

73rd Annual Golden Globes Twitter Analysis

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Data Sources and Limitations

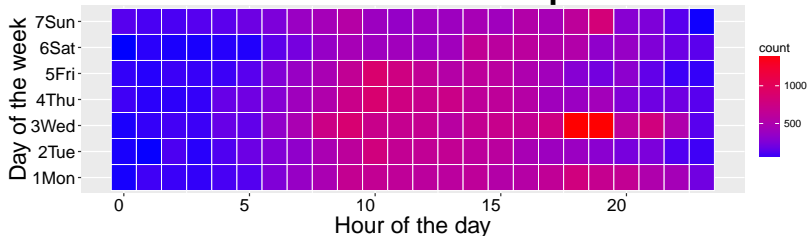
- ▶ Metadata - Golden Globe Nominees
 - ▶ 87 people nominees and 35 movie nominees
 - ▶ Manually collected/ annotated list of all nominees
 - ▶ Twitter Screen Names
 - ▶ Gender Flag
 - ▶ Film/ TV Show Flag
 - ▶ Age of Nominee/ Release Date
- ▶ Timelines
 - ▶ Based on most recent tweets since Dec 10 2015
 - ▶ Typically searched for top 3200 tweets from API
 - ▶ NLP processing performed e.g. removing stopwords etc

Quick summary of metadata

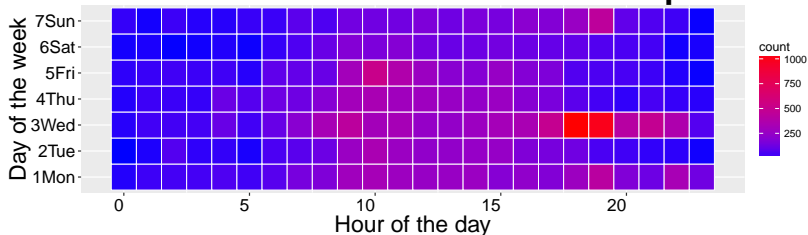
Key themes of our data exploration

- ▶ **Pre-Post-During Golden Globe Analysis** - *Tomo*
- ▶ **Social Popularity of Winners and Nominees** - *Peter*
- ▶ **Sentiment Analysis** - *Boying*
- ▶ **Twitter Influence and Temporal Patterns** - *Jianglong*

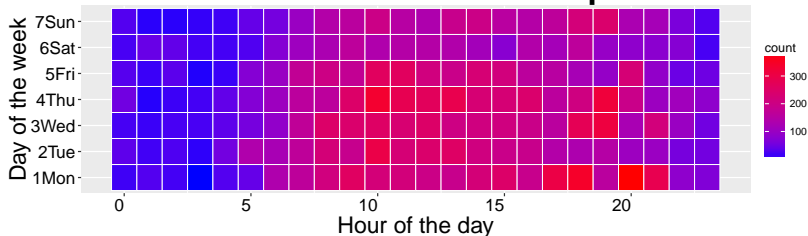
Heatmap For Tweet Density All Tweets Heatmap



