



# #EncourageEveryoneIn4Words

Fei, Yang      Wu, Qiuhan  
Kim, Stephanie      Dombrowski, Alex

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# #EncourageEveryoneIn4Words

- “We have unlimited juice”
- “Pizza pizza pizza pizza”
- “At least Hitler’s Dead”
- “Tomorrow is not Monday”

• ...

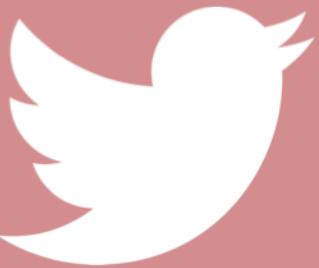


# Introduction

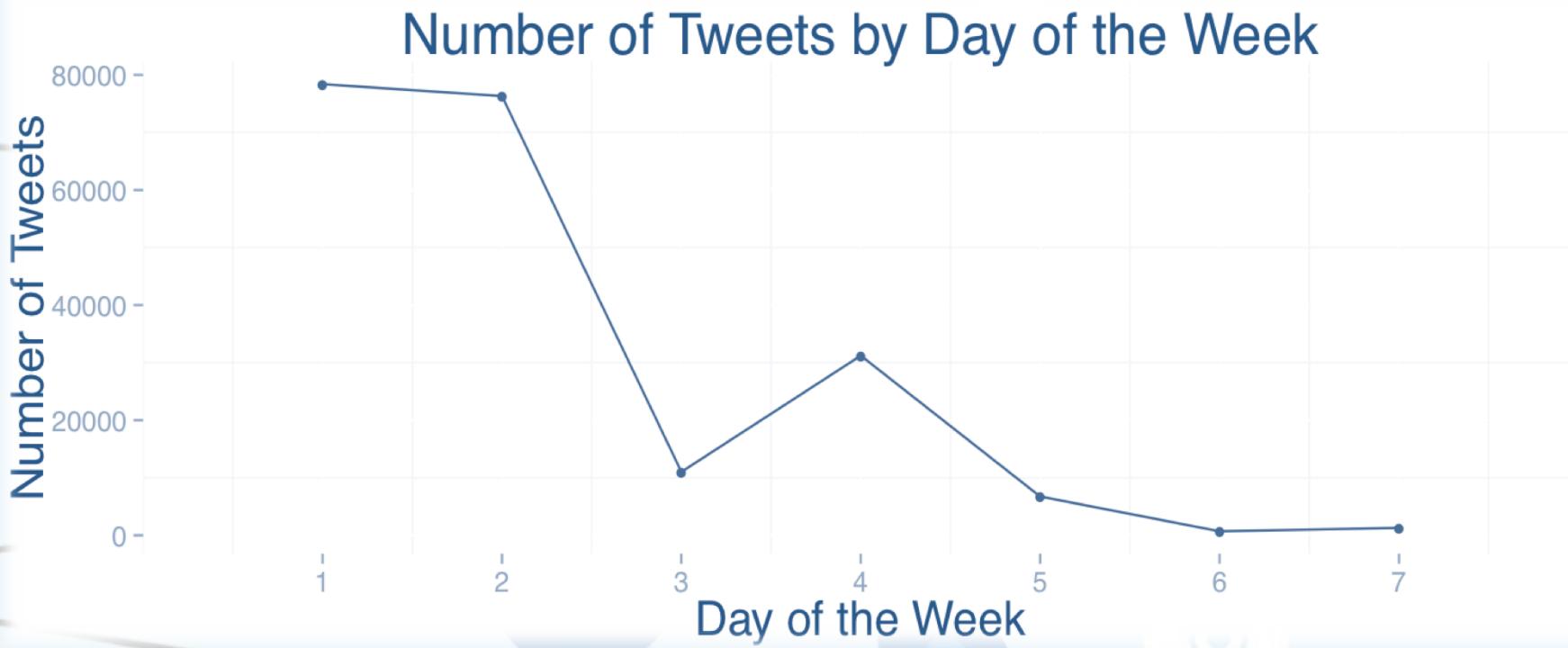
- #EncourageEveryoneIn4Words

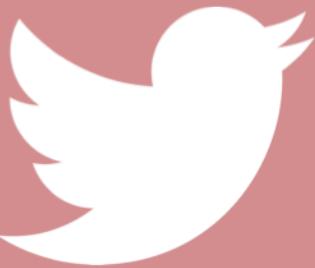
- Encouragements by Time of the Week
- Common Encouragement Topics

