

# social media

Information and User Activity

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## Content



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Descriptive Analysis



Findings



Eric Cartman

Confirm

Delete



Kyle Broflovski

Confirm

Delete



Stan Marsh

Confirm

Delete



Kenn





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- **Posts related to politics** tracked much **higher user activity** than non-political posts
- Only focusing on posts from **2018/2019** because the time of posts has an impact on the rates of user activity
- Since this is an American platform, we're focusing on **American politics**
- ~3,000 files, datasets extracted in Feb 2019, hourly snapshots of FB page



Like



Comment

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Tentative Research Question



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**Do political Facebook posts tend to go viral?**

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Like

Comment

---



Tentative Research Question



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**Political posts tend to go viral on Facebook.**

 Like

 Comment



1.

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**Pull comments**

relating to then-current American politics from the datasets.

2.

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**Compare** the number of likes from political posts and non-political posts.

3.

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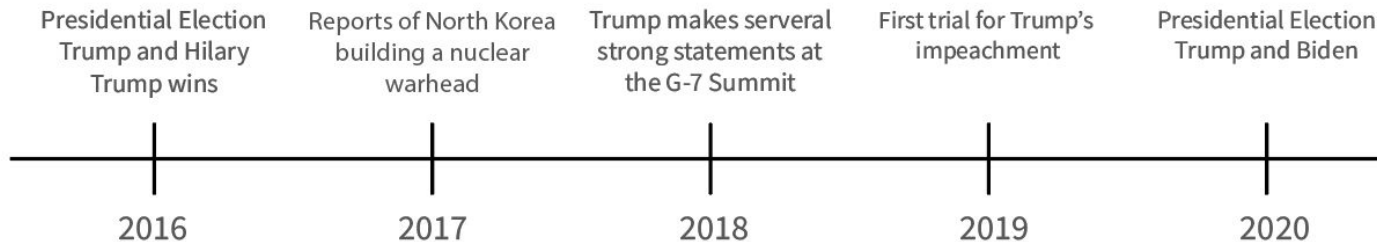
**Verify** if there is a correlation between political content and going viral.



## Some Political Context...



@america\_lore



Like



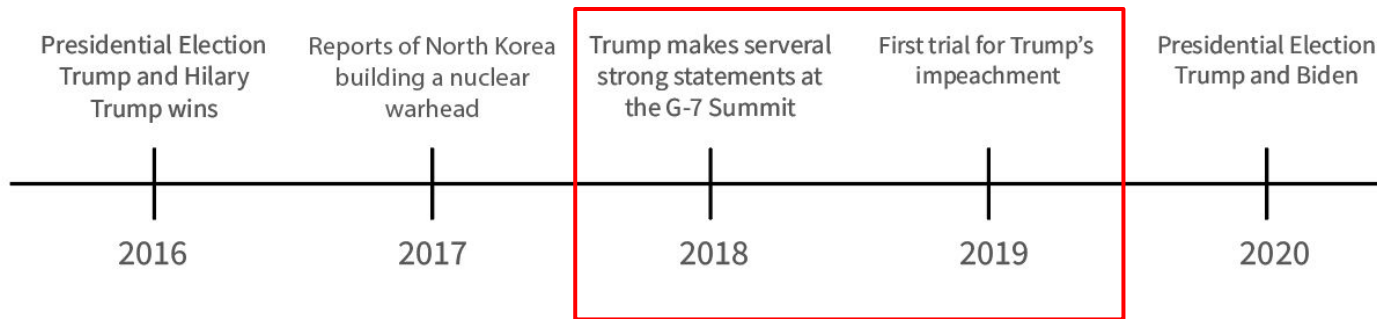
Comment



## Some Political Context...



@america\_lore



👍 Like

💬 Comment





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**What constitutes a political comment?**





## Pulling Comments



### Political



@SHAQ\_333

Critics called Hillary Clinton "shrill" and "unlikable." It's no coincidence that the same words are being used against Elizabeth Warren, Kirsten Gillibrand and Kamala Harris.

👍 10,487

Write a comment...



### Not Political



@GrillCheese49

Buzzfeed recently let go of more than 200 employees with reports that about 2,100 people have lost media jobs in the last 2 weeks.

👍 436

Write a comment...





Pulling Comments



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**How do we pull comments?**

 Like

 Comment



@using\_ChatsGPT

---

“Generate a list of 100 most common political keywords on social media weighted by frequency:”

- Some of the words were not relevant: “Ethics”, “Culture”, “Spirituality”
- Some frequent words were not on the list: “Trump”, “Democrat”, “Wall”
- Some word depend on context



Like



Comment

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**How do we ensure the topic of the comment is current?**

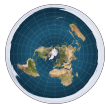




## Pulling Comments



### Current



@earthisflat89

The fascist gestapo continues with the purge of social media.

