

Tweeting #Uber

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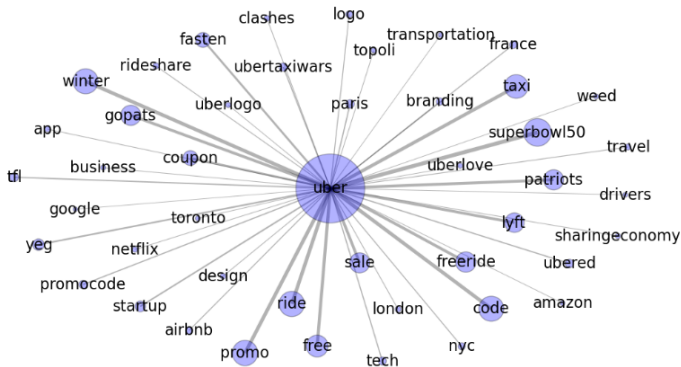
Feb 8, 2016

Questions

- What are the **popular keywords** in tweets about Uber?
- What are the popular keywords about Uber's **new logo** specifically?
- **When** do people tweet more and what are the top **negative words**?
- How are tweets in US **different across states**?

General: Hash tags concurrent with #uber

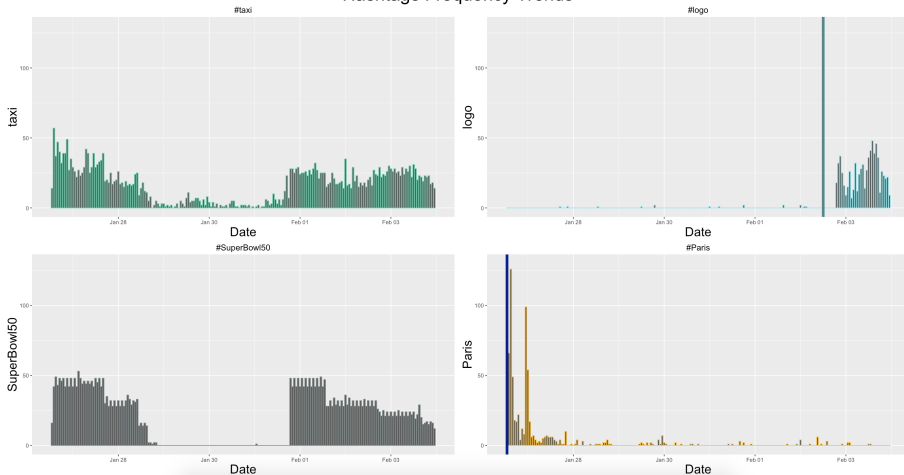
Hashtag Network



| Hash tag | superbowl | promo | ride | code | winter | taxi | free | freeride |
|-----------|-----------|-------|------|------|--------|------|------|----------|
| Frequency | 8446 | 7134 | 7080 | 6979 | 6934 | 6226 | 5277 | 4606 |

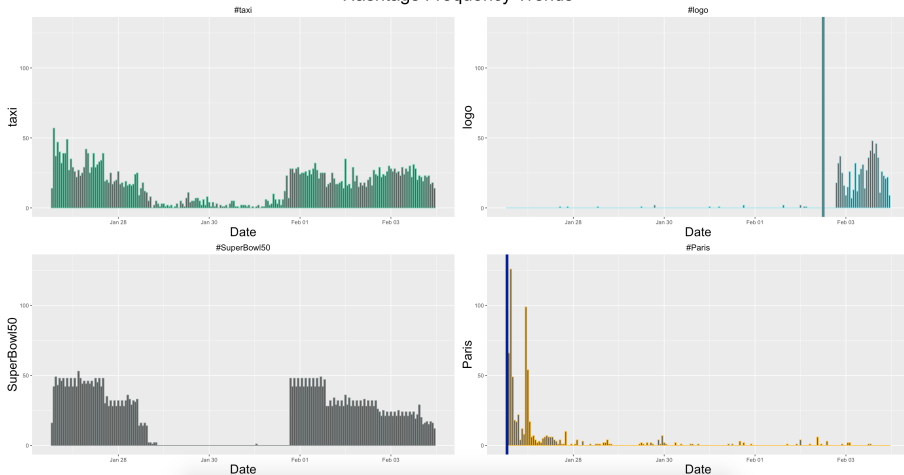
General: Selected hash tag frequency trend