- Popular Retweets

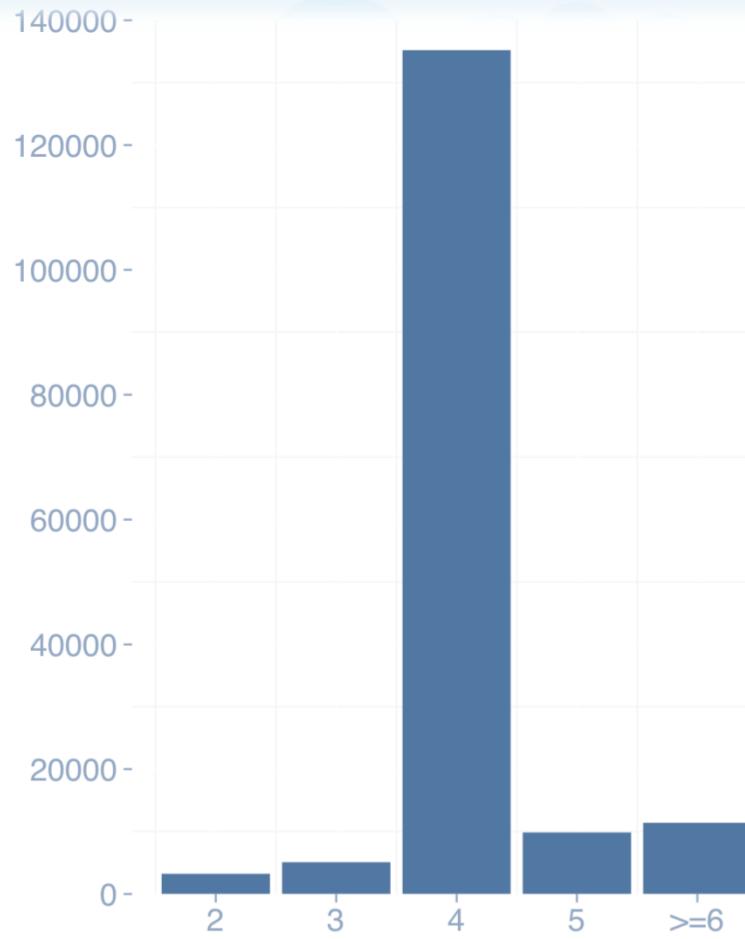


# Time Series of Hashtag Activity





# #EncourageEveryoneIn4Words



One tweet was 24 words long:

"It DOES get better. Its not the end. It will be okay. I love you lots. Im here for you. You're a beautiful person."

(Max tweet was 26 words long)



# Monday

A vibrant, abstract word cloud collage composed of numerous words in different colors (yellow, orange, red, green, blue, purple) and sizes. The words are arranged in a non-linear, overlapping fashion across the frame. Some words are accompanied by small, semi-transparent rectangular boxes containing additional text, such as 'zayn people good' next to 'alone', 'make tomorrow' inside a large blue circle, and 'today' next to a blue arrow pointing right. The overall composition is dynamic and expressive, with a focus on color and shape.

