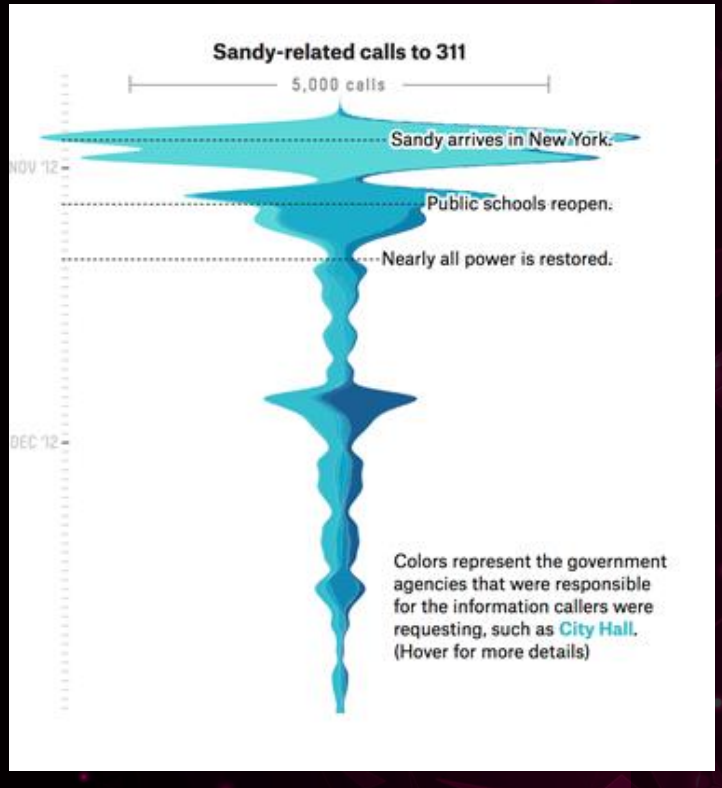
WELCOME TO
AI HACKATHON LADIES ONLY

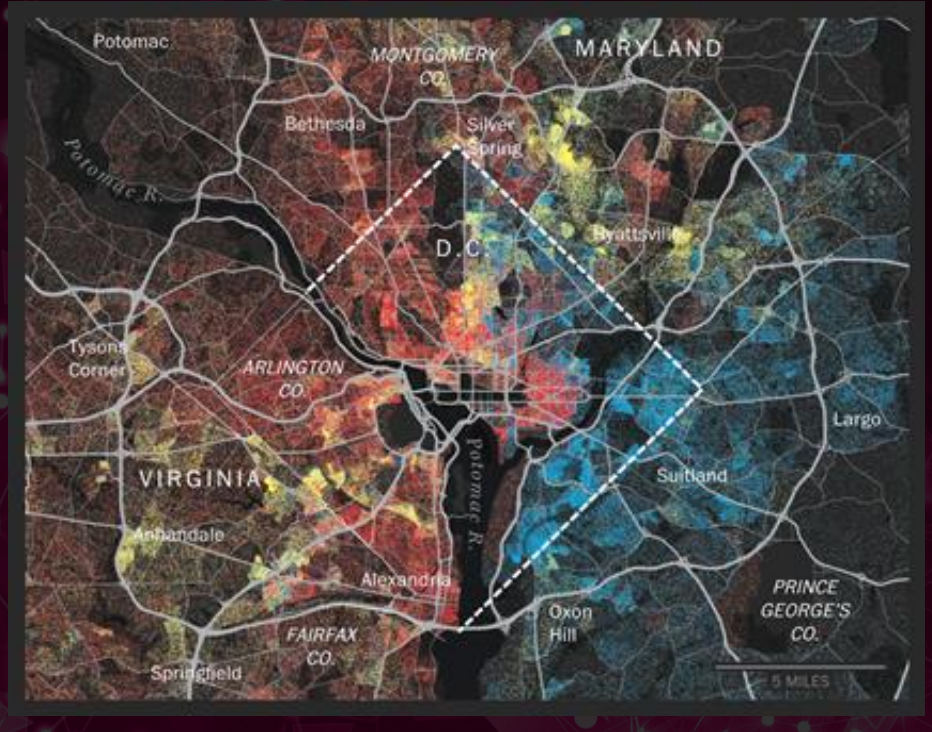
#AIHACK4LADIES

CHALLENGES
MOBILITY | SOCIAL MEDIA | DIVERSITY

SOCIAL MEDIA