Write a comment...



### Not Current



@usausausa

Remember 9/11 #wewillneverforget  
#Remember911. #americancourage  
#art #love #GodBlessAmerica

Write a comment...





@hand-picking\_comments

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- This takes forever
- Smaller sample size

However, we can use this method to select a small sample of comments to test our hypothesis out.



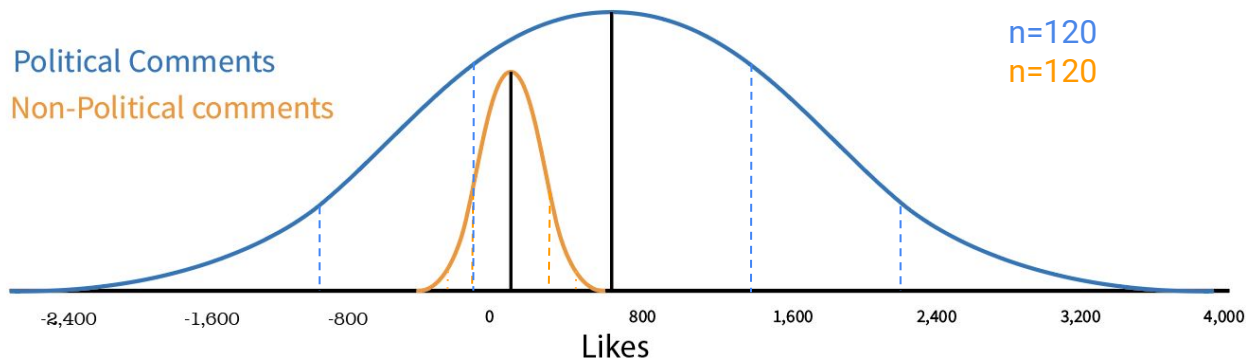
Like



Comment

---

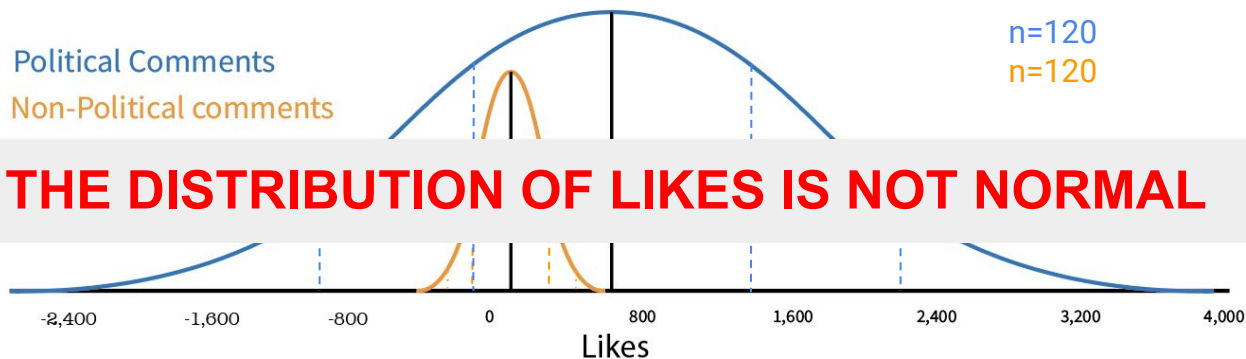
## Hand-Picked Comments Mean Distribution of Likes



The mean number of likes for political comments is much higher, however the standard deviation also varies greatly.



## Hand-Picked Comments Mean Distribution of Likes

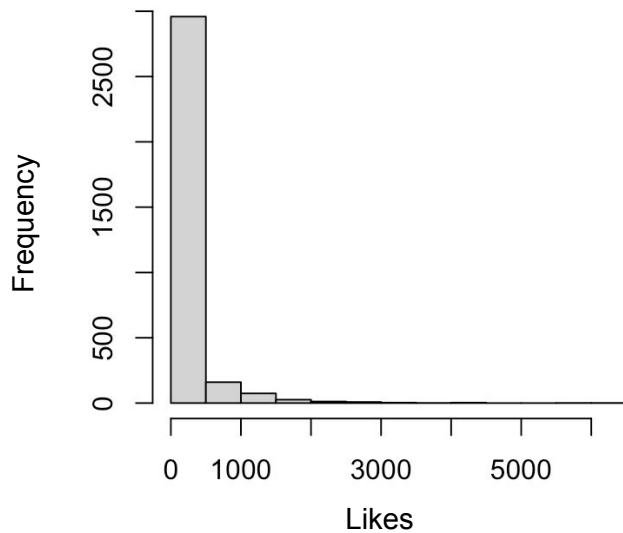


The mean number of likes for political comments is much higher, however the standard deviation also varies greatly.