Hashtags Frequency Trends

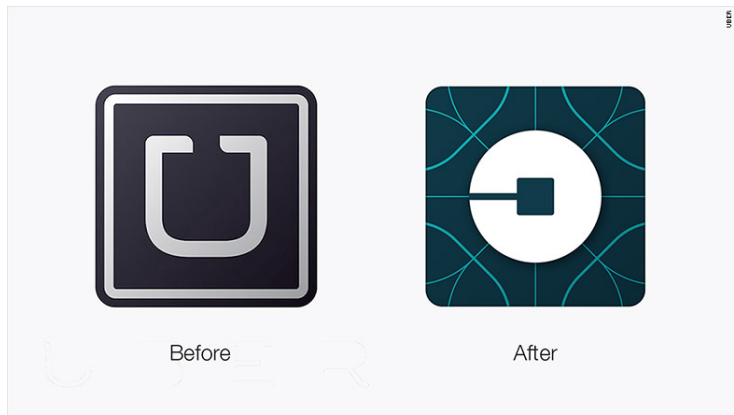


General: Selected hash tag frequency trend

Hashtags Frequency Trends

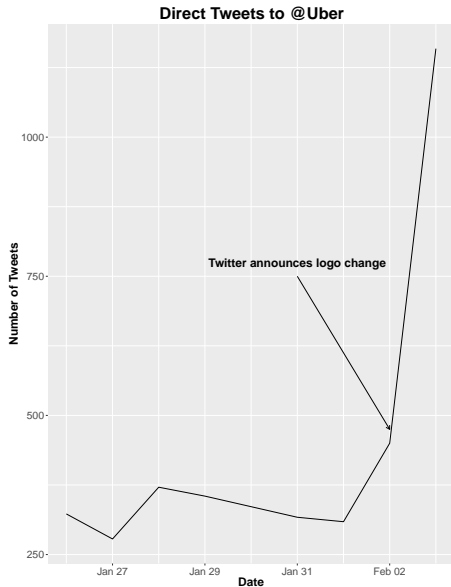


Event analysis: New logo launch

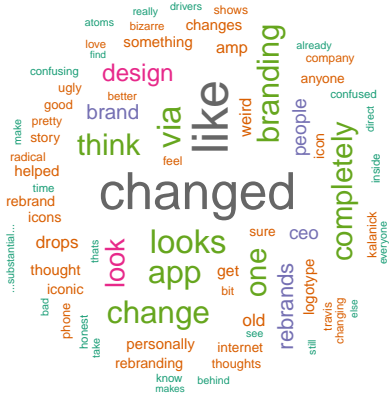


- On February 2nd, 2016, Uber announced a complete branding overhaul
- The new branding, specifically the change of logo, led to large public outcry.

