

RESEARCH QUESTIONS

- Is the public discourse surrounding NBA stars relatively **rational**?
- Do stars become more **popular** with better **performance**?
- Does the **conversation** about these players swing **positively** and **negatively** even based off of single games?

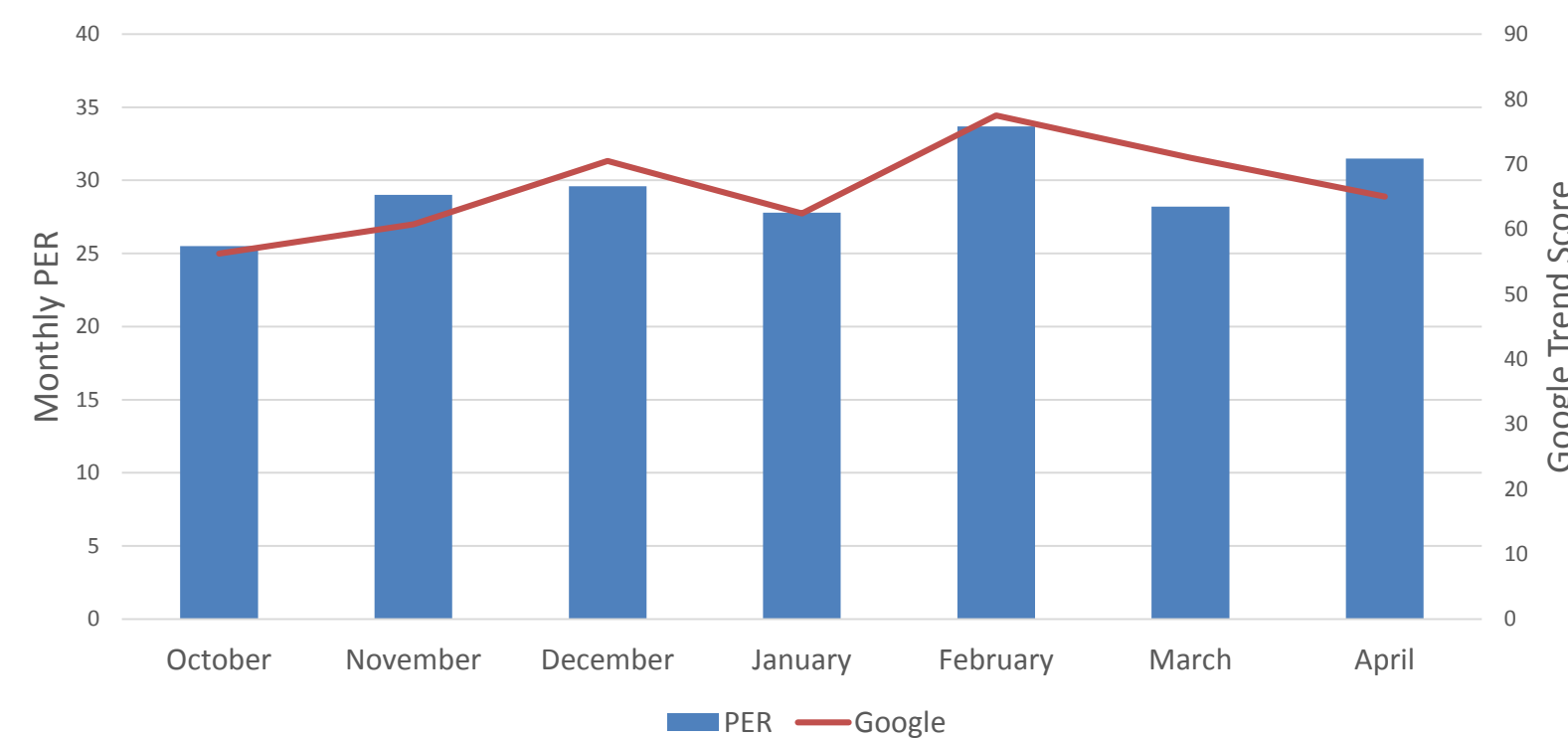
DATA

- Performance measured by different sets of statistics, including points per game, shooting percentage and the Player Efficiency Rating (PER) statistic created by ESPN
- Popularity measured by Google Trends split into monthly averages
- Positive and negative sentiment measured by Twitter analysis before and after recent playoff games

