

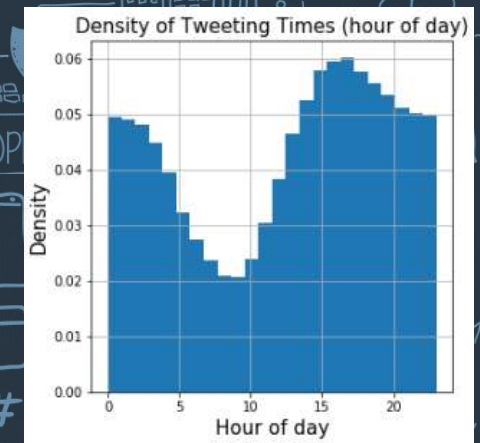
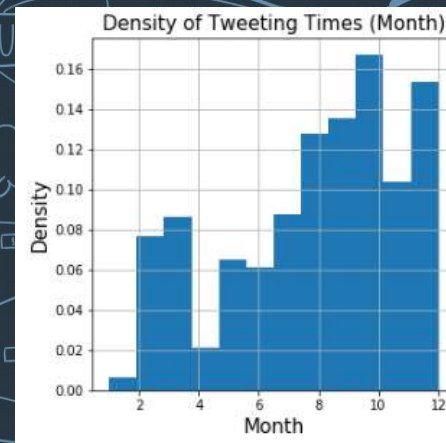
Big Data Platform Final Project Presentation

Anthony Moliterno



EDA — basic stats

- 4 Universities were selected: **U. Chicago**, **Rutgers**, **Penn State University**, and **Harvard University** — using the most common nomenclature used in common language
- The typical author doesn't tweet often, only 1.7 times per year
 - Mainly used for following and 'liking'
- There is a large gap between the typical user and the most active and popular accounts
 - Average followers were greater than median followers by 20x
 - Similar stats for 'likes' given indicate
- High activity in the later-afternoon and early evening is very consistent



Most Prolific Tweeters – By University

- Number of mentions depend on prestige and size of enrollment: Harvard was the most popular, followed by Rutgers, U. Chicago, and Penn State.
 - **U. Chicago** was about average in most categories, except for **highest in number of tweets per capita**
- Authors with the highest friends and activity are typically major news organizations, political figures, and humor- related
- However, authors of university show **U. Chicago is relatively more news and political-focused**, while others are more Sports and Pop-culture focused

Total HU tweets: 1891087
Total HU unique tweeters: 1204148
Average HU tweets per user: 1.5704772170862717
Average & Median followers per tweet: 7694.306533226658 462.0

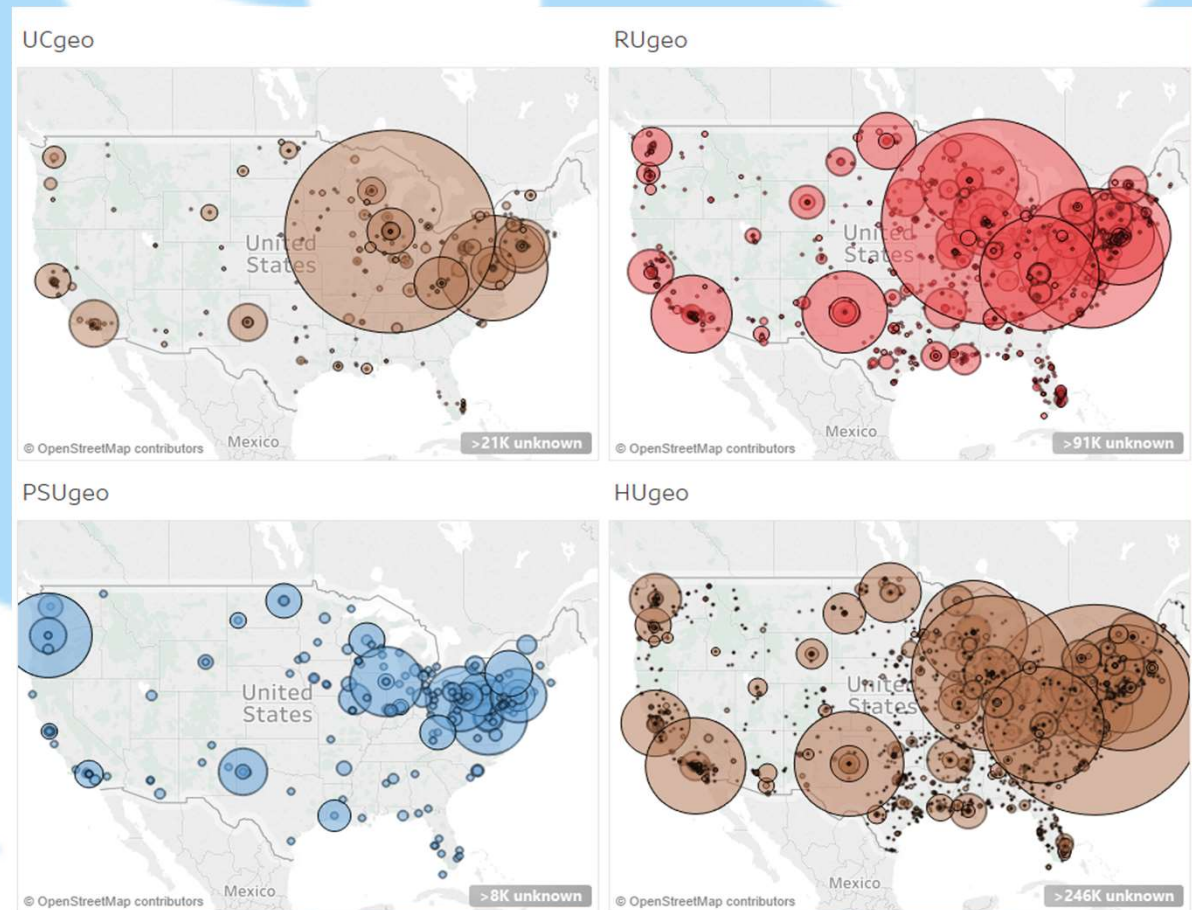
Total RU tweets: 581042
Total RU unique tweeters: 366649
Average RU tweets per user: 1.5847363554789458
Average & Median followers per tweet: 10430.76583276252 549.0