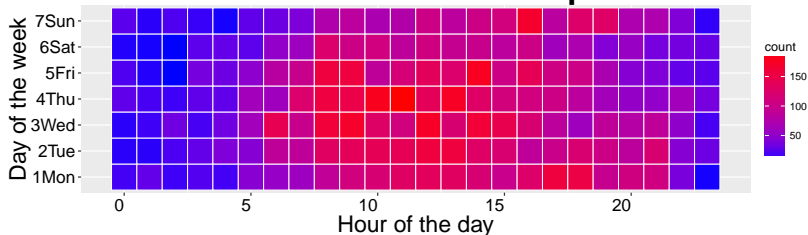
Official Accounts Tweets Heatmap



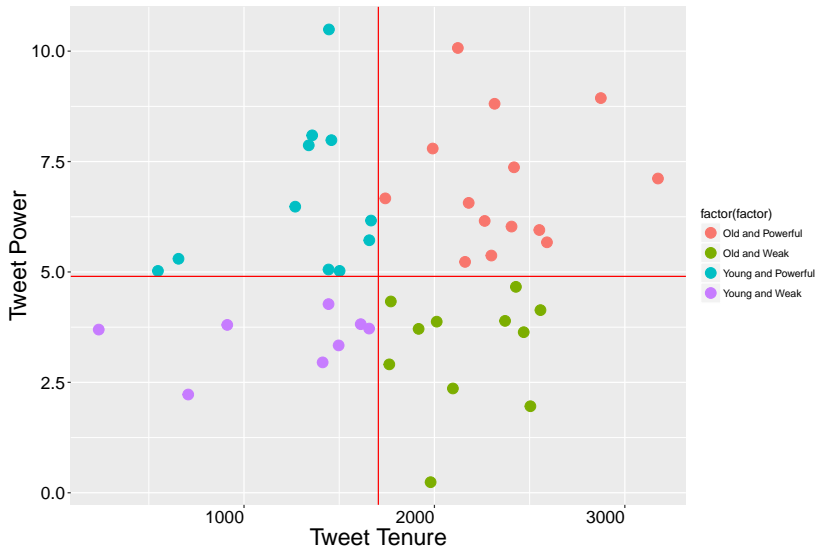
Heatmap For Tweet Density Female Tweets Heatmap