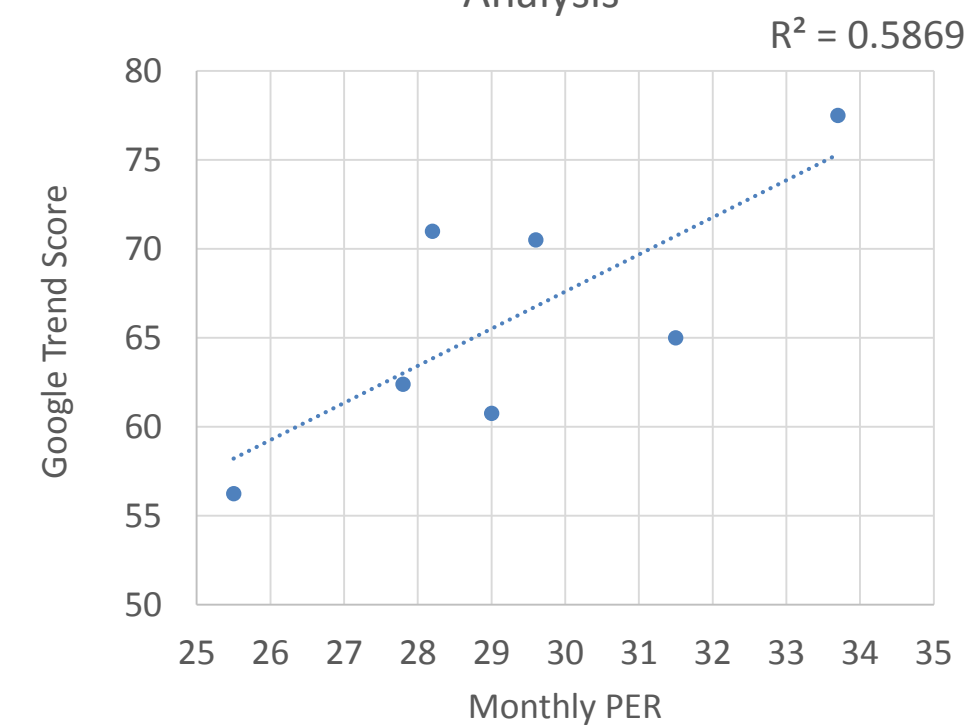
GOOGLE ANALYSIS

- Fans seem to be more rational with more seasoned NBA players.
- LeBron James' Google traffic correlated with his Player Efficiency Rating better than any other combination of player statistic and Google traffic

