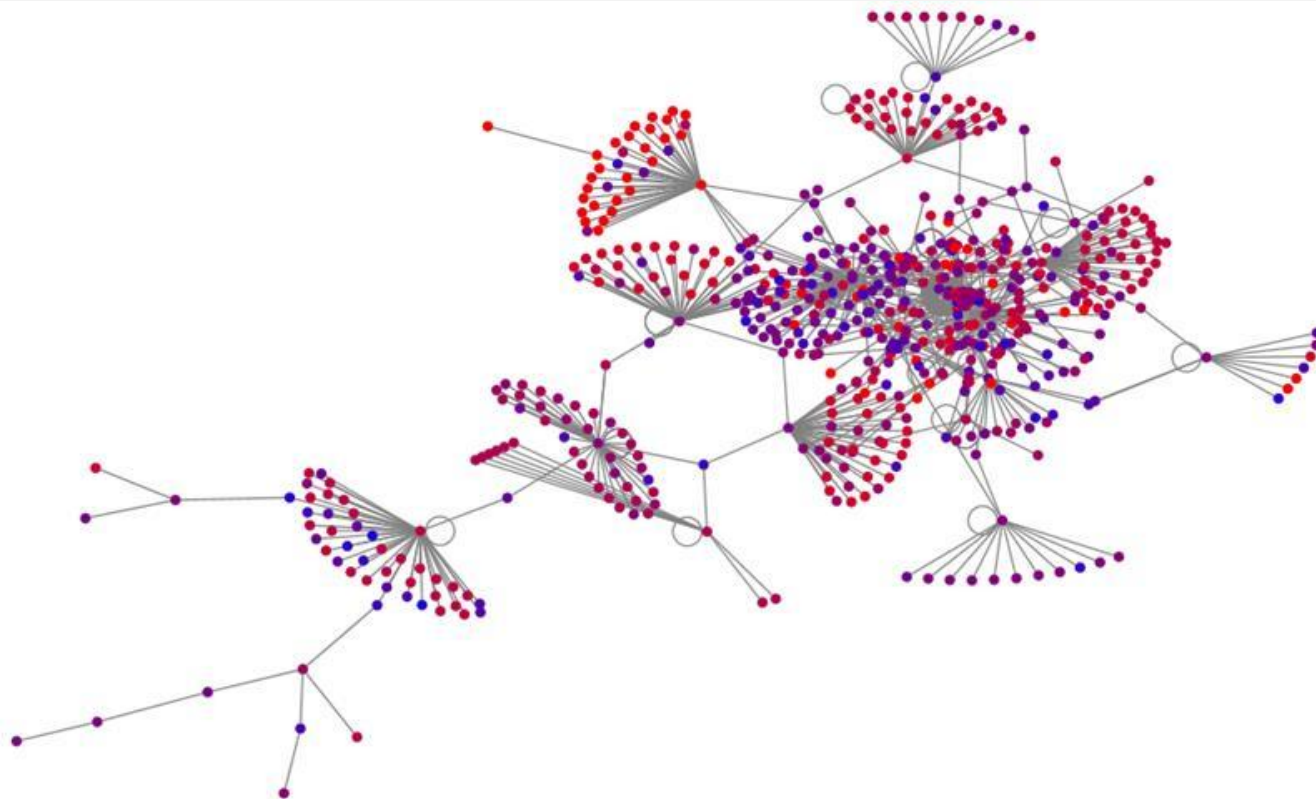


The New York Times  @nytimes · Feb 16

Eileen Gu , who has already scooped two Olympic medals at [#Beijing2022](#), just advanced easily to the freeski halfpipe final.



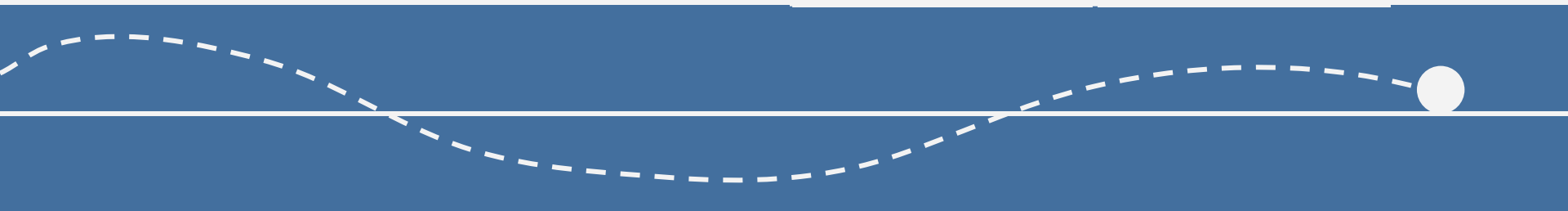
Negative Network



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Negative Metrics Summary

	AVERAGE	STDEV
DEGREE	1.597	4.895
BETWEENNESS CENTRALITY	191.22	1066.53
CLOSENESS CENTRALITY	0.0452	0.0334
EIGENVECTOR CENTRALITY	0.0143	0.0364



