

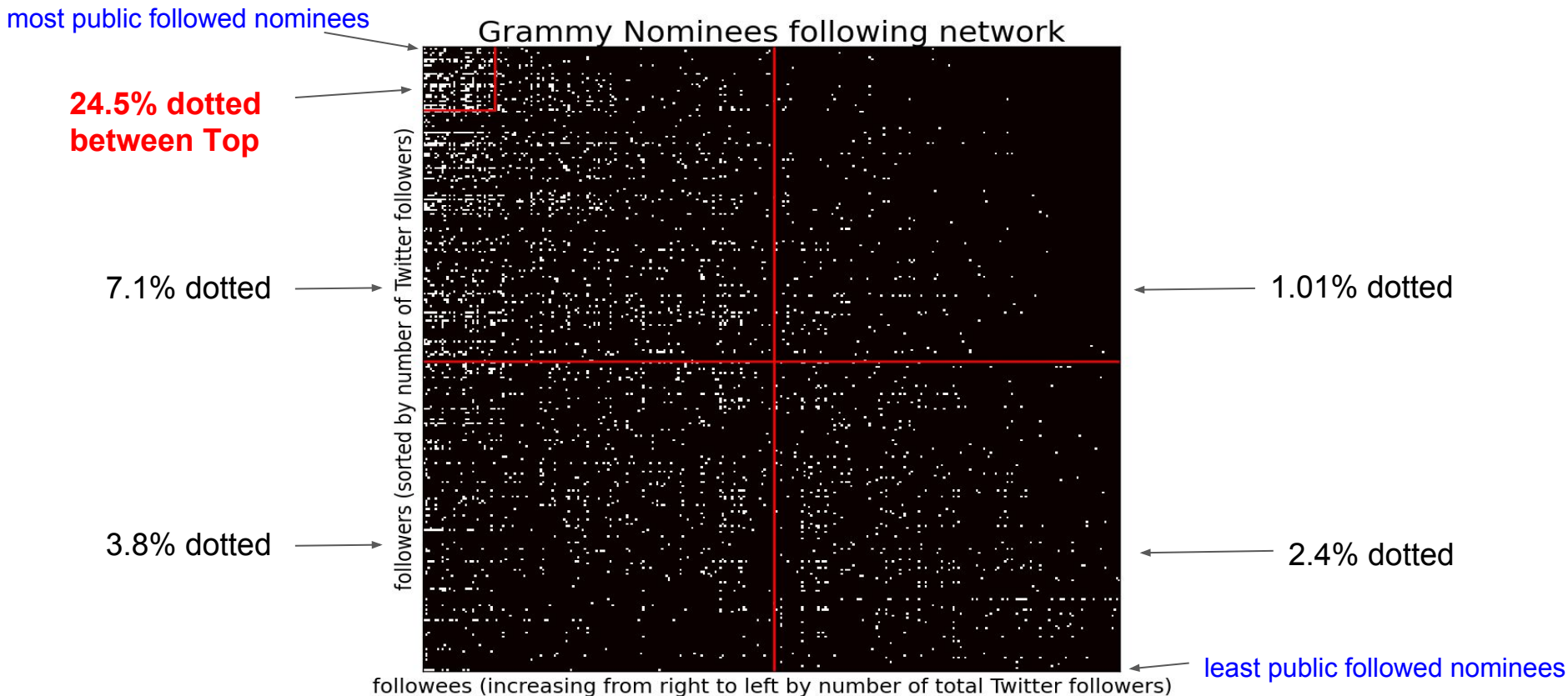
Tweeting the 2016 Grammys

- 2016 Grammy Nominees' network Analysis
- Nominees and general public's tweeting preferences on Grammys
 - Words, hashtags, retweets over time and locations
 - How nominees differ from previous grammy winners
 - factors of popularity
- Comparison of the Grammys topic on different sites