*Population Distribution of Likes*

n= 3,248



Like

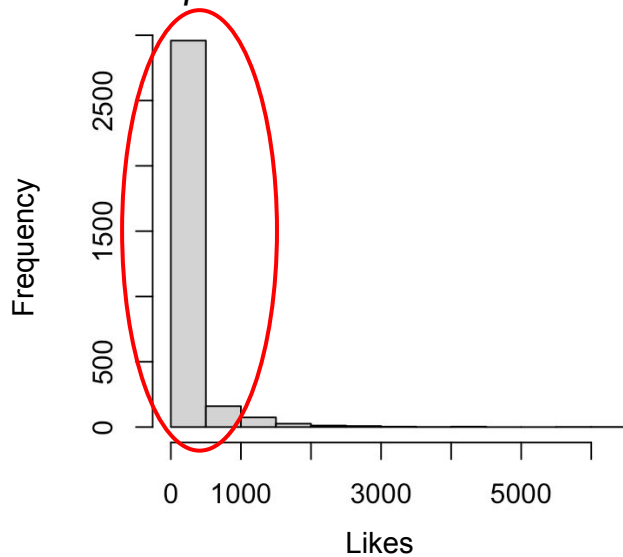


Comment



*Population Distribution of Likes*

n= 3,248



Like

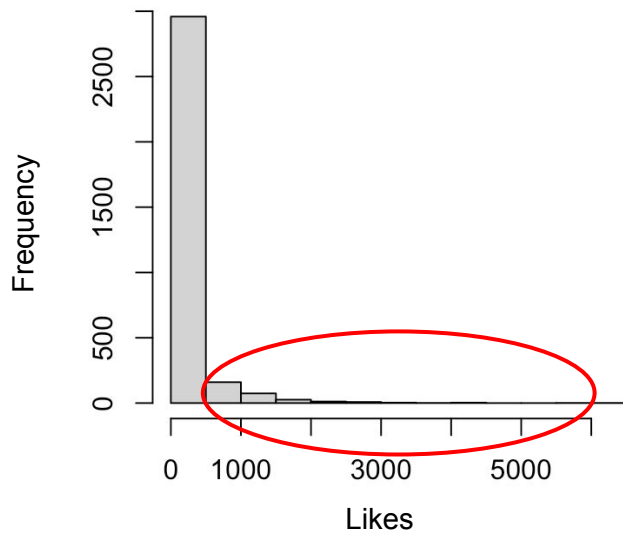


Comment



*Population Distribution of Likes*

n= 3,248



Like



Comment



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- In this FB sample, more people tend to engage with political posts
- This is dangerous because real and fake news are not always differentiable on FB and this leads to **widespread misinformation**

---

Like

Comment

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Next Steps...



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- Rank comments by “politicalness” and see if our hypothesis still holds true
- Then model the outcomes to see if our prediction that the **most** political posts will receive the most user activity
- Try fitting the data onto different graphs and distributions
- We will also define a threshold for “viral” and see what percentage of political comments go “viral”



Like



Comment

THANK YOU!



@snooze\_cue

1. Find the population mean = 201.94
2. Find the 80th percentile = **516.83** (# of likes to go viral)
3. Compare to mean of political comments =  $719.31 > 516.38$
4. What percentage of political comments are above the threshold?  
**57.95%** of political comments go viral.