Total UC tweets: 138840
Total UC unique tweeters: 73764
Average UC tweets per user: 1.8822189686025703
Average & Median followers per tweet: 7115.119057908384 568.0

Total PSU tweets: 40496
Total PSU unique tweeters: 25439
Average PSU tweets per user: 1.5918864735249028
Average & Median followers per tweet: 3961.8000543263533 407.0

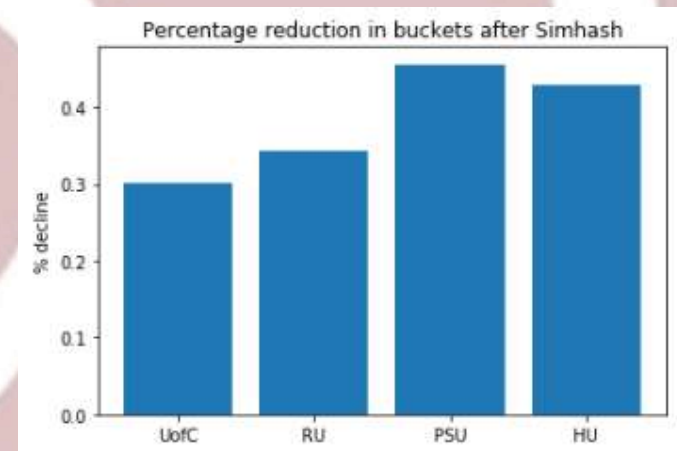
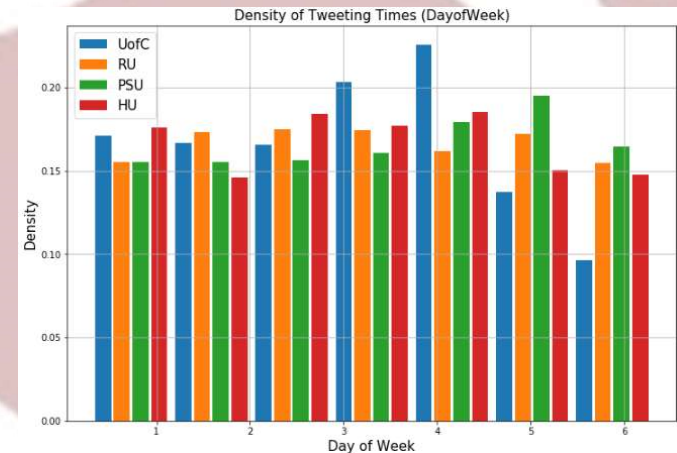
Most Prolific Tweeters – By Location

- The Chicagoland area has a lot of University-tweeting authors
- Most Universities see highest activity in their respective domains, except for Rutgers which is the highest in Chicago-land
 - ...Or Chicago residents are more willing to identify and accurately spell their location



Distinguishing Activity for U. Chicago

- “Too cool for school?” – U. Chicago tweets **follow less people**, but have **more people following them**
- U. Chicago users also post significantly **less statuses** and **dole out less Likes**
- U. Chicago authors more intellectual-minded? They are lower on sports activity, and tweet during the middle of the week, and somewhat later in the evening
- Additionally, U. Chicago tweets are the most unique!



Executive Summary

- University of Chicago seems to have a **relatively sophisticated authorship base**, more interested in news and politics, as opposed to sports and entertainment.
- These authors also **write relatively often and about unique topics**.
- Actionable recommendations may include:
 - **Refine advertising targets** to these audiences
 - Budget permitting, **expansion into sports** could significantly increase national interest and boost awareness on par with Harvard or Rutgers.
 - Alternatively, boosting admissions may also provide similar effects
 - UChicago has room to **expand notoriety outside of the Chicagoland area**, specifically in the Northeastern and Southwestern US.