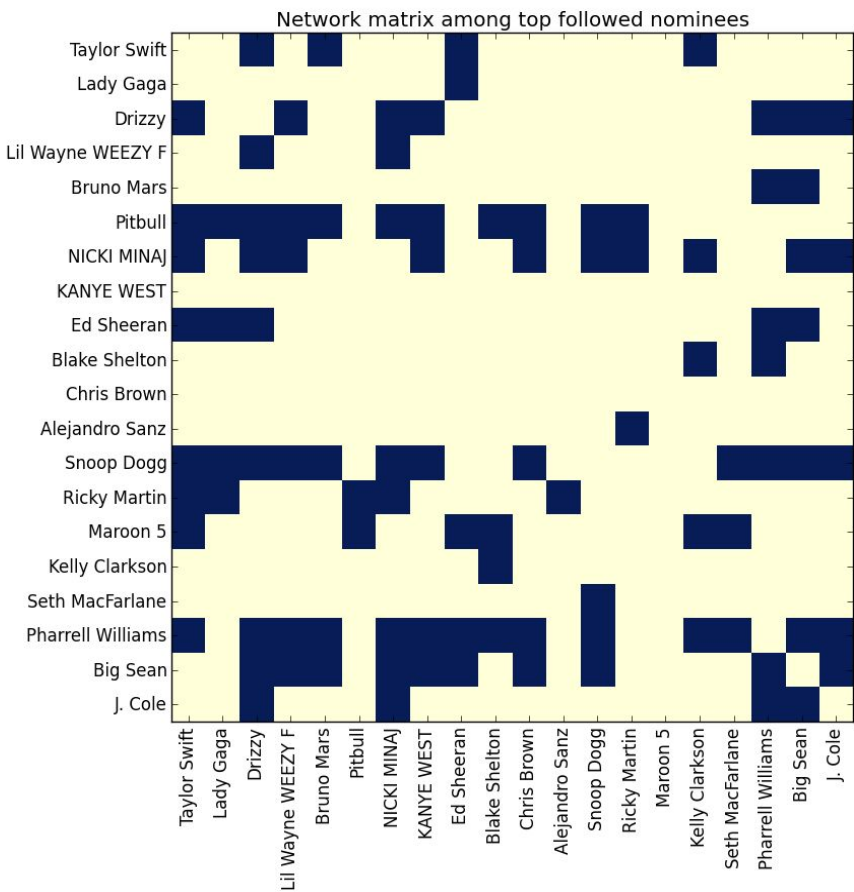
Yueqi Feng, Chenzhi Li, Zhuangdi Li, Hao Lyu, Tianyi Zhang, Ye Zhi

Nominees' overall peer following network is sparse

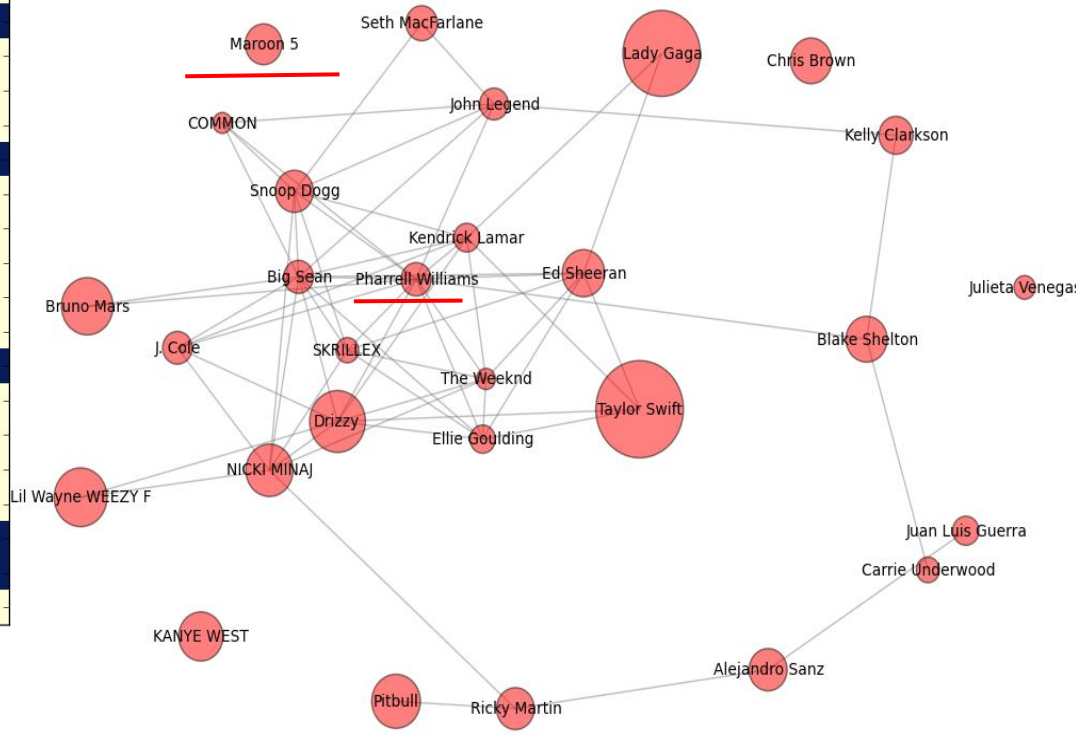
A white dot represents i th row follows j th column