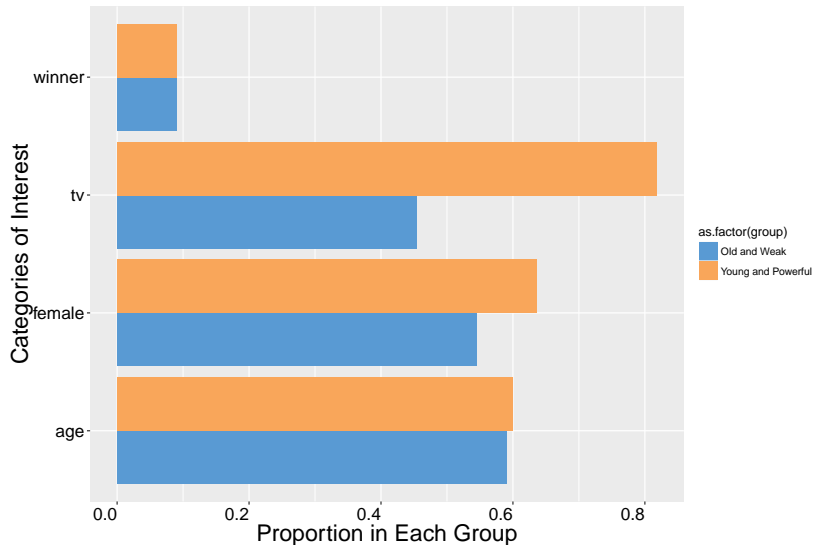
Male Tweets Heatmap



Scatter Plot for Tweet Power VS Tweet Tenure

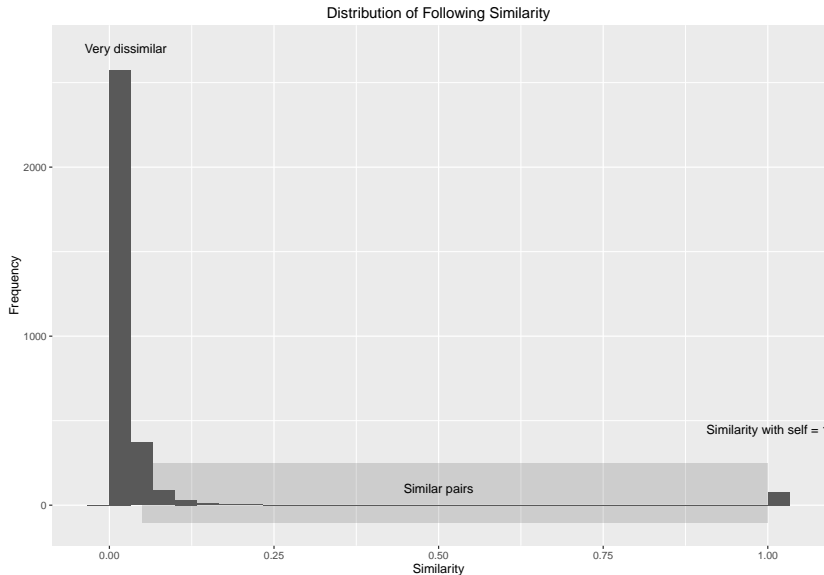


Profile Plot

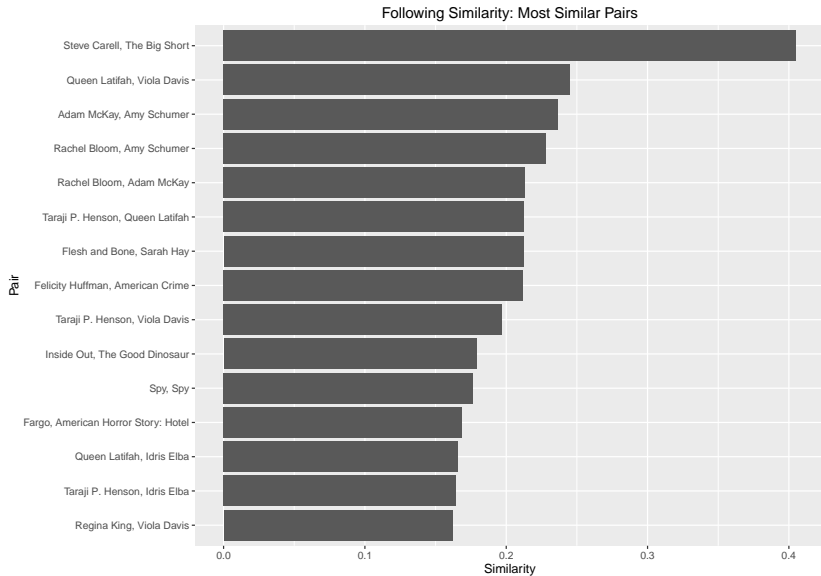


Peter Slide 1

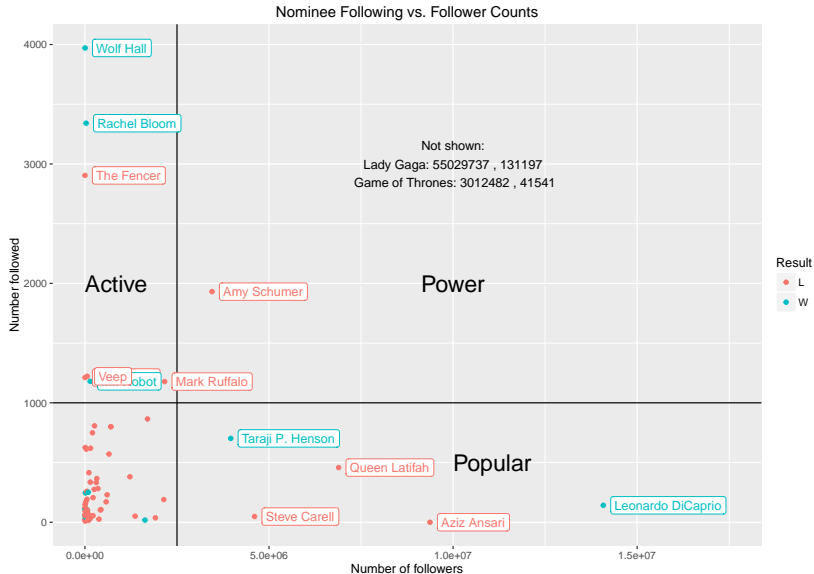
`stat_bin()` using `bins = 30`. Pick better value with