Event analysis: New logo launch

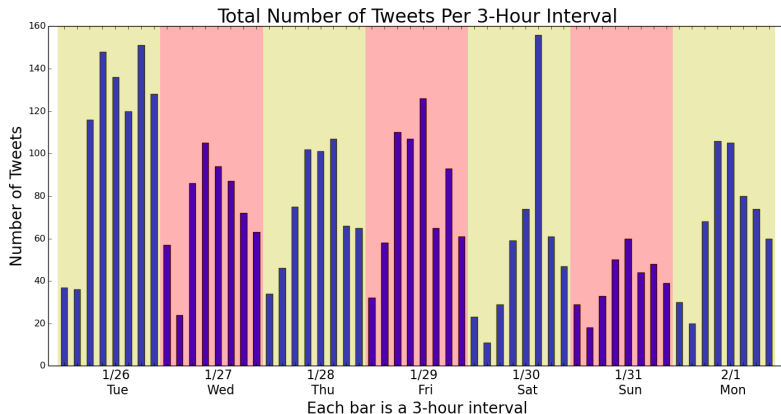


Event analysis: New logo launch

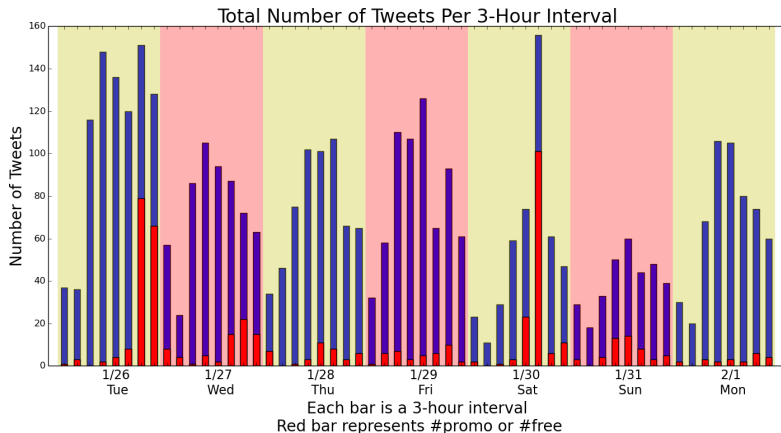


| | |
|---|---|
| <p>tall new sure is a bit bizarre i rolled out the new logo does n't take credit for making it look have thought not even drivers new logo get the credit for making the uber logo i like upgrades i a toilet seat the new logo looks this logo is so ugly it 's making me logo is so ugly it 's making me logo is so ugly it 's making me logo is so ugly it 's making me ore this is a downgrade making the new logo is so ugly it 's making me a still an app icon which do you</p> | <p>older logo it was more distincti making logos he just likes to s crap open letter to uber the n like the new uber logo the logo and t like new logos but new logo is pr like an ancient chinese coin does th like cabs more the new logo is so ug like cabs more just completely ch like cabs more the new logo is so ug like cabs more the new logo is so ug like a microchip manufacturer the n like cabs more rolls out new look and most which do you like better th</p> |
|---|---|

