

Background
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Themes
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Retweets
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Twitter

#EncourageEveryoneIn4Words

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March 11, 2015

Background

1 Background

- #EncourageEveryoneIn4Words

2 Themes

- Common encouragements
- Encouragements segmented by time

3 Retweets

- Popular tweets

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#EncourageEveryoneIn4Words

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Some Interesting Tweets

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

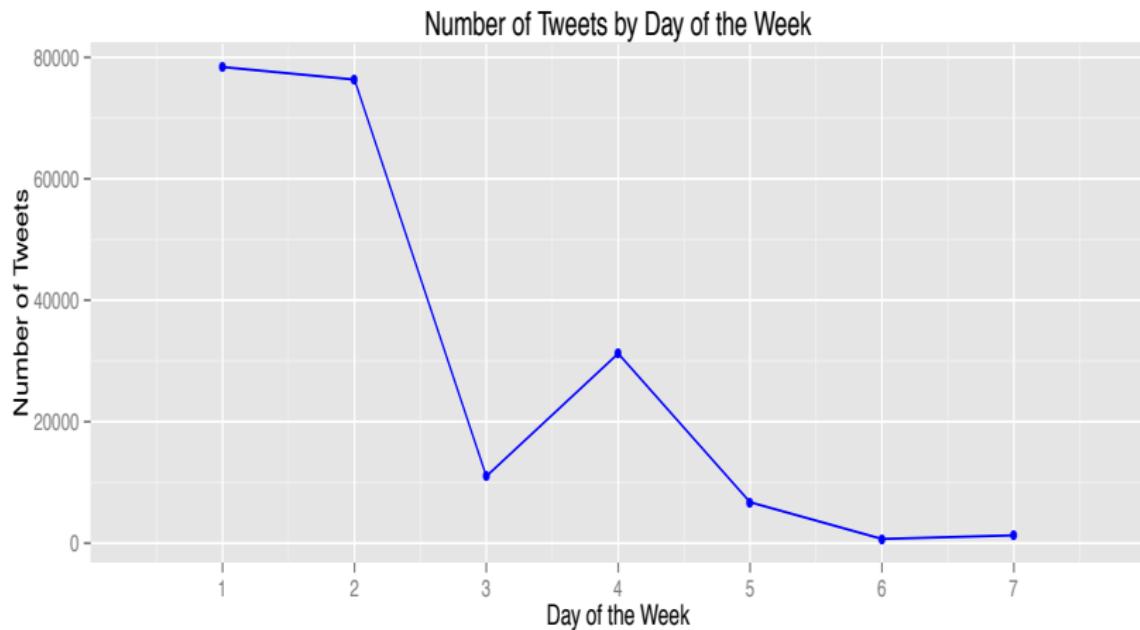
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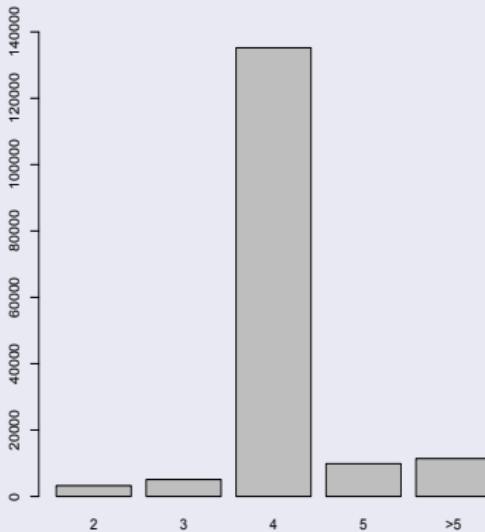
#EncourageEveryoneIn4Words

Time Series of hashtag activity



4 words was too difficult for some tweeters

Number of words in tweets for
#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)

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Monday



Monday: No Stop Words



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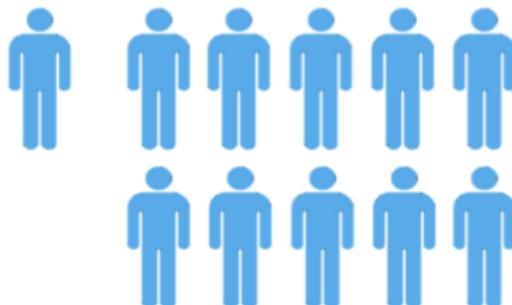
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Uniqueness of Words