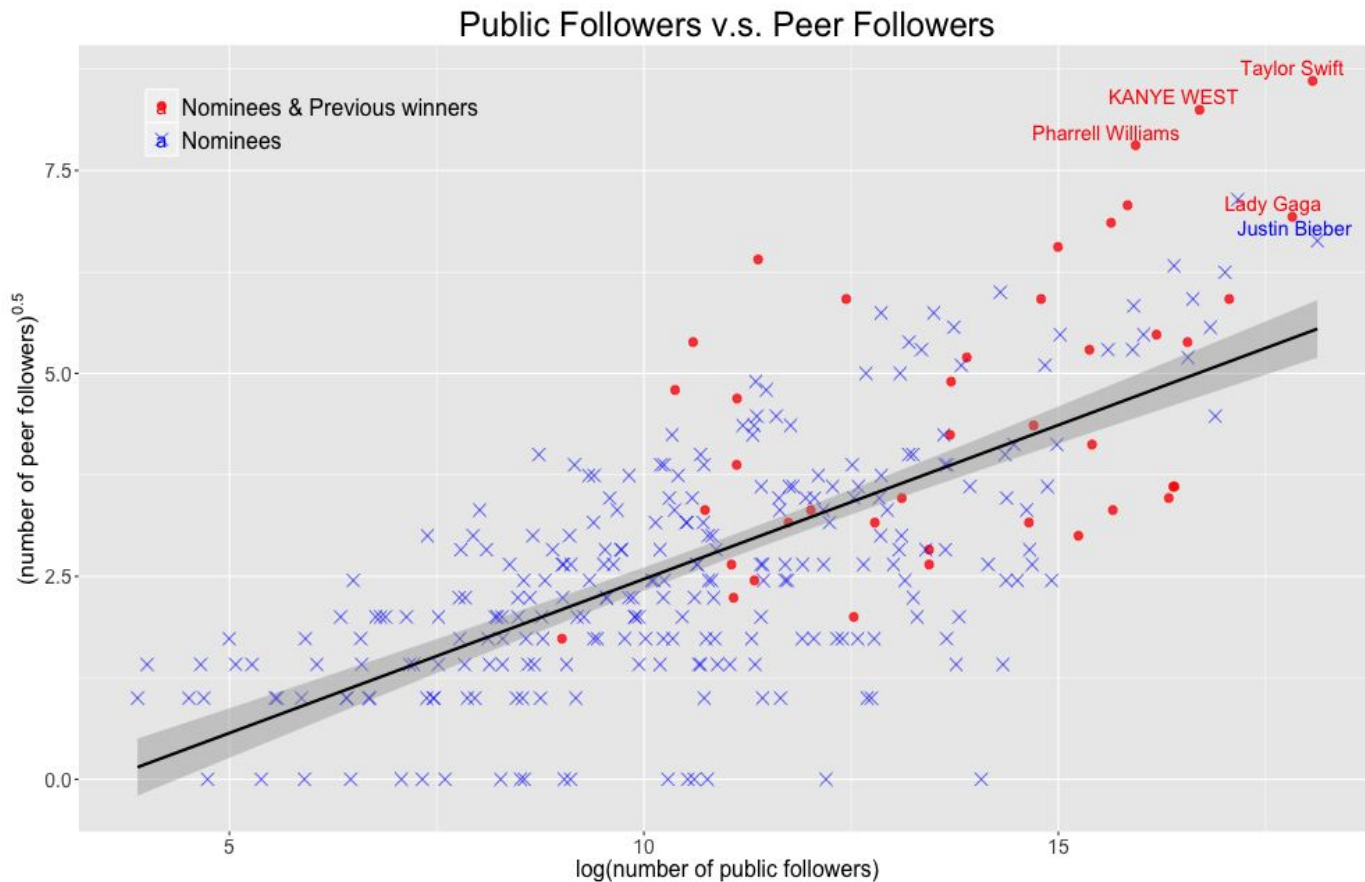
The following network is dense among top followed nominees