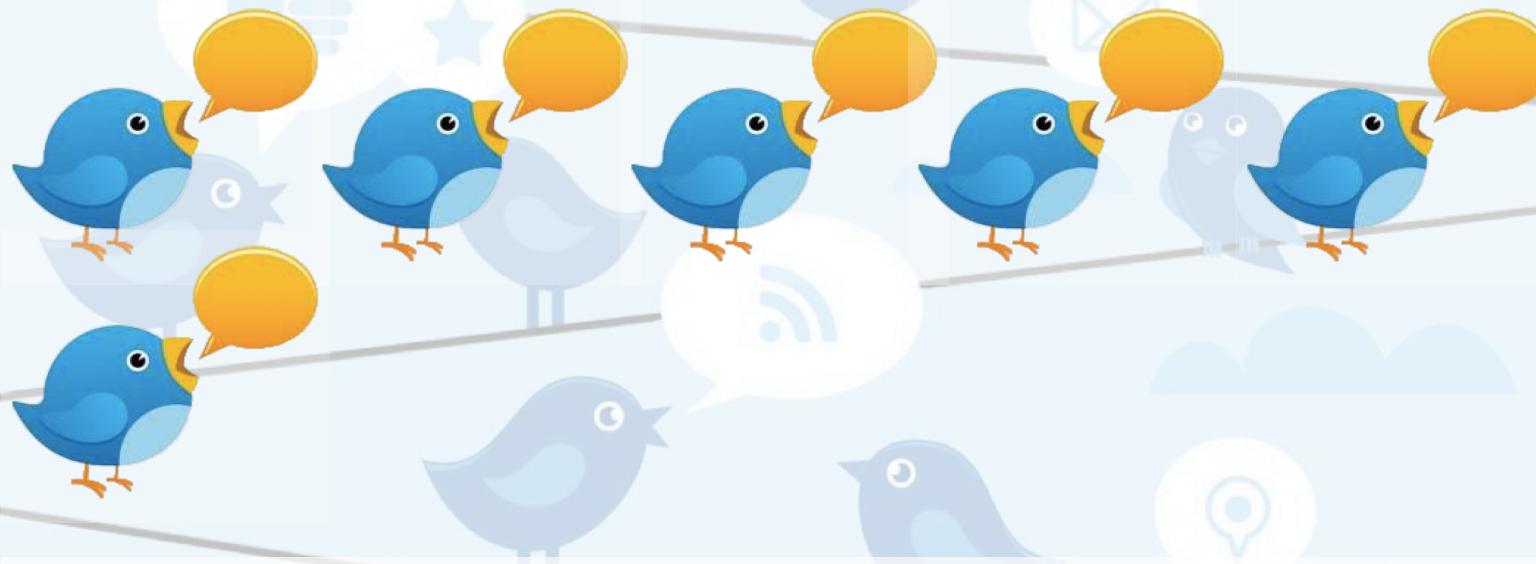


# Monday: Important Words



# Lexical Richness

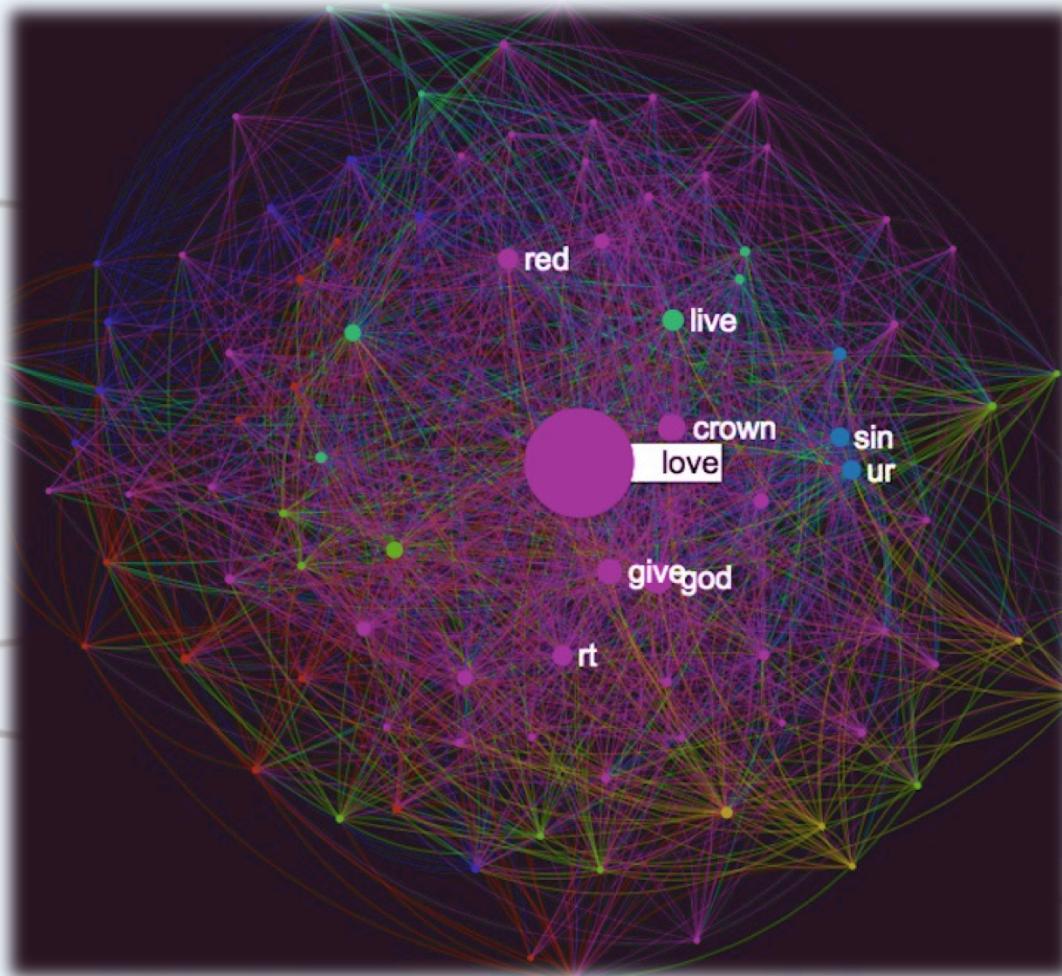
1 UNIQUE WORD



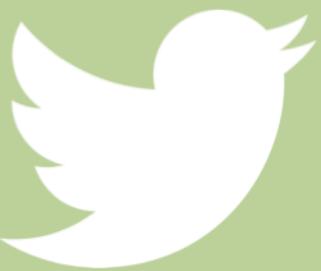
EVERY 6 TWEETS