Monday

1 UNIQUE WORD

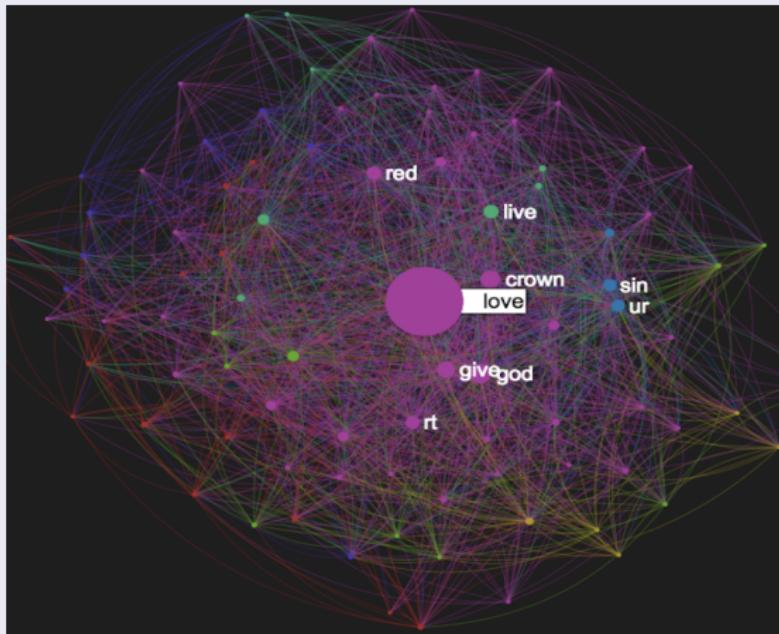


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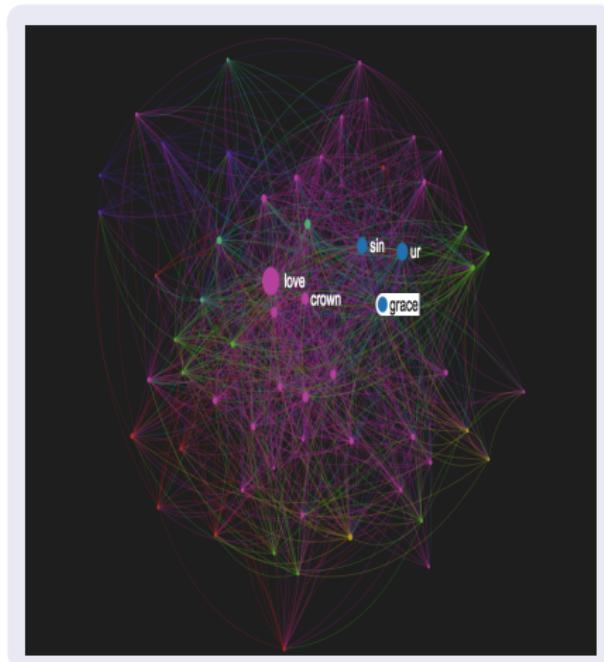
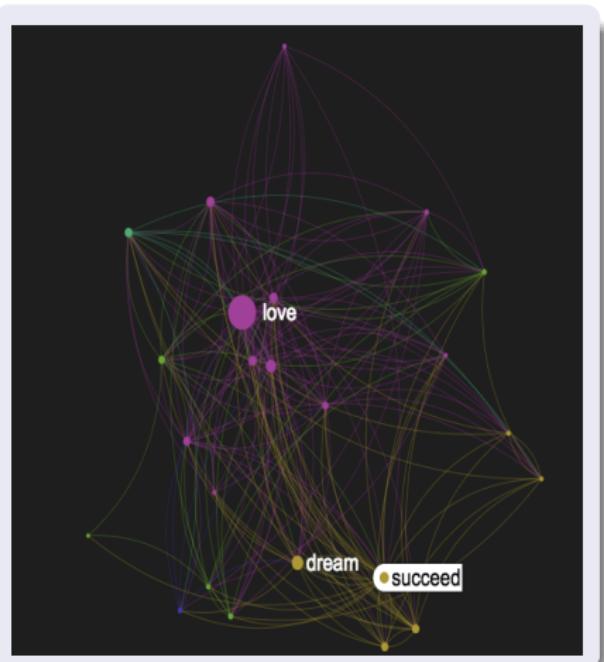


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Common encouragements

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Common encouragements throughout the week

- 1) General Encouragement
- 2) League of Legends
- 3) TV show / Movie
- 4) Pets / Sports