 Like

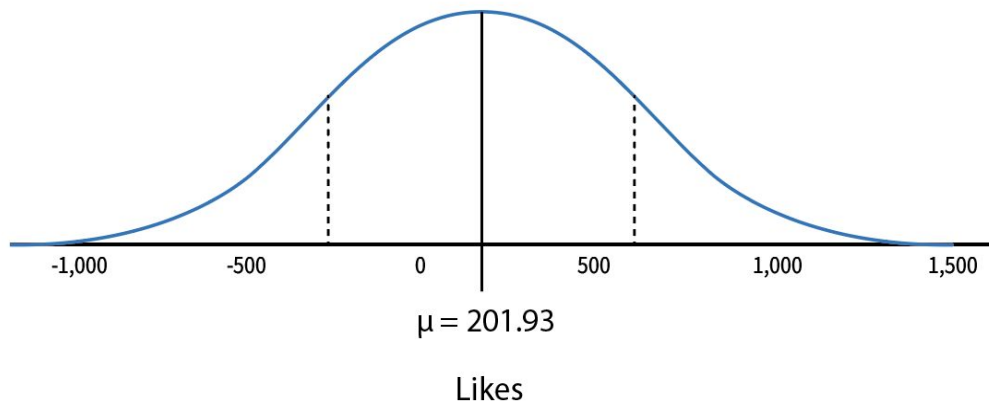
 Comment





@snooze\_cue

$N(201.9, 391.6)$



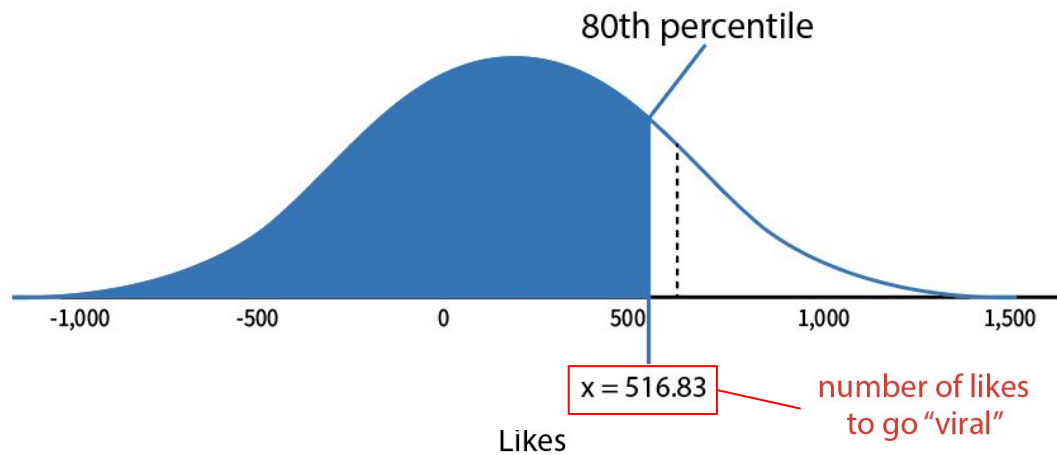
👍 Like

💬 Comment



@snooze\_cue

a

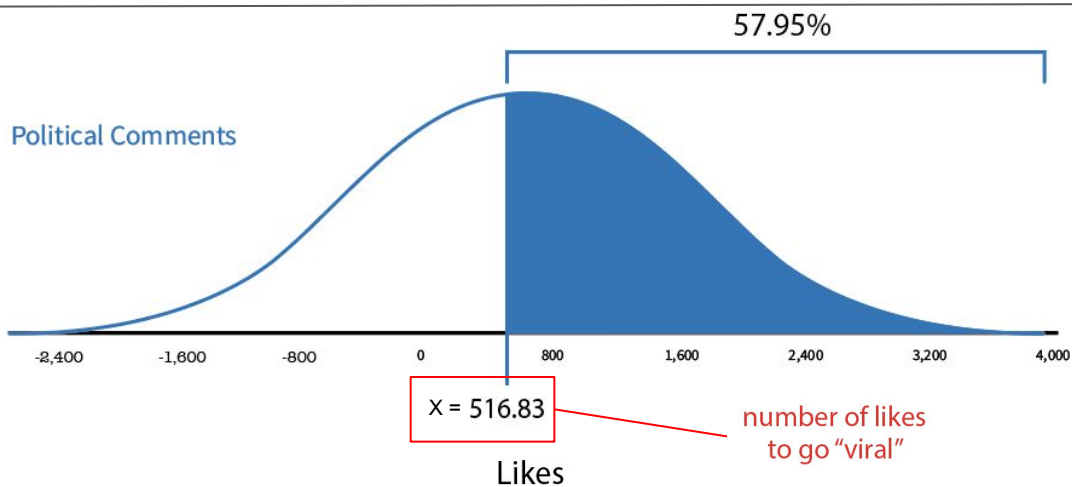


👍 Like

💬 Comment



@snooze\_cue



Like



Comment



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- Rising popularity of *InfoWars*, a website renowned for conspiracy theories and **fake news**, approx. **10 million monthly visits** (more than *The Economist* and *Newsweek*)
- People go to *InfoWars* for fake news. Would this be the same on FB where users **can't always tell what is real or fake news?**
- ~3,000 files, datasets extracted in Feb 2019, hourly snapshots of FB page



Like



Comment

---