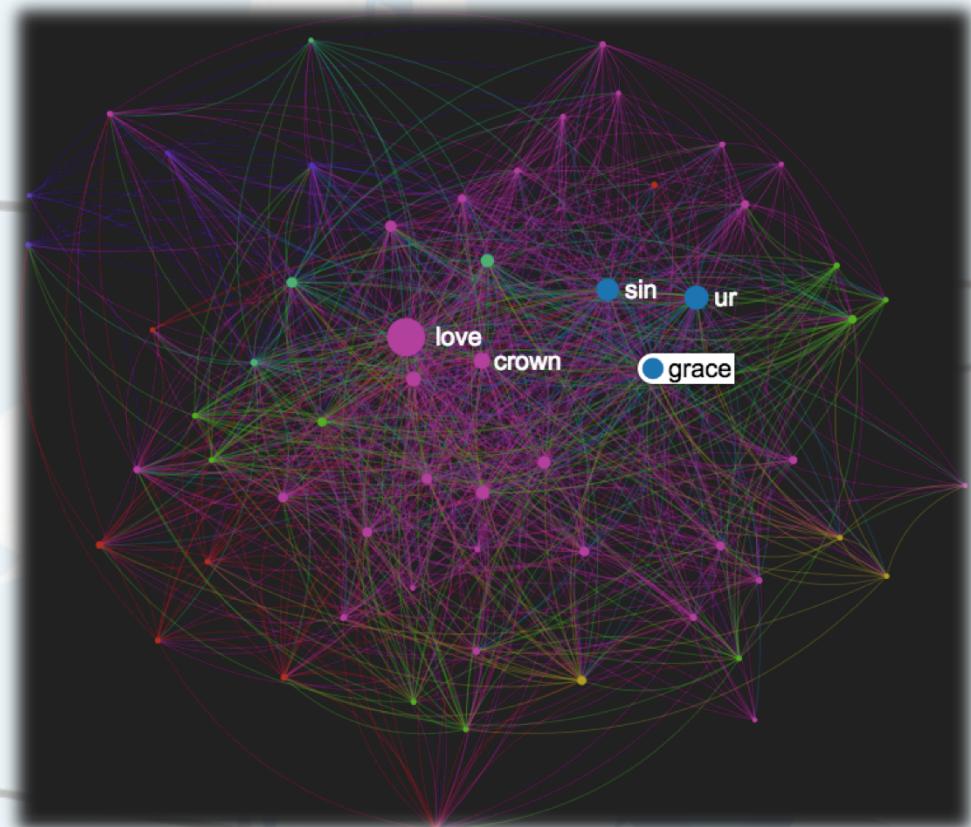
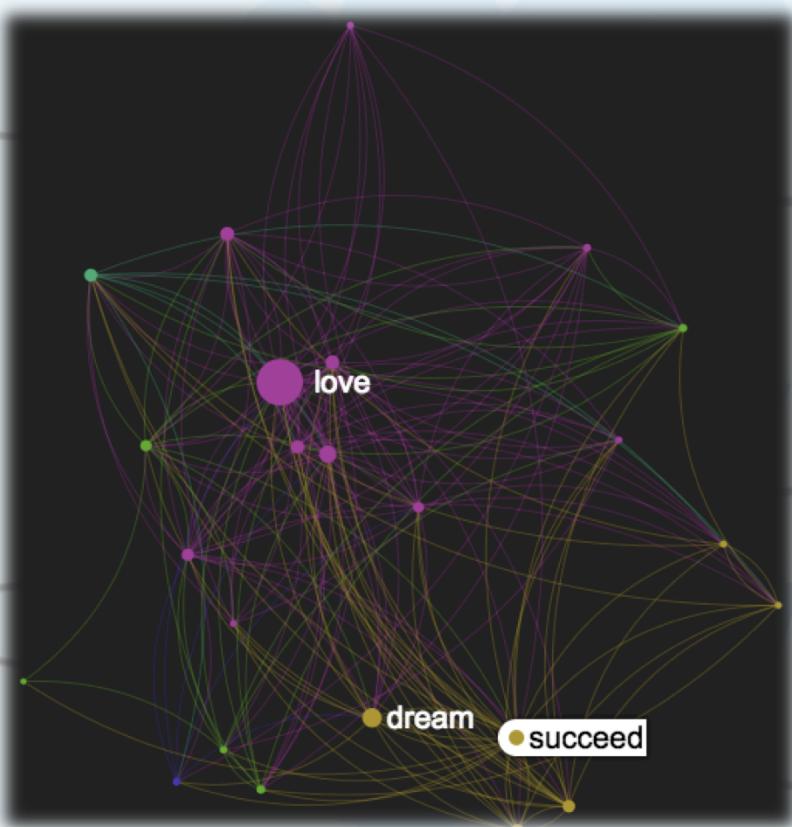
# Text Network



- Different Color  
Different Word  
“Community”
- Size of Node  
Degree of  
connectivity to  
other  
“communities”



