

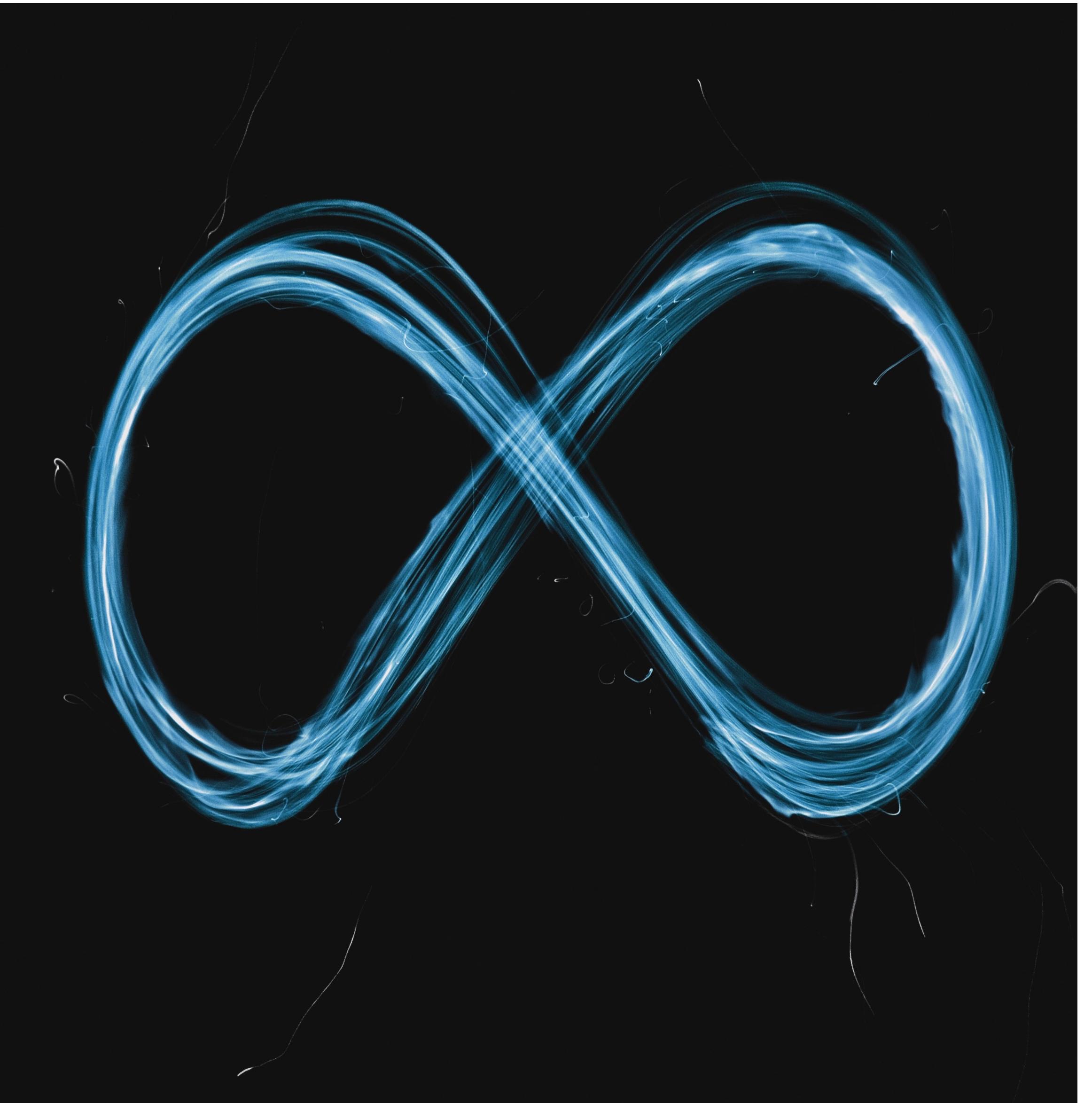
Facebook to Meta

A study of post-announcement tweets

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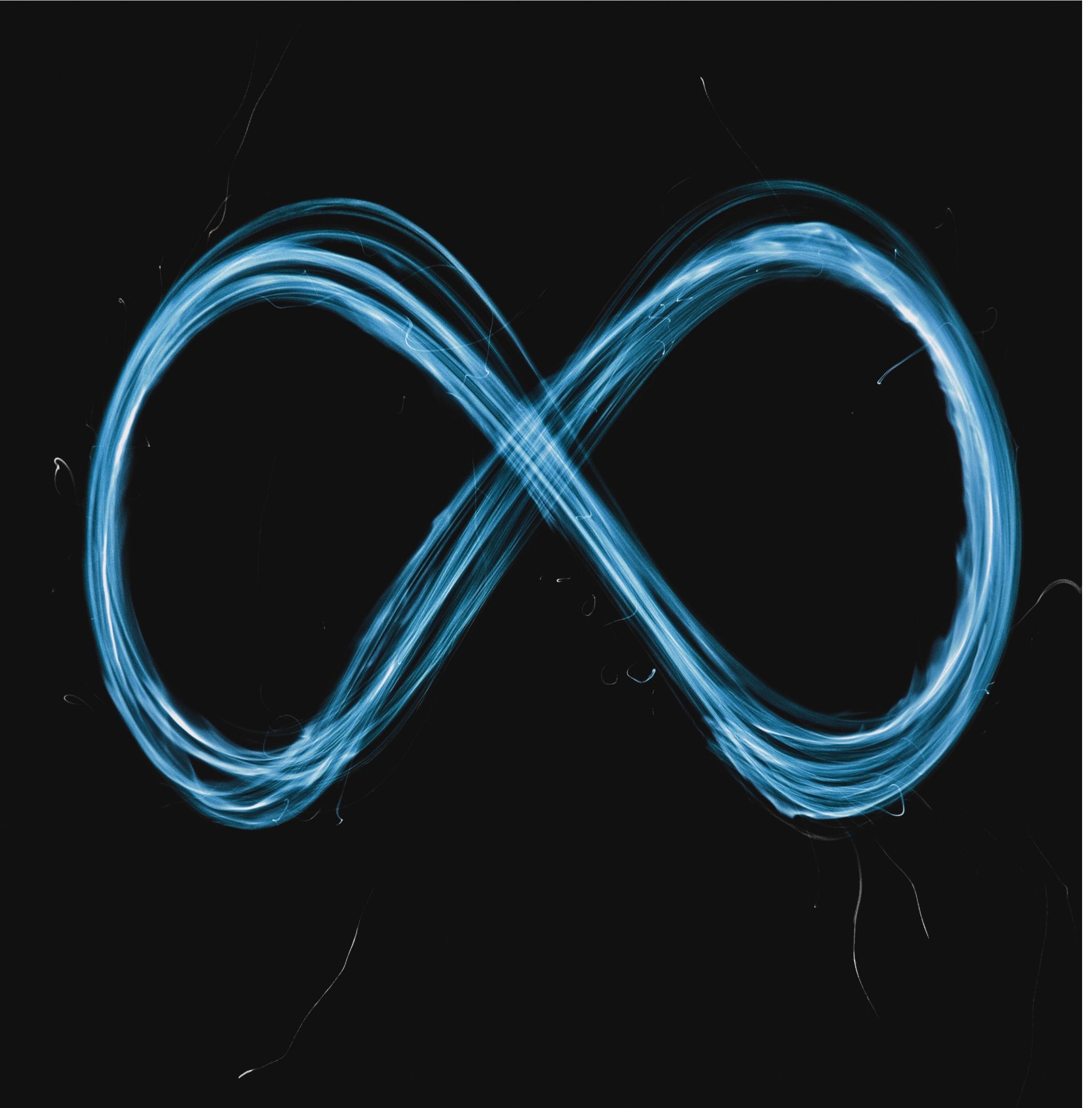
Reason for Rebranding

- Announced on Oct 28th during company's virtual and augmented reality conference
- To bring focus to the Metaverse, combining virtual and augmented reality technologies in a new online realm



Other Reasons?

- CNN: “A rebranding could be part of an effort to overhaul Facebook's reputation and turn the page following a series of PR nightmares, including misinformation on its platforms, content moderation failures and revelations about the negative effect its products have on some users' mental health.”



Goal

Question:

What are the conversations people are having about the announcement?