First there was data journalism



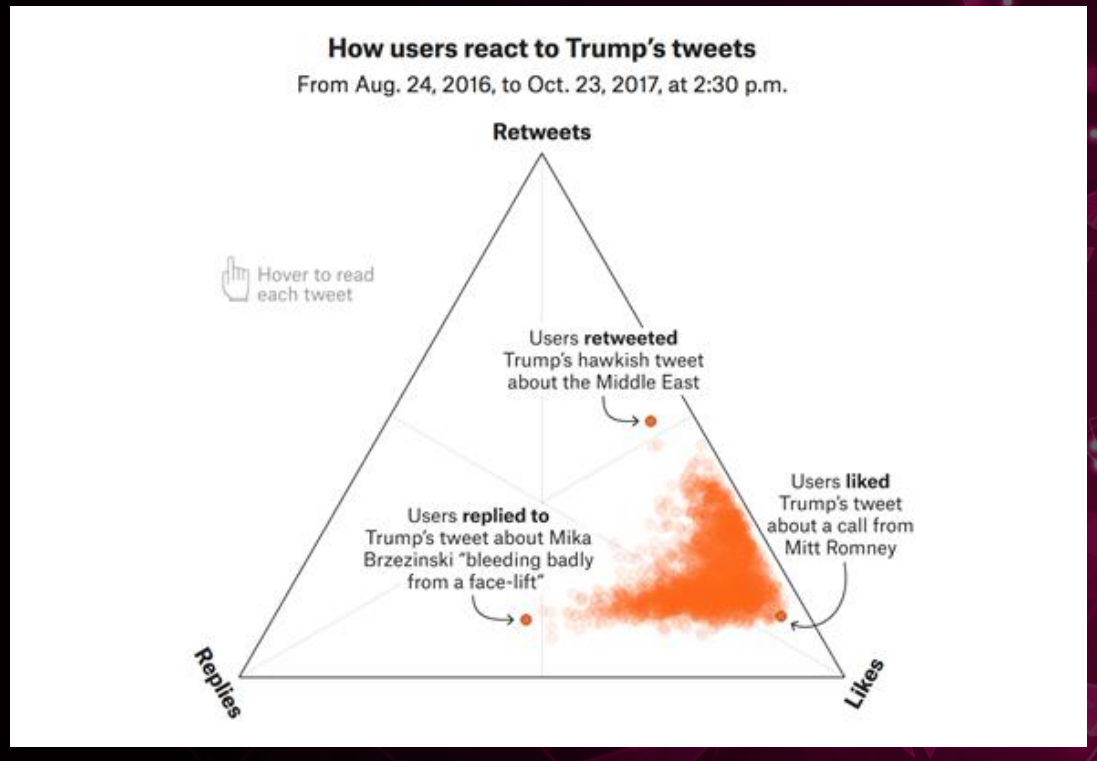


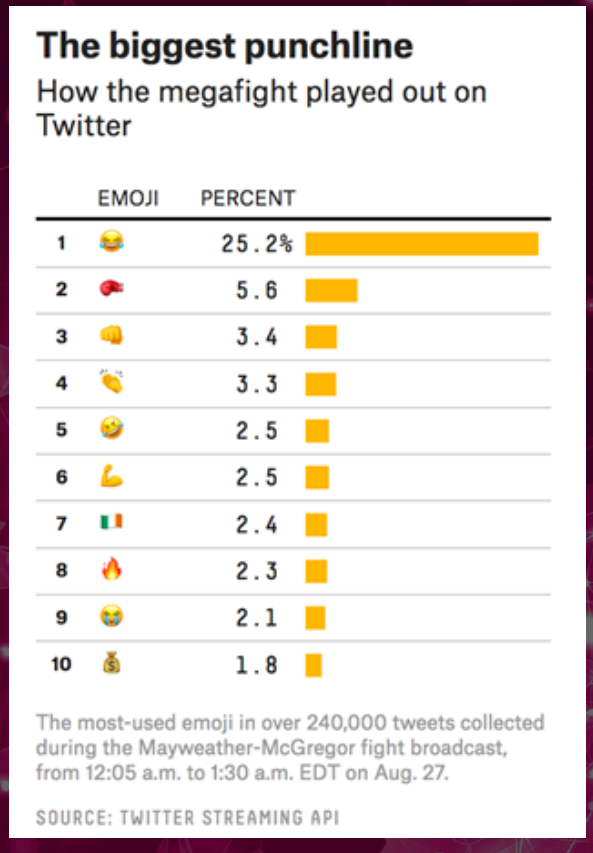
#AIHack4Ladies

powered by WOMEN@T

CHALLENGE 2

SOCIAL MEDIA AS A SOURCE...