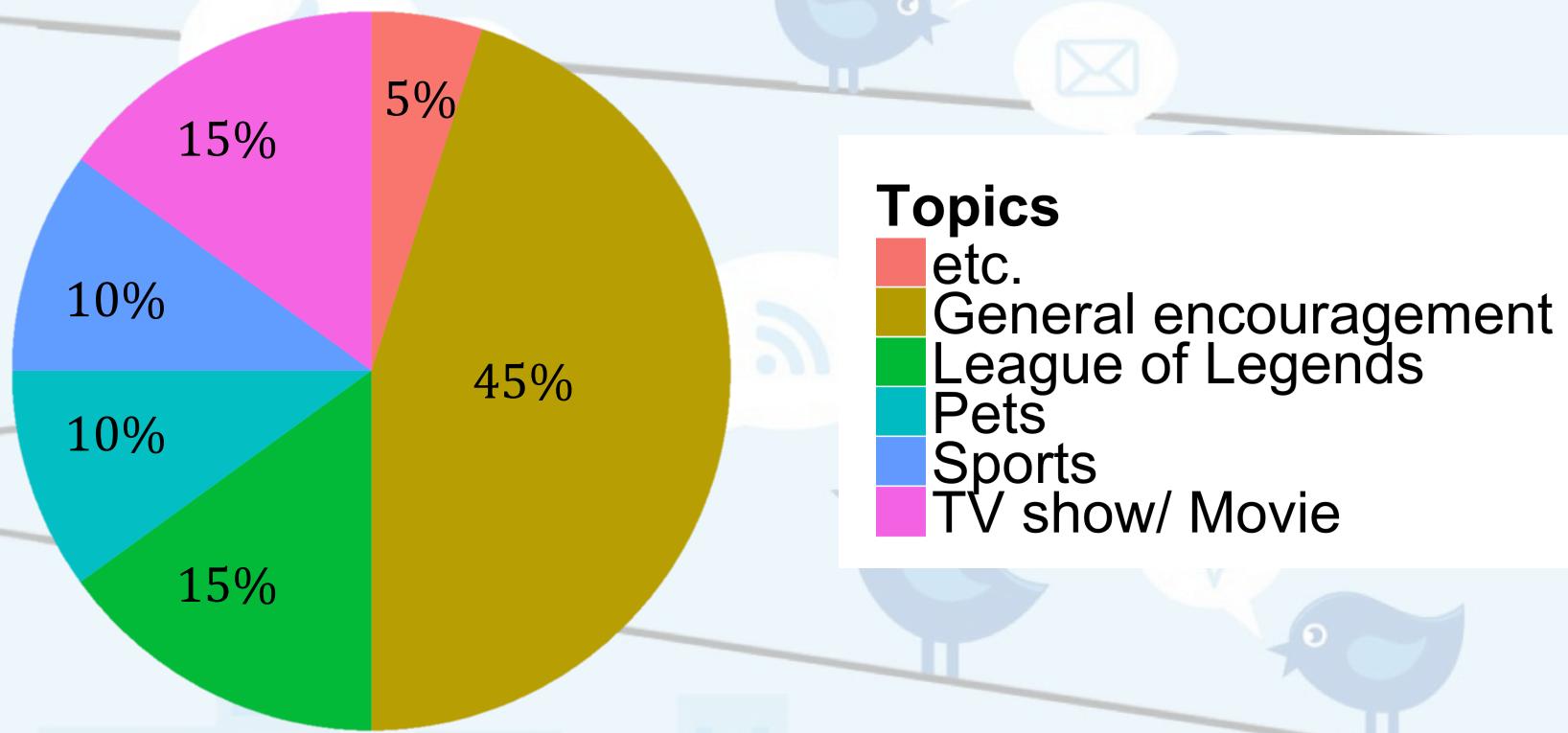
# Text Network





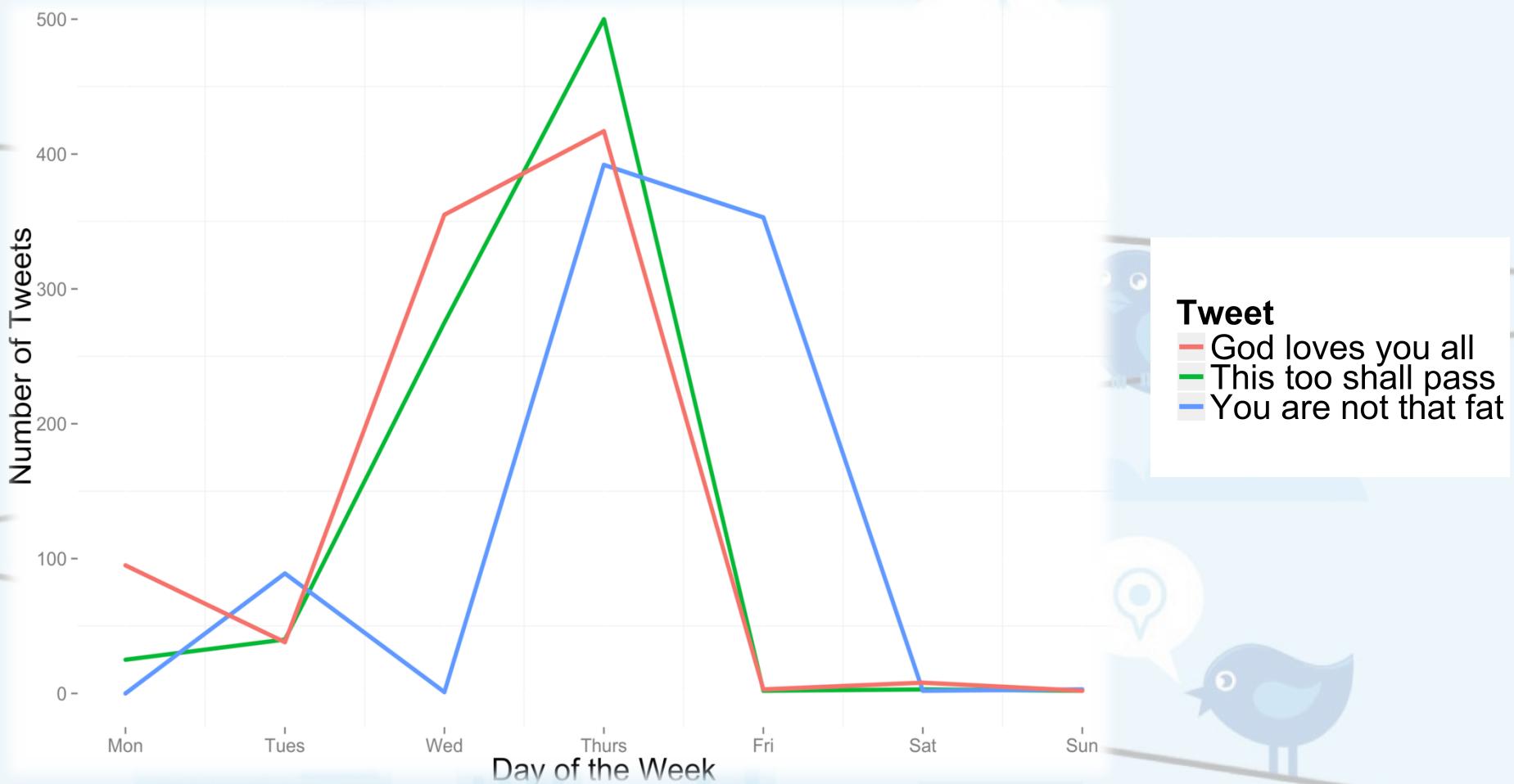
# Common Encouragement Throughout the Week