Solution:

NLP to extract topics from tweets

Impact:

Is rebranding the company name helping to change the public image



DATA

405k tweets (Oct 28th - Nov 5th)

 Scraped from twitter using Snscraper

 Using hashtags and keywords:

#Facebook

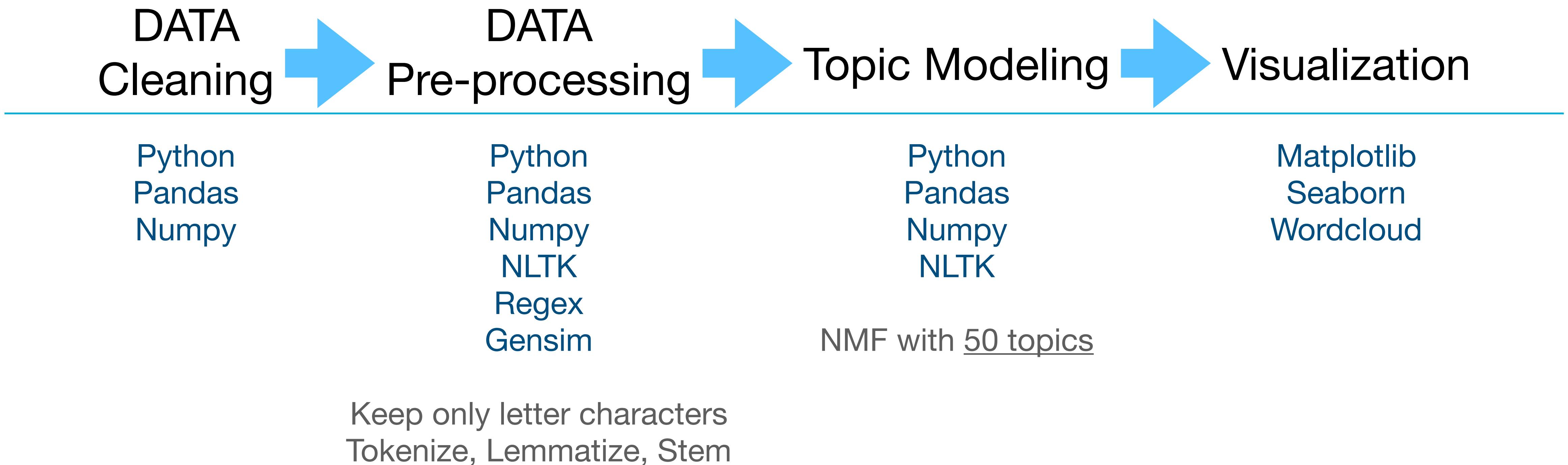
#Meta

#Metaverse

- Zuckerberg

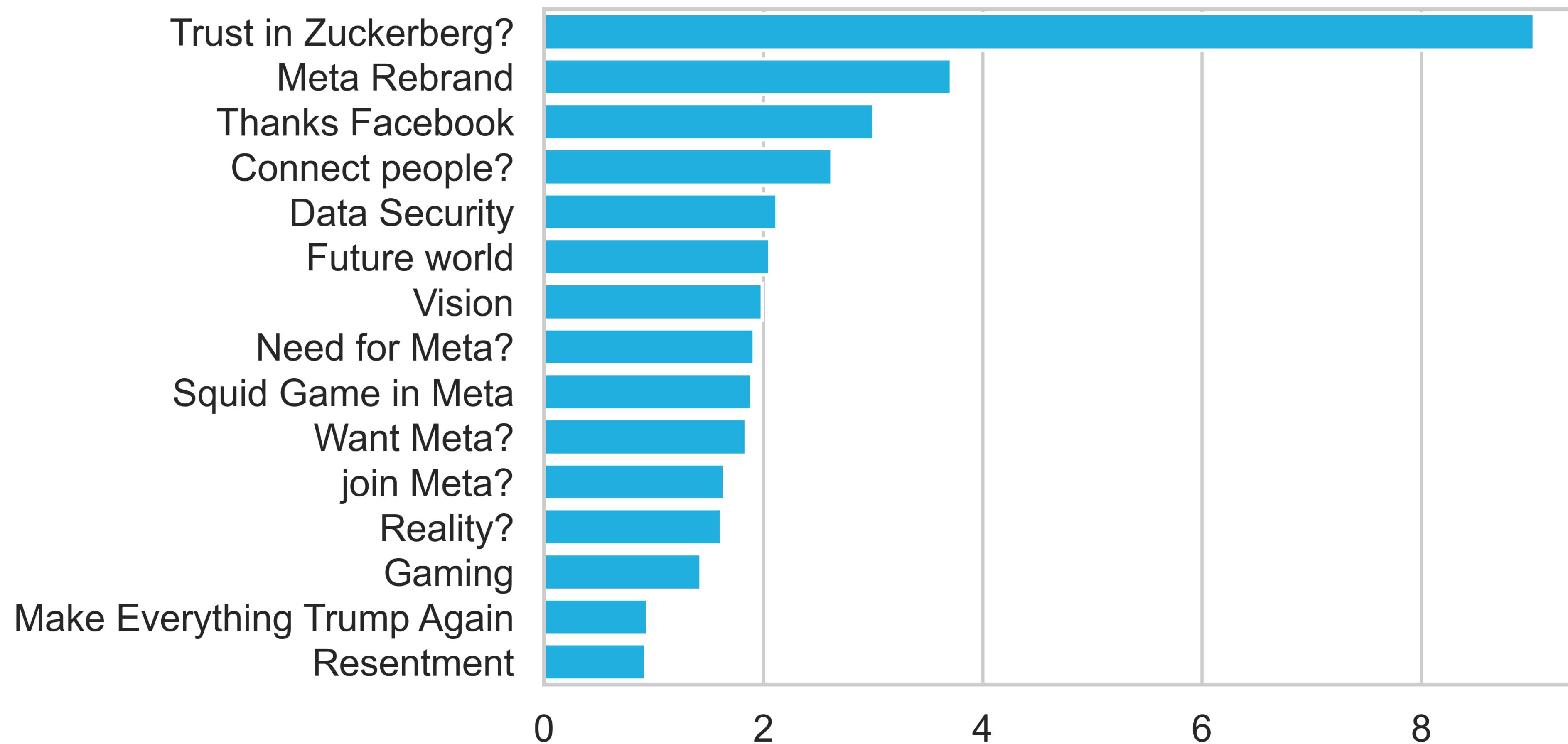


Workflow



Tools and Techniques

Percentage of Tweets per some interesting topics



Topic Wordcloud

Trust in Zuckerberg?



A word cloud visualization centered around the topic of trust in Zuckerberg. The most prominent words are "zuckerberg" (purple), "mark" (dark purple), "try" (green), and "robot" (teal). Other significant words include "human" (dark purple), "fix" (green), "convince" (yellow), "hes" (light green), "make" (purple), and "alien" (teal). Smaller words surrounding these include "sauce", "baby", "man", "aesthet", "elon", "video", "tell", "sweet", "announc", "bbq", "ray", "musk", "shit", "idea", "talk", "lizard", and "problem". The word "zuckerberg" has a small "announc" tag above it, and "zuckerberg" and "mark" have small "zuckerberg" tags above them.

try fix robot try
sauce baby man aesthet elon video tell convince
zuckerberg mark
person isn idea sauce bbq ray isn tell
ceo hes mark human
talk idea lizard talk fix person convince ceo
lizard baby elon sweet announc ray sweet aesthet lizard
human robot hes make
alien problem make alien shit bbq problem man
video musk

Topic Wordcloud

Resentment



A word cloud visualization centered around the topic of resentment. The most prominent words are "fuck", "zuckerberg", and "shit". Other significant words include "mind", "hate", "zuck", "bro", "dumb", "stupid", "ass", "money", "lmao", "evil", "actual", "ass", "meme", "anateurs", "fuck", "weird", "bullshit", "day", "tell", "zuck", "bro", "aint", "god", "aint", "stop", "god", "way", "stupid", "suck", "day", "gonna", "way", "tell", "yeah", "shit", "mind", "hate", "gonna", "bullshit", "lol", "bro", "weird", "ass", "money", "man", "suck", "aint", "lmao". The words are colored in various shades of purple, green, blue, and yellow, with larger words representing higher frequency.