The biggest punchline

How the megafight played out on Twitter

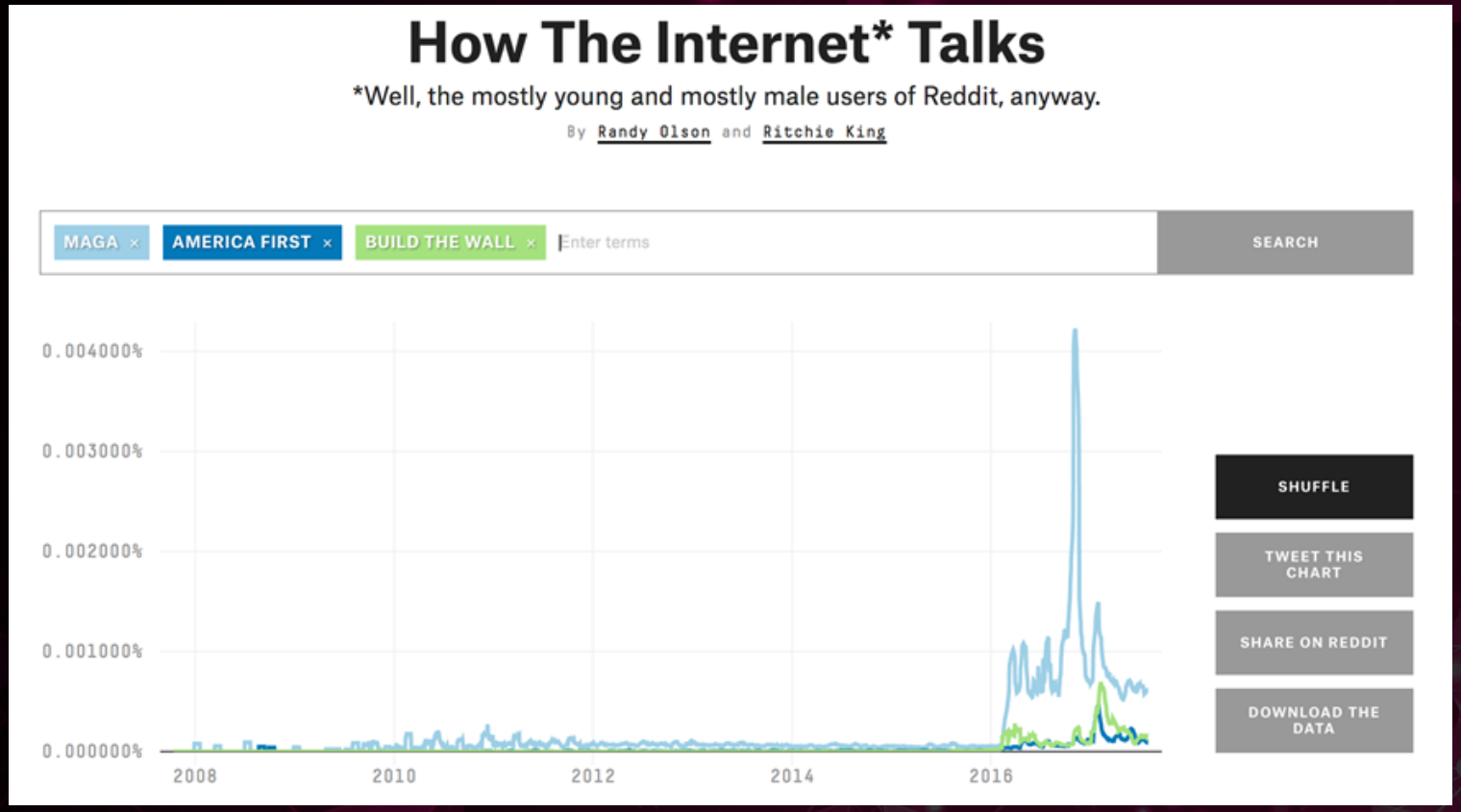
	EMOJI	PERCENT
1	😂	25.2%
2	😘	5.6
3	👊	3.4
4	👏	3.3
5	🤣	2.5
6	💪	2.5
7	🇲🇽	2.4
8	🔥	2.3
9	😭	2.1
10	💰	1.8