Top 20 famous tweets last week with our hashtag





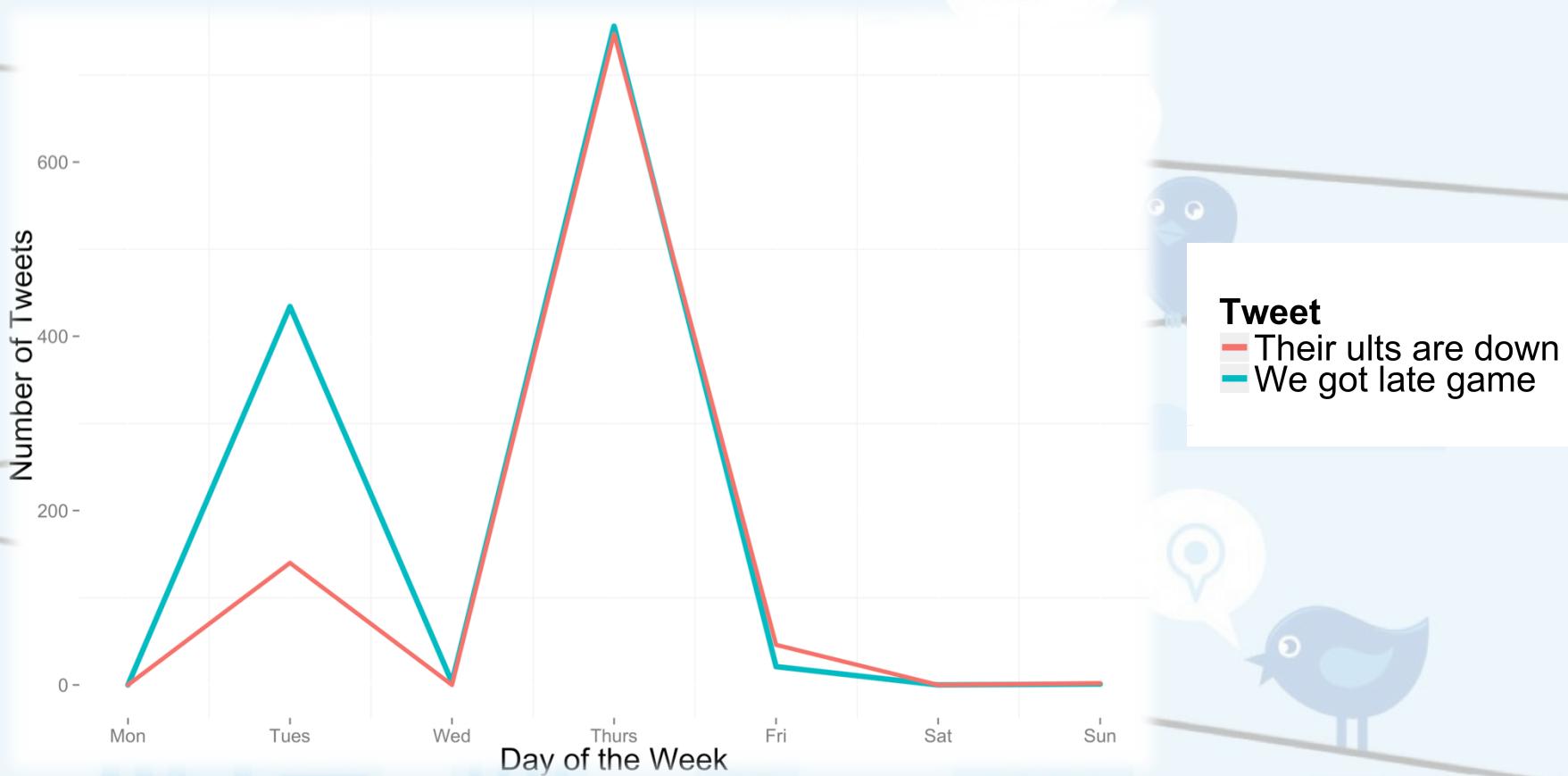
# General Encourage





# League of Legend

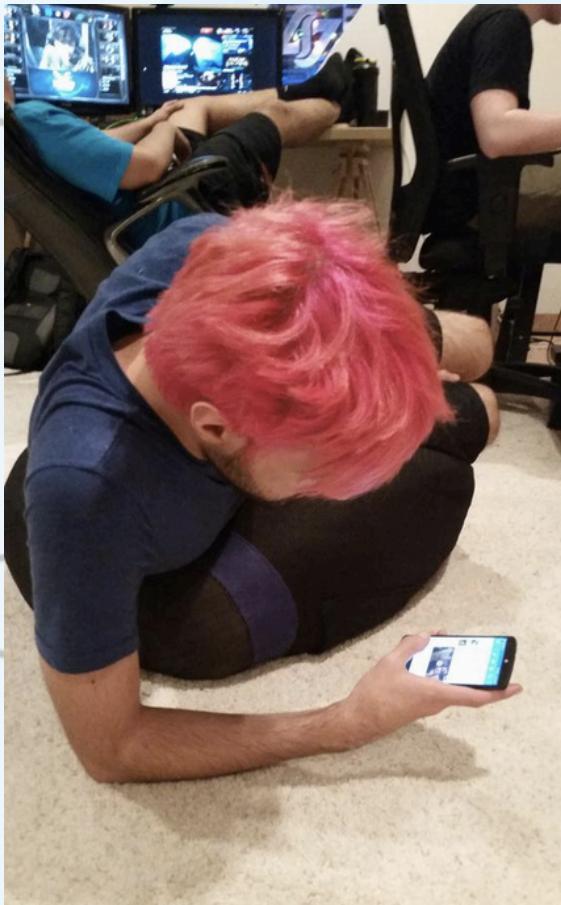
- We got late game : Losing at first, but winning at last
- Their ults are down : The other team has run out of ultimate skill