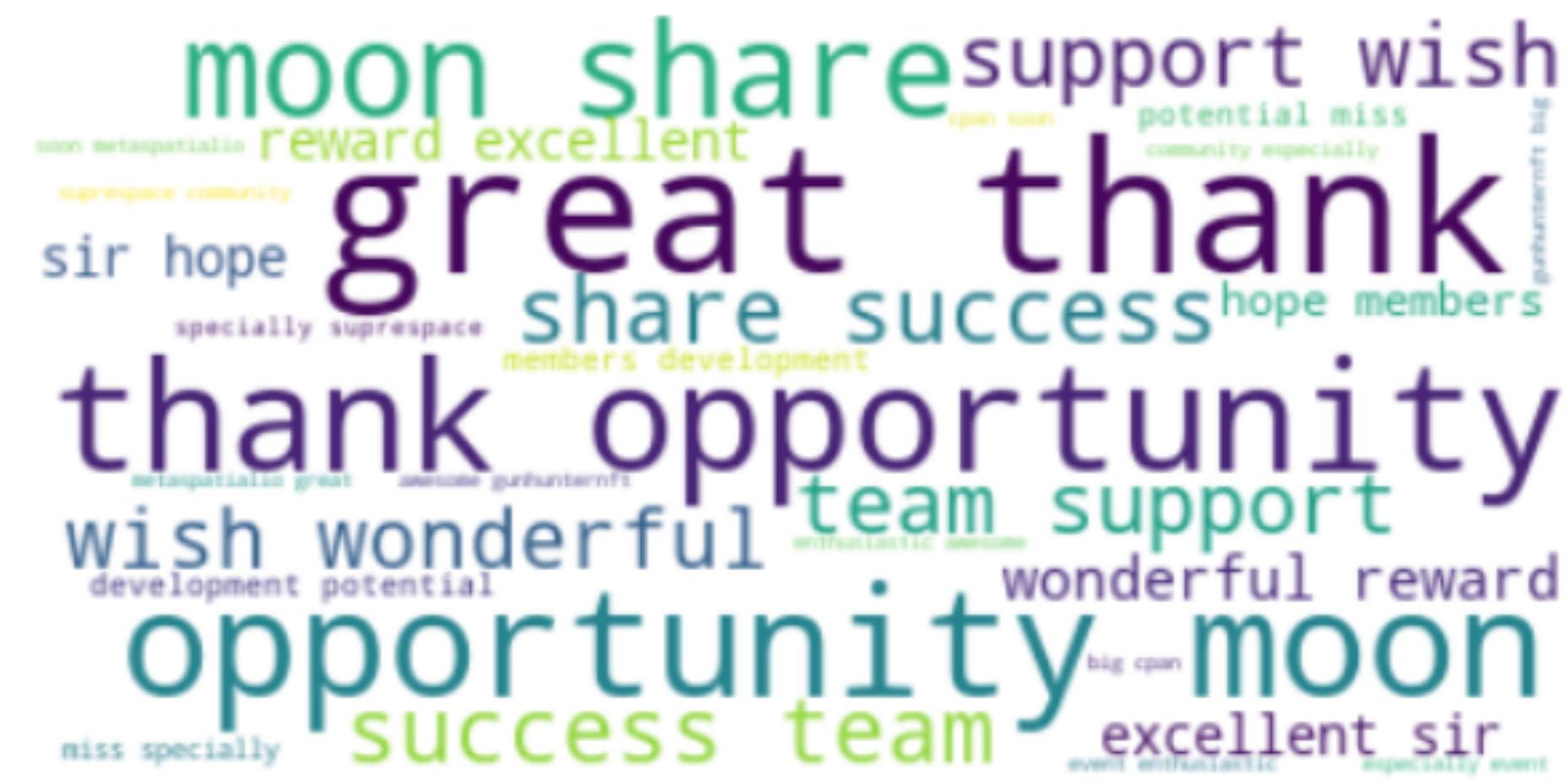
Topic Wordcloud

Data Security



Topic Wordcloud

Thank you Facebook!



Future Work

- Model Comparison with other topic modeling approaches
- Use Meta data for further analysis of each topic, e.g. use like counts and re-tweet counts per topic
- Sentiment analysis of each topic