Top 10 Negative Influencers

Rank	Influencer	Score	Overall Sentiment	Overlap?
1	MaitreyaBhakal	8.989	0.06016	Yes
2	AP	4.524	-0.08925	Yes
3	<i>lenintifada</i>	<i>4.468</i>	<i>-0.45544</i>	<i>No</i>
4	<i>dotorii_muk</i>	<i>3.972</i>	<i>-0.77170</i>	<i>No</i>
5	amyyqin	3.875	-0.40973	Yes
6	CeFaanKim	3.672	-0.52670	No
7	TheEconomist	3.292	-0.13263	Yes
8	FoxNews	3.131	-0.08384	No
9	<i>ChongGuru</i>	<i>2.744</i>	<i>-0.03954</i>	<i>Yes</i>
10	<i>SweetSummerSN</i>	<i>2.743</i>	<i>0.12325</i>	<i>Yes</i>

Top Influencer Negative Handles

@MaitreyaBhakar



Maitreya Bhakar
@MaitreyaBhakar

What's occurring Herman Goerring?

/Occasional Op-Eds in @RT_com, @ChinaDaily, @CGTNOfficial, @Chinaorgen

📍 Mumbai, India 🔗 muckrack.com/maitreya-bhakar 📅 Joined August 2009

1,002 Following 23.8K Followers

0.06

@AP



The Associated Press ✓
@AP

News from The Associated Press, and a taste of the great journalism produced by AP members and customers.

📍 Global 🔗 apnews.com 📅 Joined June 2009

6,844 Following 15.5M Followers

-0.08

@lenintifada



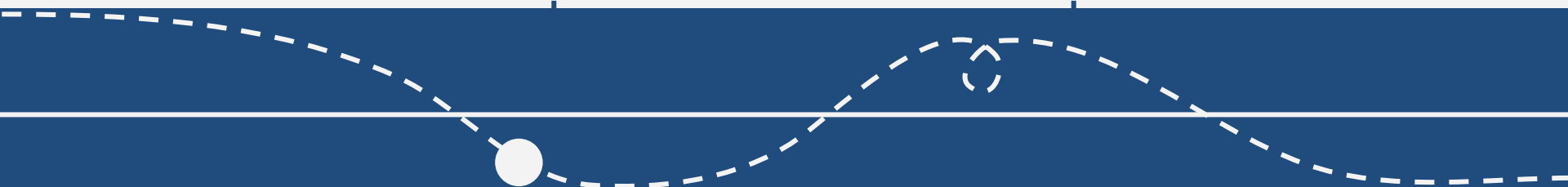
drop the guillotine 🗡️
@lenintifada

counter propagandist/ towards a multipolar world

📍 Sputnik 📅 Joined September 2020

439 Following 1,766 Followers

-0.46





Maitreya Bhakal @MaitreyaBhakal · Feb 10

Western world:

Literally invented putting profits over humanity

Also western world:

"How dare **Eileen Gu** put profits over humanity??"



7



19



152



The Associated Press ✓ @AP · Feb 17

Competing narratives about the freestyle skier threaten to overshadow anything she does on the slopes.

Eileen Gu, who already has two medals from [#Beijing2022](#), chose to compete for her mother's native China over the U.S., where she was born.



drop the guillotine 🗡️ @lenintifada · Feb 15

Hundreds of asian women missing in the US, tens of cases of fascistic violence and harrassment against them, but the vast majority of US media attention was reserved for the non-existent Peng Shuai case/bullying **Eileen Gu**. It is always projection to hide their dark underbelly.