The most-used emoji in over 240,000 tweets collected during the Mayweather-McGregor fight broadcast, from 12:05 a.m. to 1:30 a.m. EDT on Aug. 27.

SOURCE: TWITTER STREAMING API

IBM UDACITY tableau T hub:raum tech incubator of T Telekom Innovation Laboratories

CHALLENGE 2
...CAN BE PROBLEMATIC



CHALLENGE 2

SOCIAL MEDIA

Challenge: Story

Find a story of public interest in the #MeToo tweets, or a data set of your choosing, and present that story in a way that is compelling and comprehensible for a general audience.

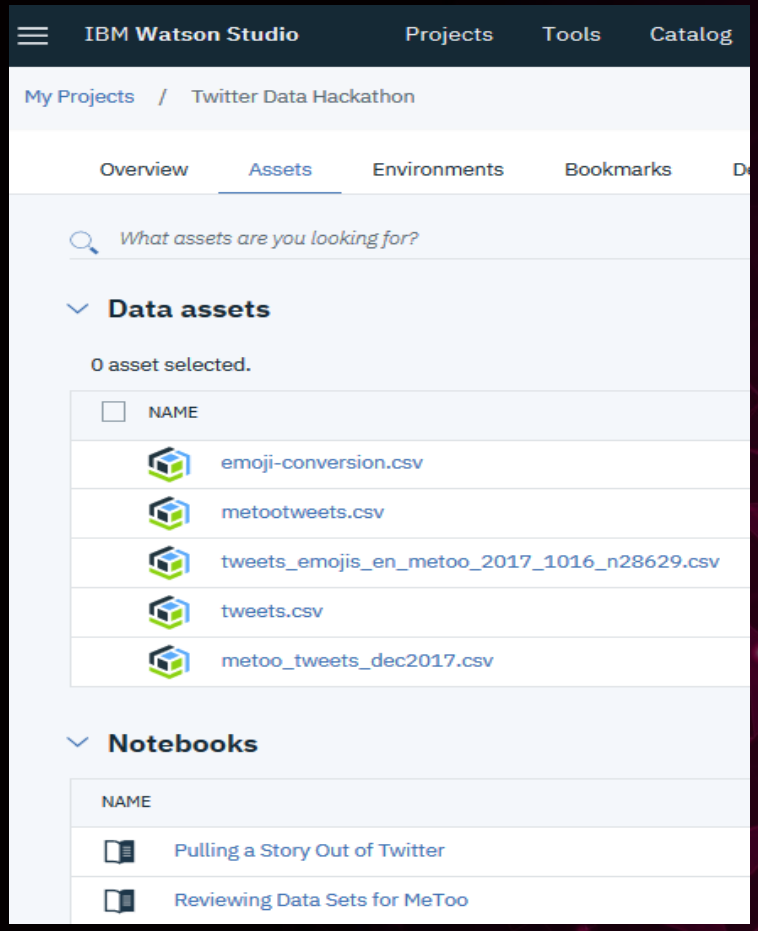
Bonus Challenge: Trust

Why should your audience trust you? Incorporate ways for your audience to engage with your findings and your data to grow trust and enhance their own intuitive understanding of the story you are telling.

CHALLENGE 2
QUESTIONS TO PONDER

- Who is represented in my data?
- What relationships exist within the subset of data I am examining?
  - For example, what other hashtags appear frequently within tweets containing #MeToo?
  - What is the relationship between tone and hashtags?

SOCIAL MEDIA



Resources

- #MeToo Tweets in a CSV file
- Emoji conversion data
- Starter Code in a Python Notebook
- IBM Watson Studio Cloud account (or your local resources)
- IBM Data Visualization Engineer (Anna)
- IBM Machine Learning Engineer (Brittany)