# League of Legend

One of the popular tweets related to “LOL” was “my boss is pink”



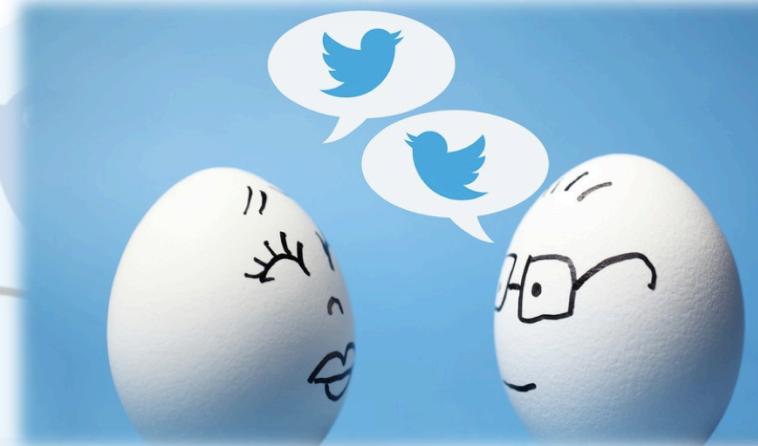
A screenshot of a tweet from Yiliang Peng (@CLGDoublelift). The tweet reads: "my boss is pink #EncourageEveryoneIn4Words". It has 927 retweets and 825 favorites. The timestamp is 5:19 PM - 2 Mar 2015. The tweet is displayed on a light blue background with a large blue bird icon on the right side.

Yiliang Peng is one of the most popular LOL player. Looks like he is an influential person!



# TV Show/Movies/Sports/Pets

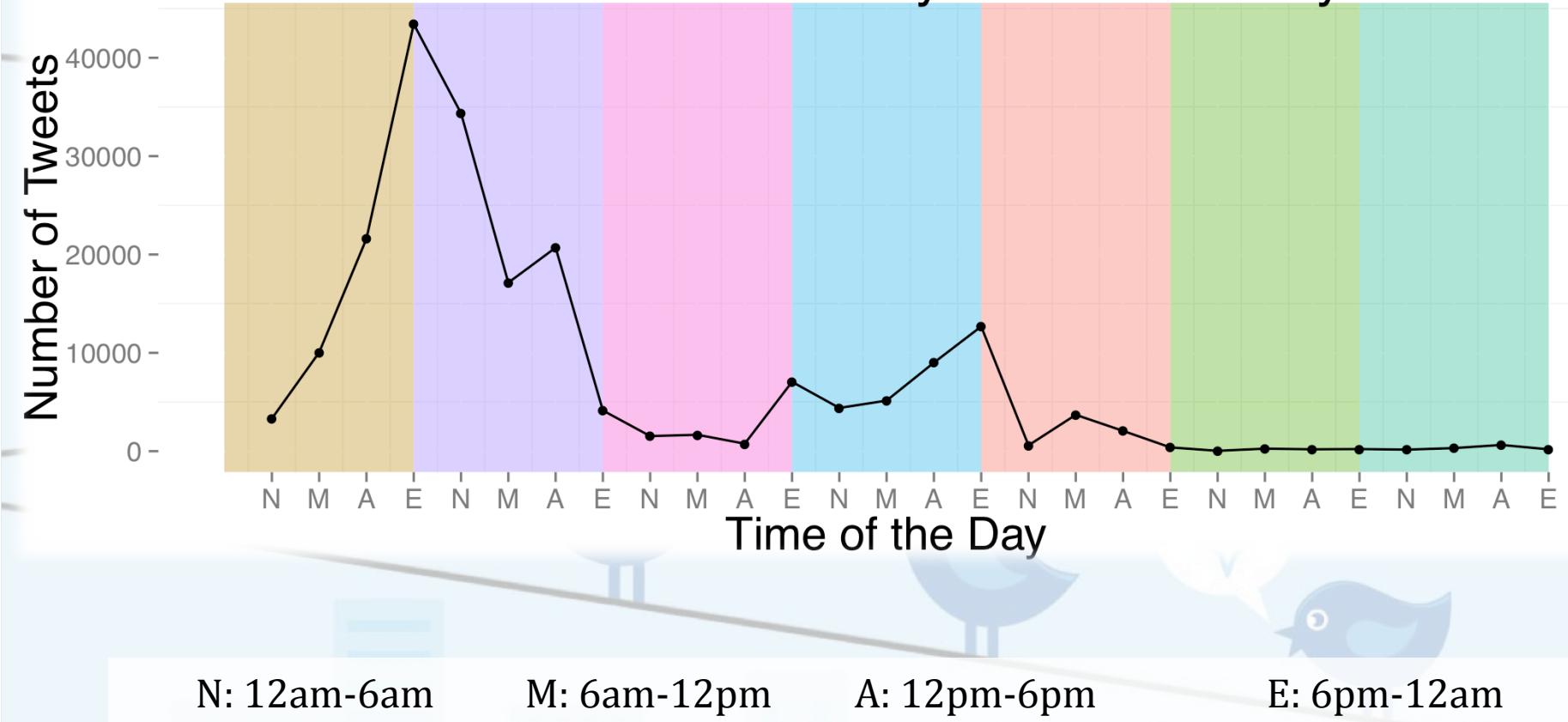
- Season 2 is coming (Carmilla TV show)
- The fosters is on (The Fosters TV show)
- LEGO Jurassic World game!
- Baseball season is coming
- Some cats won't kill