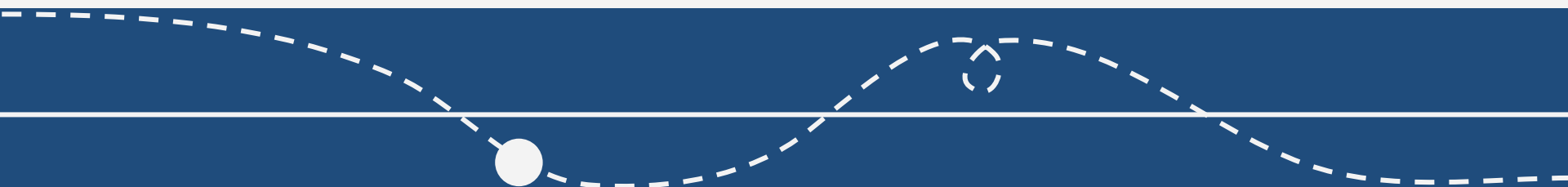
6



44



178





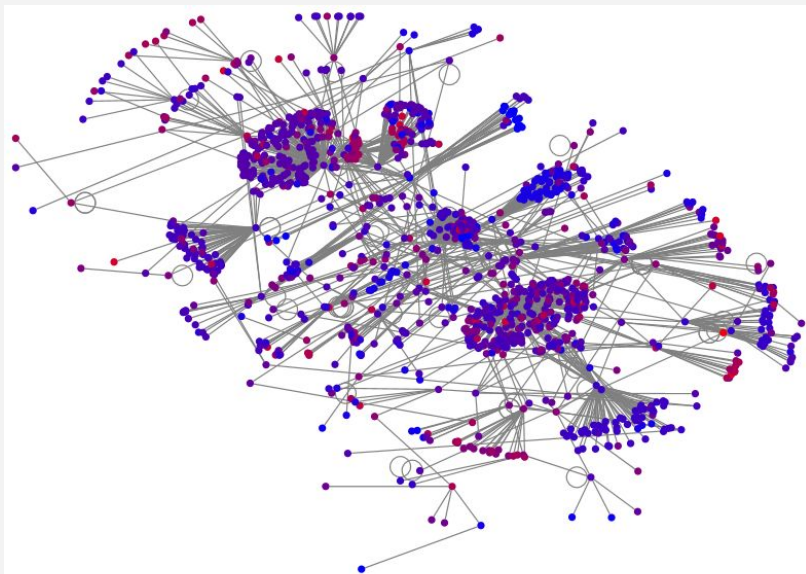
03

SENTIMENT COMPARISON

Positive vs. Negative

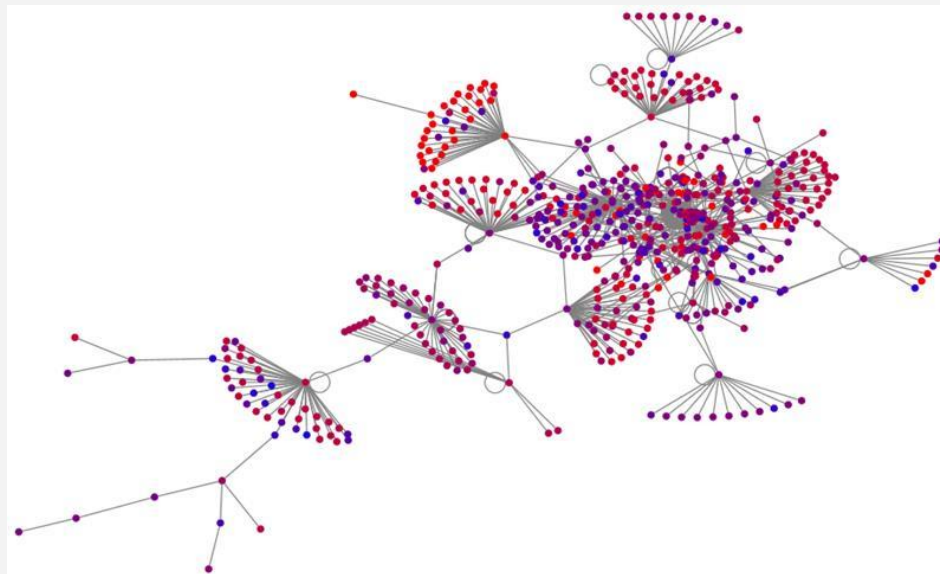
Network

POSITIVE



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

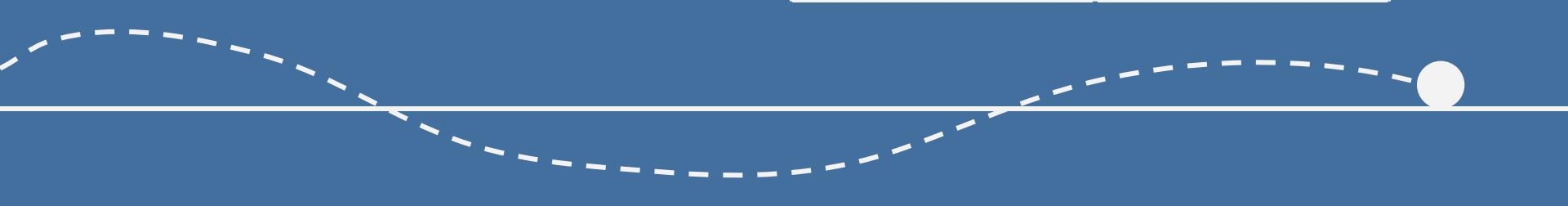
NEGATIVE



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Metrics Comparison

	POSITIVE	NEGATIVE
DEGREE	2.149	1.597
BETWEENNESS CENTRALITY	1746.31	191.22
CLOSENESS CENTRALITY	0.084	0.0452
EIGENVECTOR CENTRALITY	0.008	0.0143



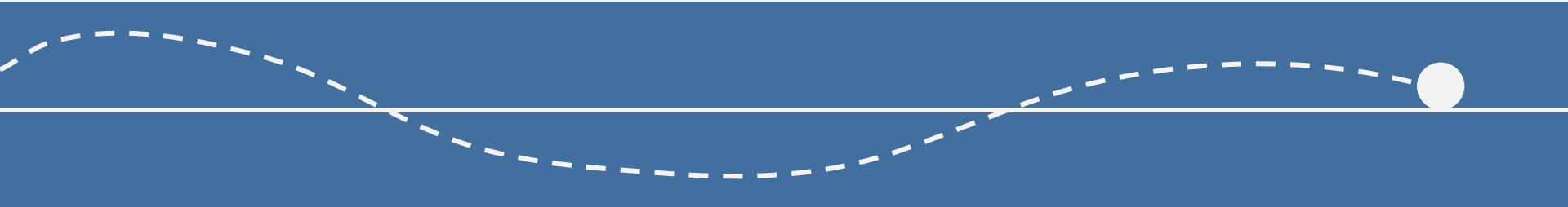
Influencer Degree

NEGATIVE INFLUENCERS

	IN-DEGREE	% POSITIVE
@MaitreyaBhakal	80	21%
@AP	69	69%
@lenintifada	40	40%

POSITIVE INFLUENCERS

	IN-DEGREE	% NEGATIVE
@LiYuan6	213	0%