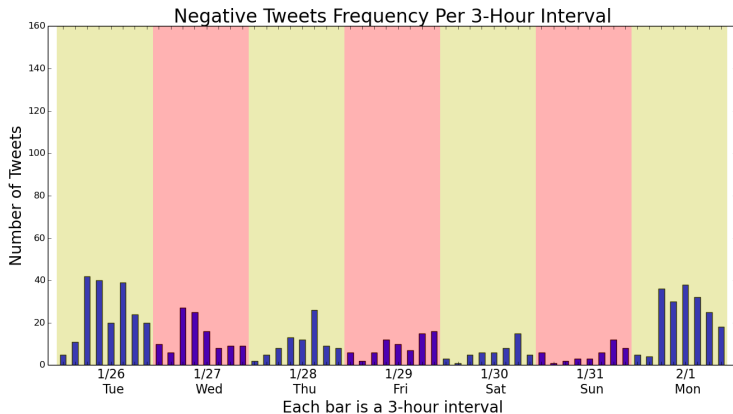
Time series: total tweets frequency



Time series: tweets with #promo or #free

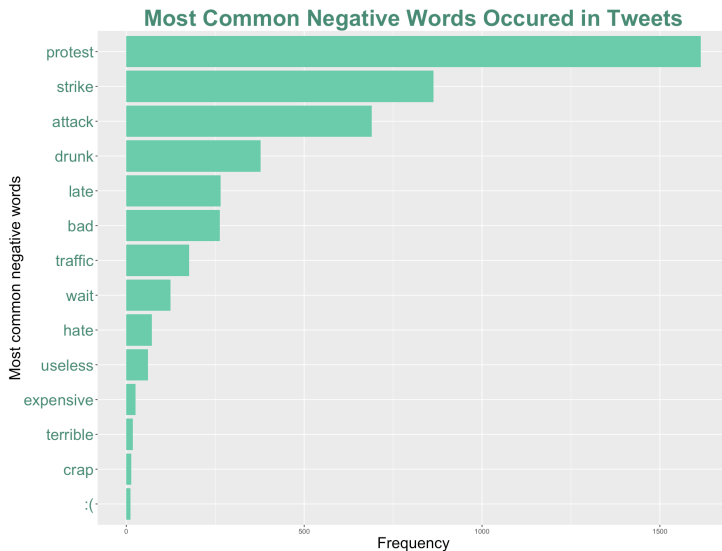


Time series of sentiment: negative tweets frequency



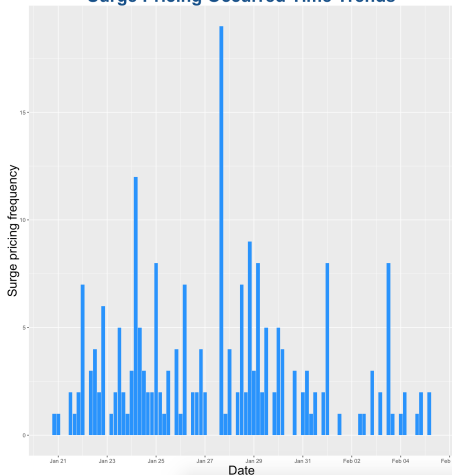
Sentiment: protest, late, drunk, strike, fight, attack, bad, traffic, wait, hate, useless, expensive, terrible, crap, angry, frustrated, violent

