Conversational algorithm

We have defined conversations on twitter as a sequence of tweets between multiple users where there must be a maximum of 28 minutes time in between these tweets. The sequence must have at least 2 participating users, and 2 tweets.

We have created an algorithm that can find these conversations, as an input we give it any tweet and a large amount of tweets around it, and it returns to us a list of all conversations that have taken place as replies to this tweet.

We can use this algorithm in many different cases, but mostly for relevant feedback to KLM’s twitter account, such as can we see any recurring themes or critiques that customers have on our facebook page. Or we can use this in combination with our sentiment analysis tool to see whether some of our tweets spark more negative or more positive conversation.

Here is an example of a conversation:

KLM made a tweet about sustainable aviation fuel, to which another tweeter replied with a link that supposedly proved that the biofuel klm was promoting is at least as dangerous as regular kerosine another twitter user then states another positive point about biofuel to which the initial replier says that this is not a positive point.

Clearly this initial replier has a negative stance towards this KLM tweet.

We believe that the most relevant conversations are conversations that are in reply to KLM’s parent tweets, being tweets that are not replies or retweets made by KLM, so we will continue analysing these tweets next sprint.