@Olympics	499	0%
@nytimes	103	0%



INSIGHTS



++ NETWORK

is influencer heavy

whereas the negative network is more grassroots



RESPONSE

sentiment

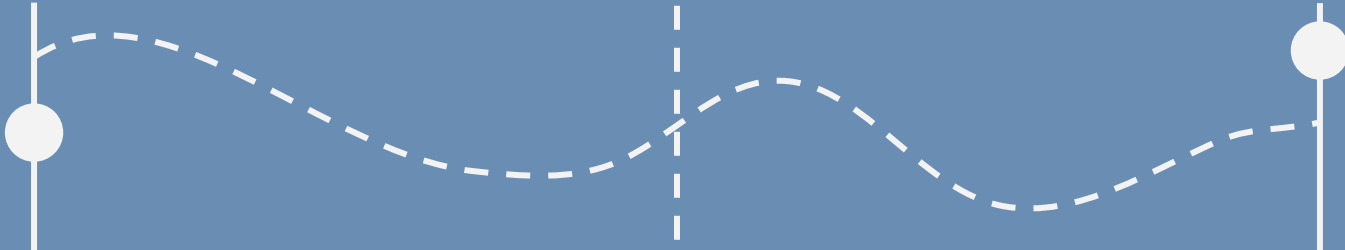
is in Eileen's favor



20%

negative network

is coming from overall positive or neutral personelle



OUR RECOMMENDATIONS

Monitor Size of Negative Work

Your negative network is small but it is grassroots, therefore, we do not want it to grow

Interview with positive news sources

Your top 10 positive influencers had several big name news sources, continue to accept interviews with them

Grow your positive influencers

A lot of your top influencers will fall off since the Olympics are over, but you do have several non-media influencers to lean on





Thank you!

Questions?