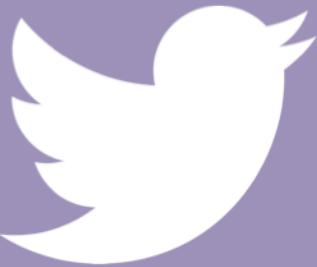




# Traffic by Time of Day

## Number of Tweets by Time of the Day





# Popular Retweeted Encouragements

1

@FucoidanReviews

“Feel..Think..Pray..Conquer”

retweets: 2299

followers: 15.3k

@Peta

2086

2

“Please adopt don't buy”

550k

3

@MarkusAndalon

2053

“You can do anything”

338k

@SkyWilliamsTho

1753

4

“Dream big. Don't stop”  
“You CAN win, Coast!”

130k

5

@Mr\_Mike\_Clarke

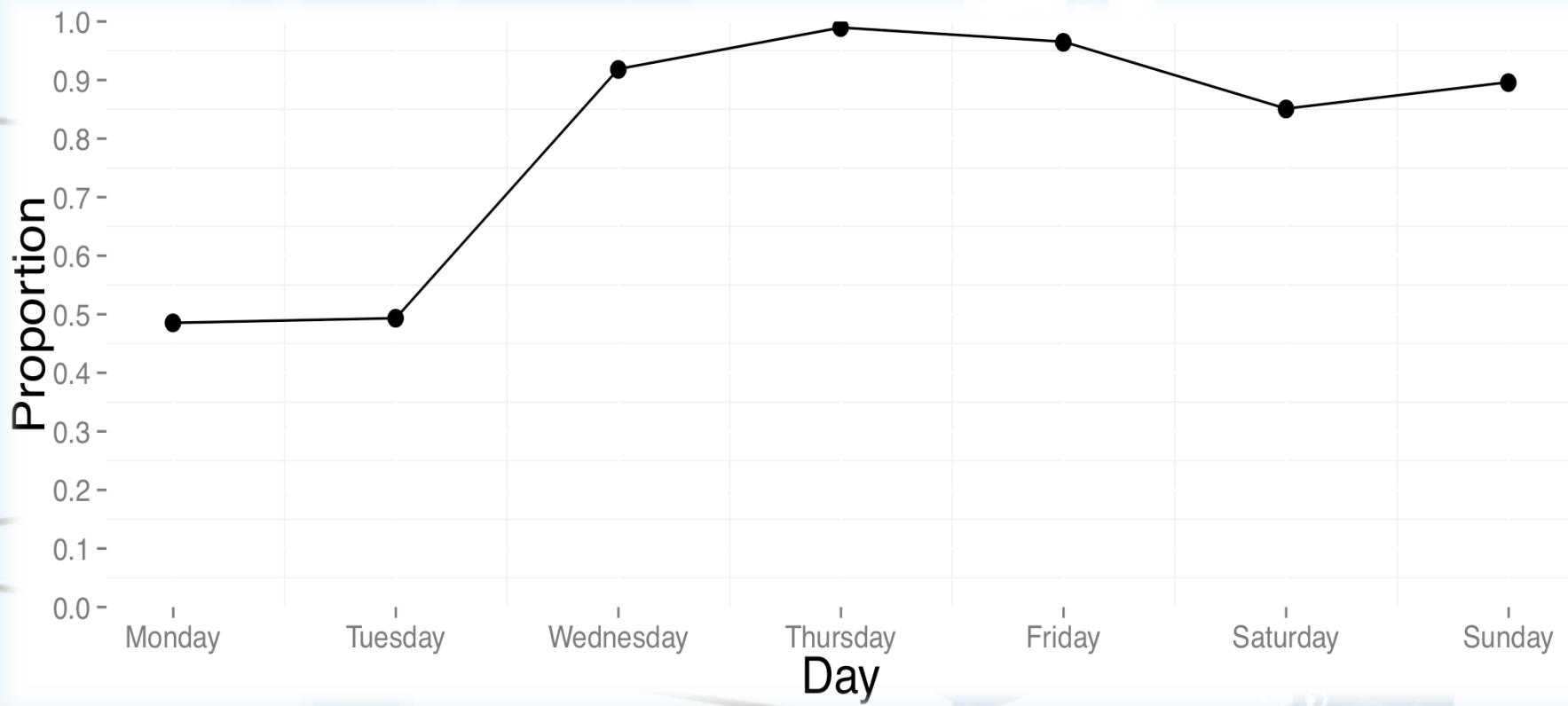
1360

“People like this exist”

171k



# Retweeting Trend





# Summary

- What we found:
  - Tweets followed certain themes
  - Cyclical nature of tweet activity
  - Tweets become almost all retweets by day 3
- Next Steps:
  - Look at other trendy hashtags to see if above patterns hold
  - Explore how popular tweets propagate hashtag activity



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