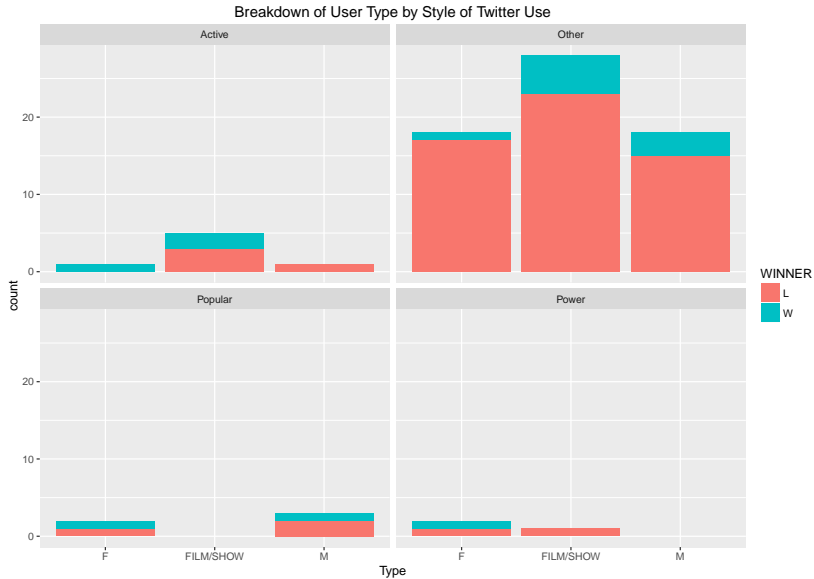
Peter Slide 2



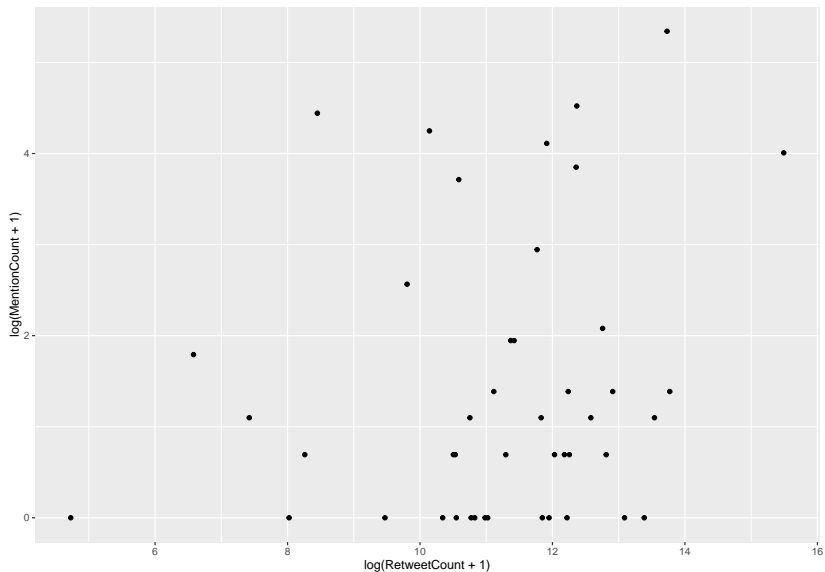
Peter Slide 3



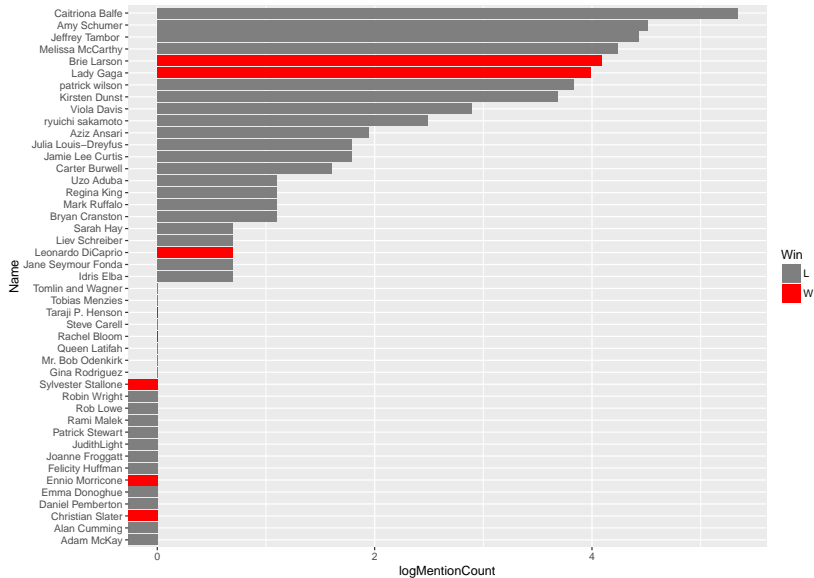
Peter Slide 4



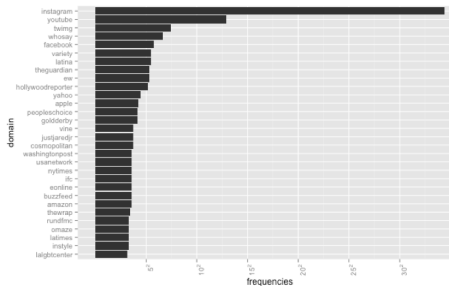
Boying Slide 1



Boying Slide 2



Boying Slide 3

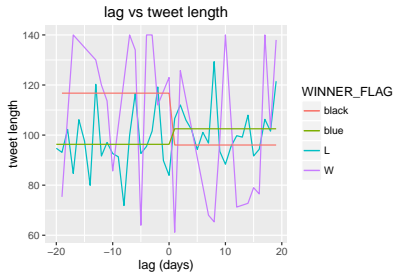
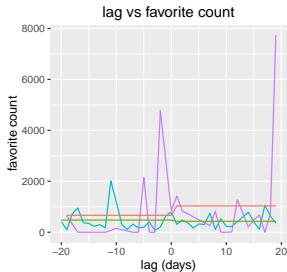
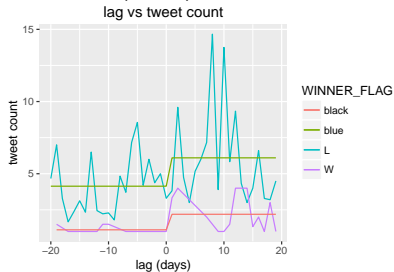
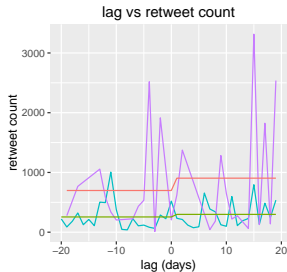


Boying Slide 4

Male	PercentageM	Female	PercentageF
youtube	0.91	instagram	6.01
instagram	0.55	whattheflicka	1.56
whosay	0.40	youtube	0.39
apple	0.28	facebook	0.28
facebook	0.15	twimg	0.22
usanetwork	0.14	latina	0.14
ifc	0.14	ew	0.13