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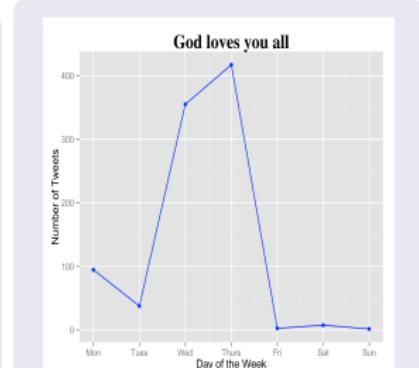
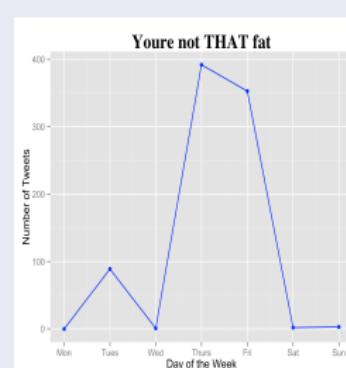
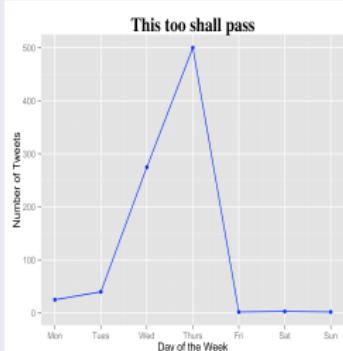
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Common encouragements

1) General Encouragement

Most of the tweets were posted in the middle of the week

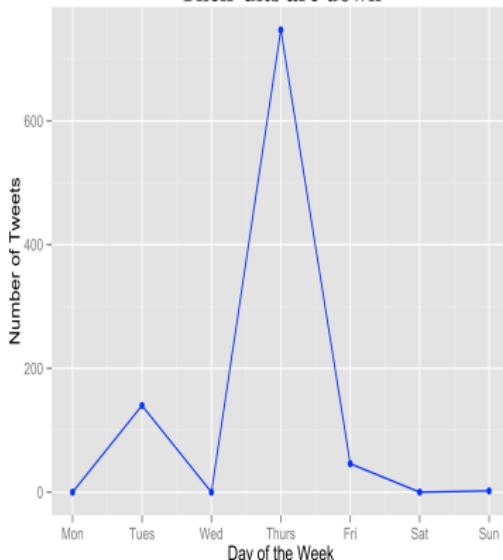


Common encouragements

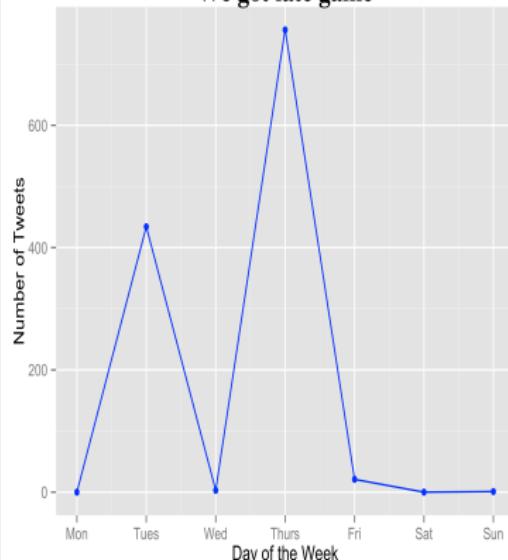
2. League of Legends

Most of the tweets were posted on Tuesday and Thursday.
Maybe there was a big game match?