Sentiment: Most frequent negative keywords

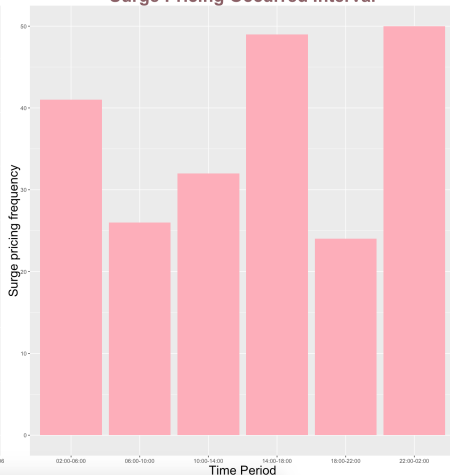


Sentiment: #surgepricing frequency trend

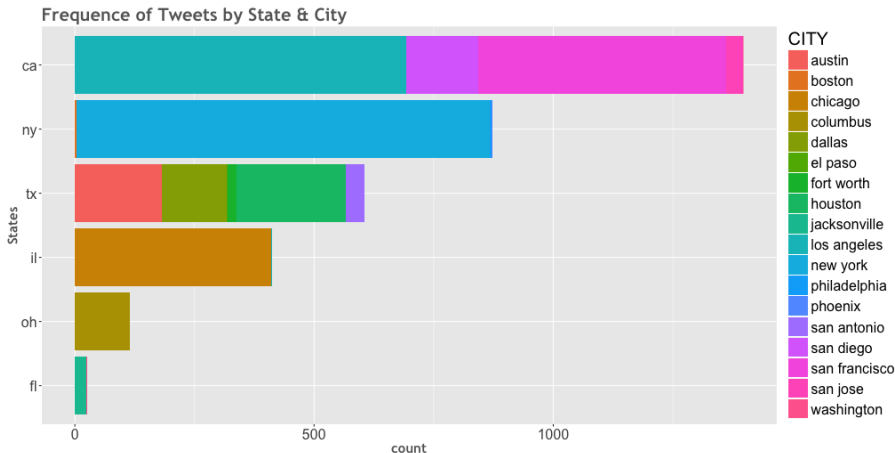
Surge Pricing Occurred Time Trends



Surge Pricing Occurred Interval



Spacial analysis of tweets with #uber

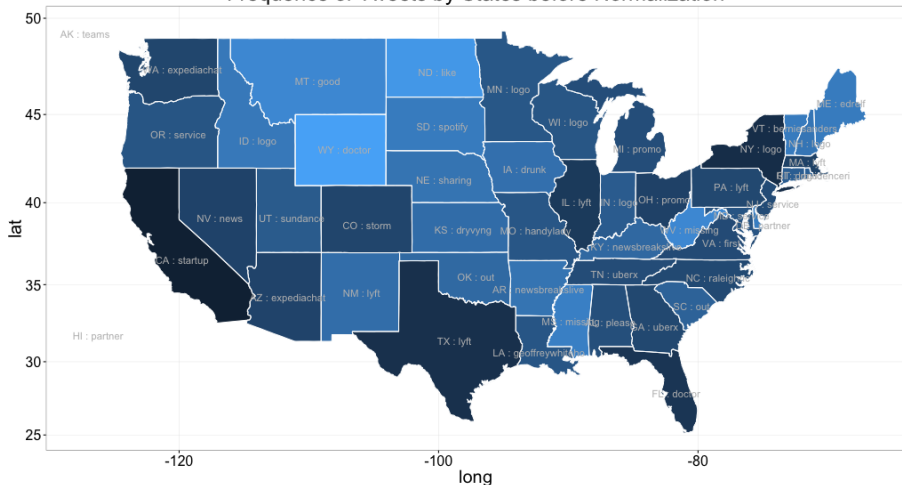


Spacial analysis of tweets with #uber



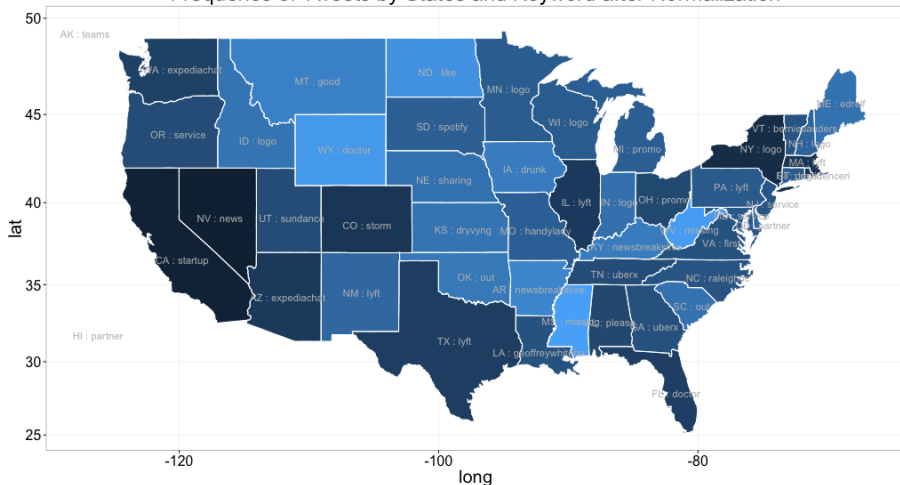
Spacial analysis of tweets with #uber

Frequency of Tweets by States before Normalization



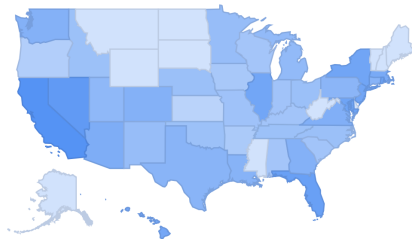
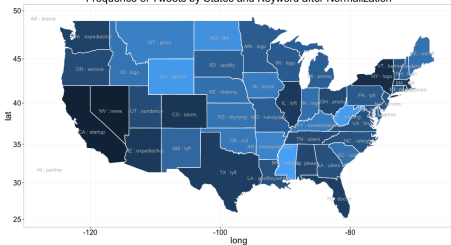
Spatial analysis of tweets with #uber

Frequency of Tweets by States and Keyword after Normalization



Spacial analysis: comparison between twitter and google

Frequency of Tweets by States and Keyword after Normalization



Summary

- Marketing words appears most frequently. Marketing tweets show systematic time-series pattern
- Logo changes and protest triggered two spikes. People are unhappy

Summary

- California people tweet about Uber the most
- Tweets are different across states
- Analysis based on twitter and Google are consistent