hollywoodreporter	0.12	variety	0.13
twimg	0.11	theguardian	0.13
ew	0.10	yahoo	0.10

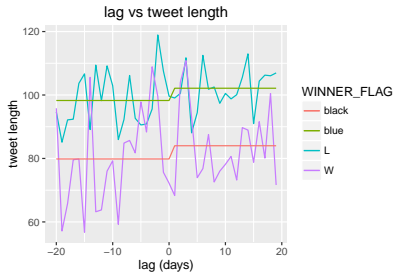
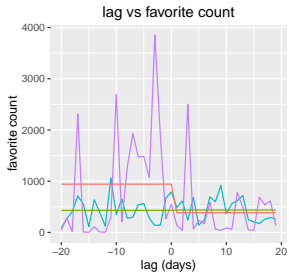
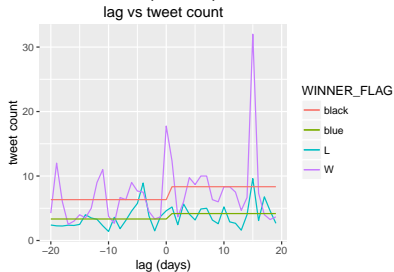
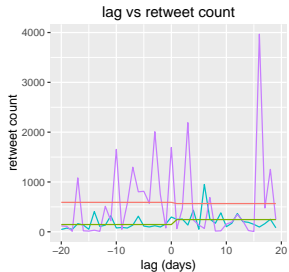
Tomofumi Slide 1

Male Winners vs Male Losers (mean)



Tomofumi Slide 2

Female Winners vs Female Losers (mean)



Conclusion and Next Steps

- ▶ Nominee Analysis shows distinct behaviour patterns
- ▶ Next Steps:
 - ▶ Do the analysis for Golden Globes 2015, 2014, 2013
 - ▶ Look at nominee influence via external data e.g. box office
 - ▶ Download large amount of historical follower analysis
 - ▶ Analysis of twitter users the nominees follow