Their ults are down



We got late game



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Common encouragements

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



 **Yiliang Peng**
@CLGDoublelift 

my boss is pink
#EncourageEveryoneIn4Words

   
RETWEETS 927 FAVORITES 825

5:19 PM - 2 Mar 2015

Yiliang Peng

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

Common encouragements

3. TV shows / 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



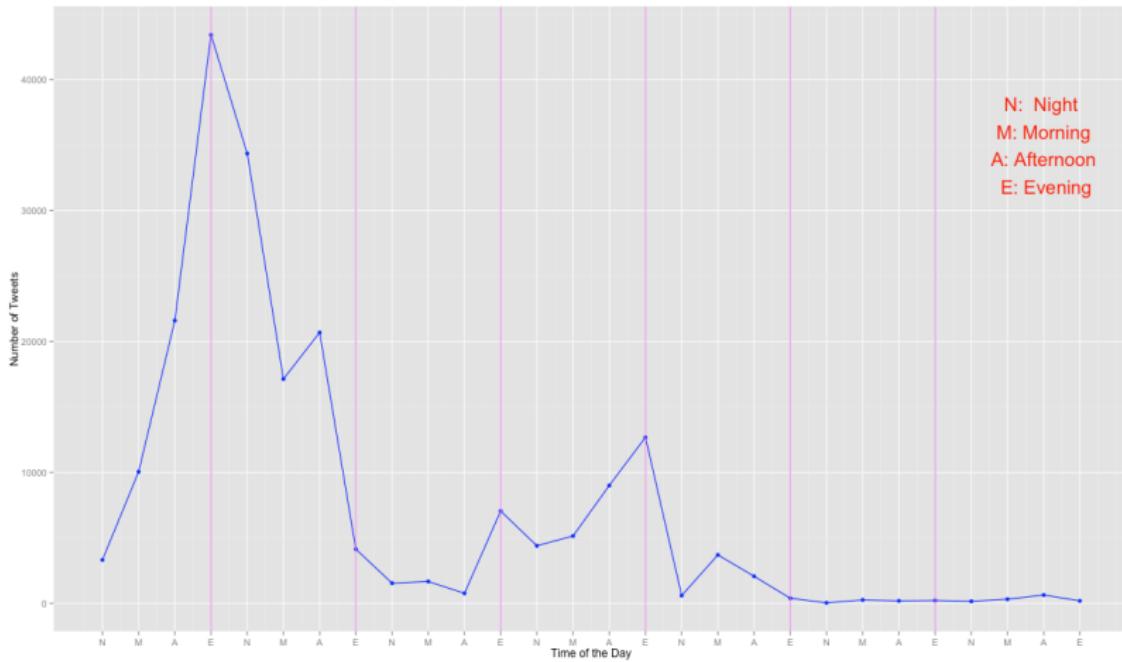
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Encouragements segmented by time

Tweets traffic by time of day



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Popular tweets

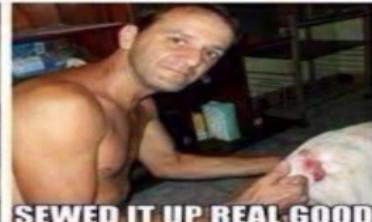
Popular retweeted encouragements

Twitter Name	Tweet	Retweets	Followers
FucoidanReviews	Feel..Think..Pray..Conquer	2299	15.3k
peta	Please adopt don't buy	2086	550k
MarkusAndalon	You can do anything	2053	338k
SkyWilliamsTho	Dream big. Don't stop	1753	130k
	You CAN win, Coast!		
Mr_Mike_Clarke	People like this exist	1360	171k

Table: Top retweeted people.

Popular tweets

@Mr_Mike_Clarke “People like this exist”



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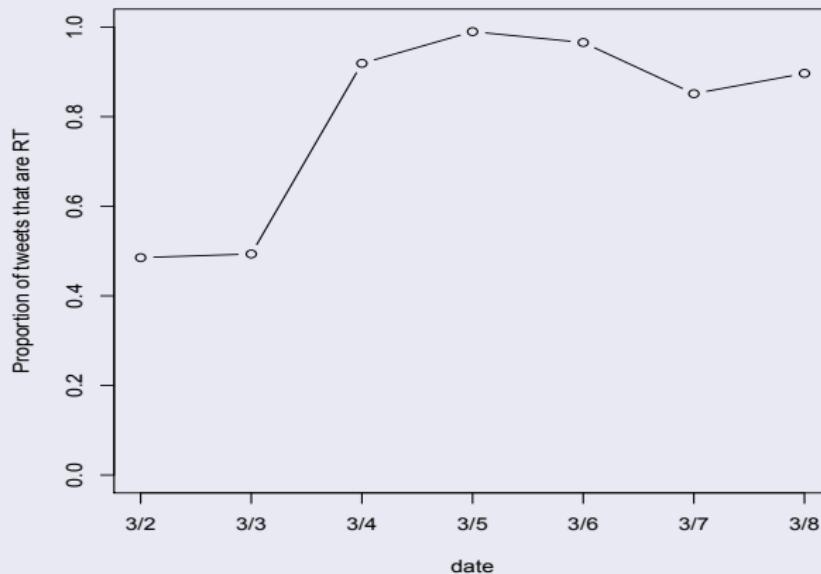
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Popular tweets

Retweets

Proportion of tweets each day that were retweets



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Popular tweets

Summary

- Tweets for a hashtags are original at first, then simply retweeted. Is this true for other hashtags?
- Tweet activity for hashtag is cyclical throughout the week.