LeBron James PER vs Google Trend Analysis

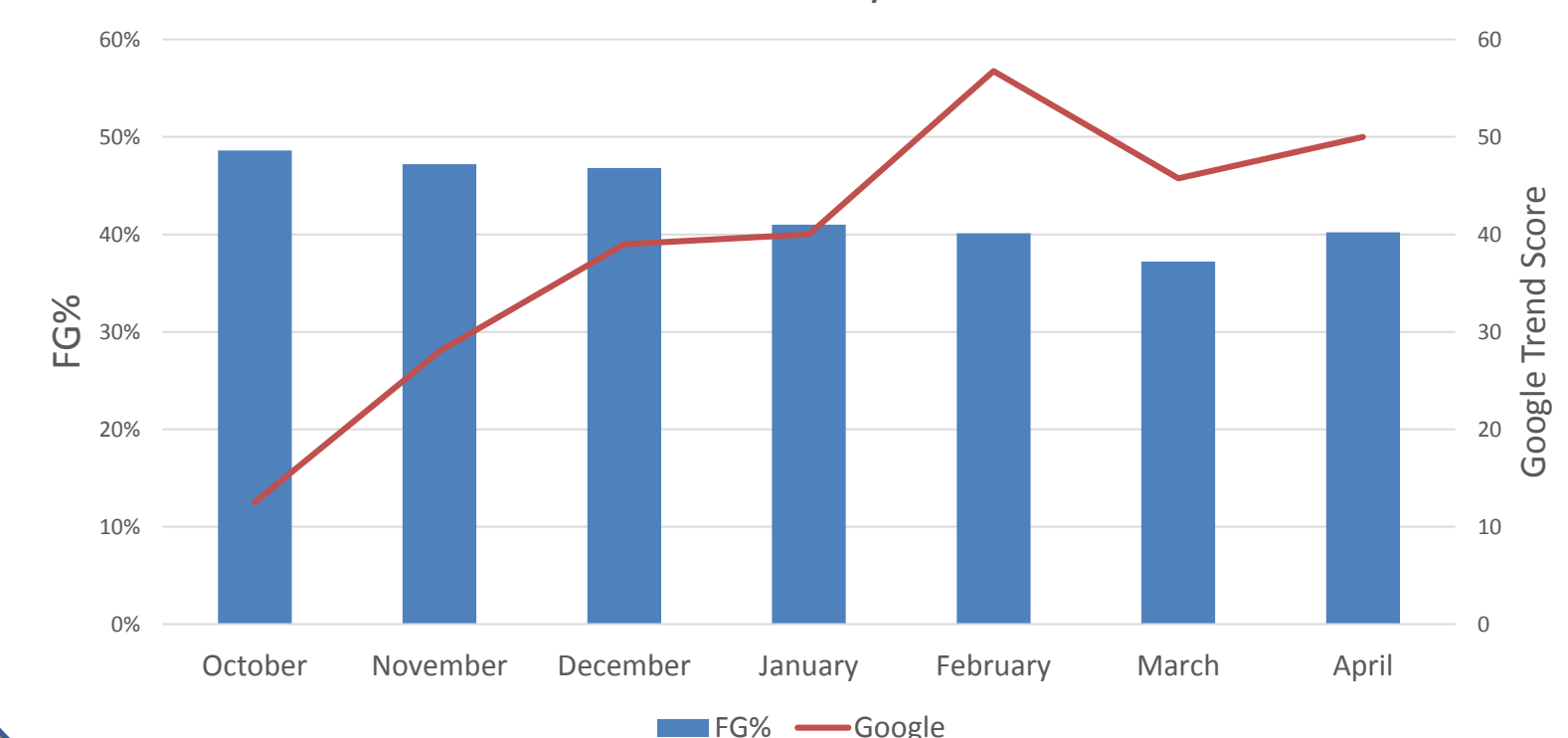


LeBron James PER vs Google Correlation Analysis

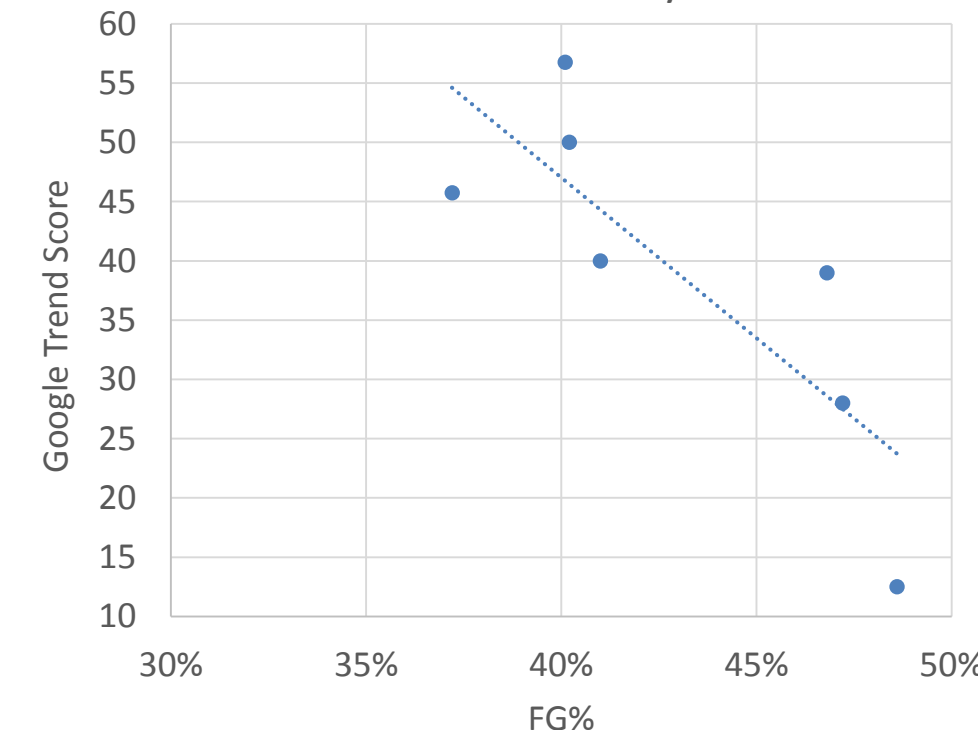


- Comparatively, less seasoned players such as Paul George were not treated so rationally
- His PER, Points per Game and Field Goal % all correlated negatively with his Google Trend Score, with his FG% showing the strongest negative relationship of any combination

Paul George FG% vs Google Trend Analysis



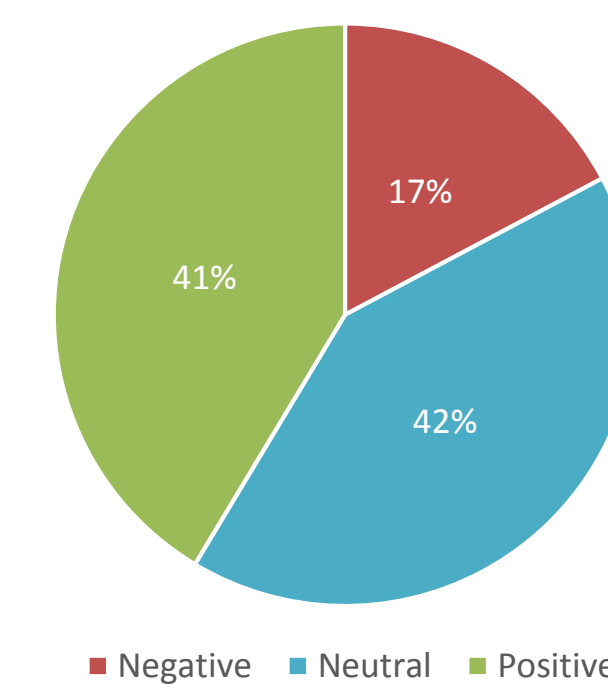
Paul George Field Goal % vs. Google Correlation Analysis



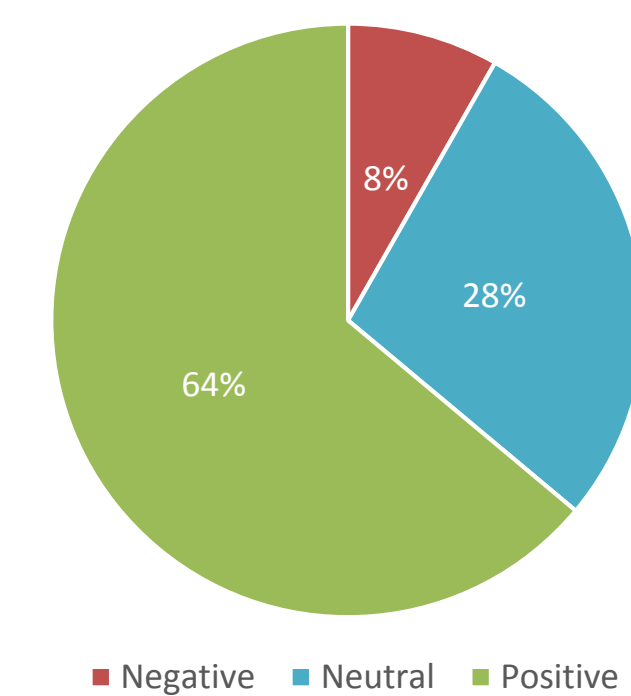
TWITTER ANALYSIS

- On May 28th, the Miami Heat, featuring LeBron James, and the Indiana Pacers, featuring Paul George, played in Game 5 of the Eastern Conference Finals.
- Before the game, tweets reflected the following sentiment towards each player

#PaulGeorge Tweets Before Game 5 of Eastern Conference Finals

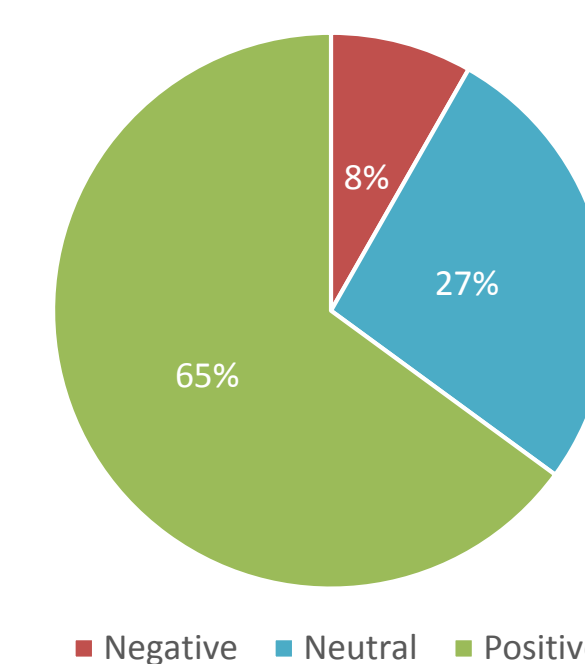


#LeBronJames Tweets Before Game 5 of Eastern Conference Finals



- During the game, Paul George put on a superstar performance, scoring 37 points including 21 in the 4th quarter to lead the Pacers to victory. LeBron James also played well, but made a crucial pass at the end of the game instead of shooting.
- After the game, tweet sentiment looked very different for each player

#PaulGeorge Tweets After Game 5 of Eastern Conference Finals



#LeBronJames Tweets After Game 5 of Eastern Conference Finals