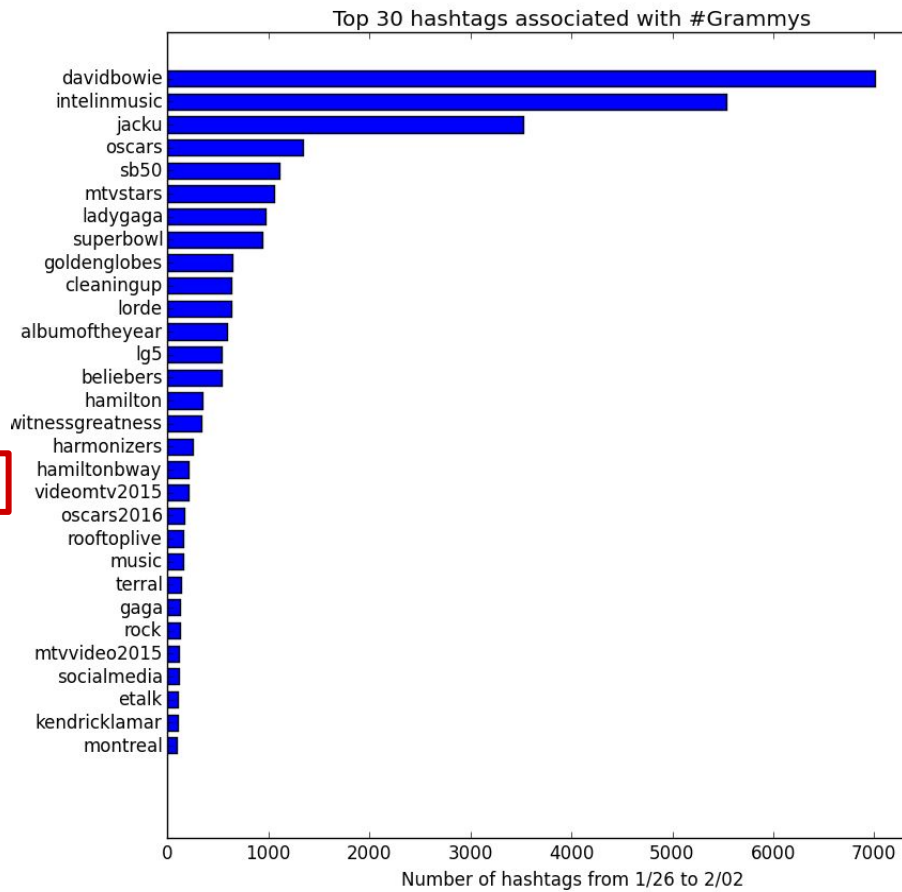
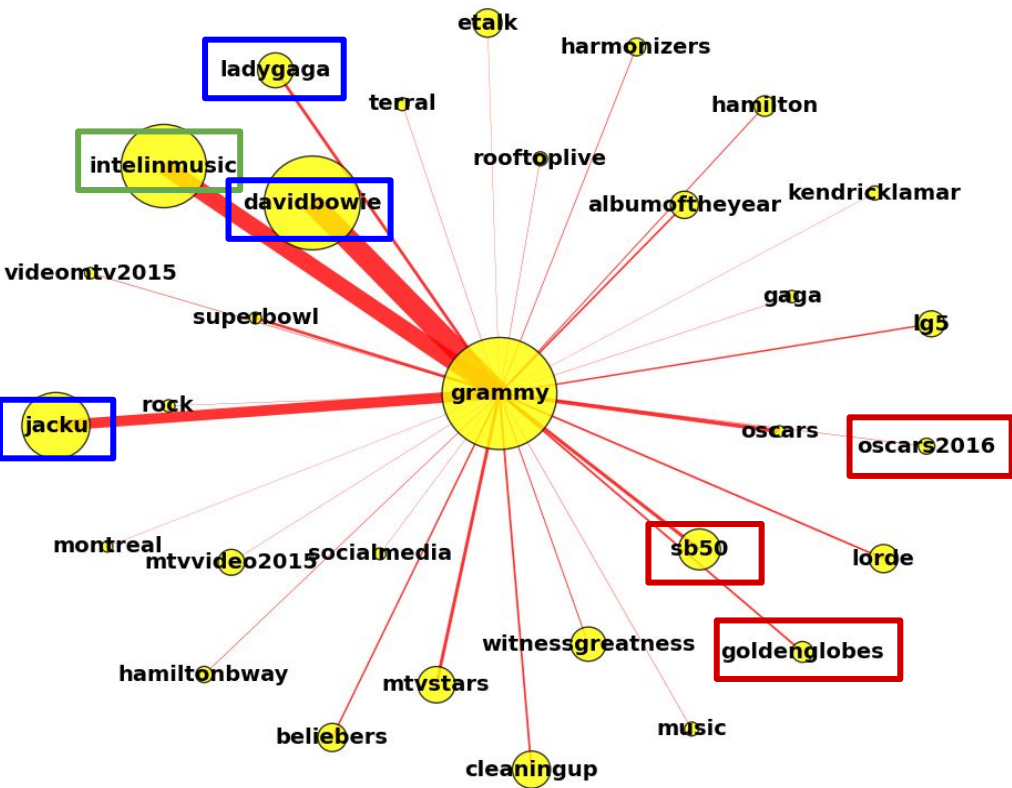
Friend Pairs among top 30 nominees



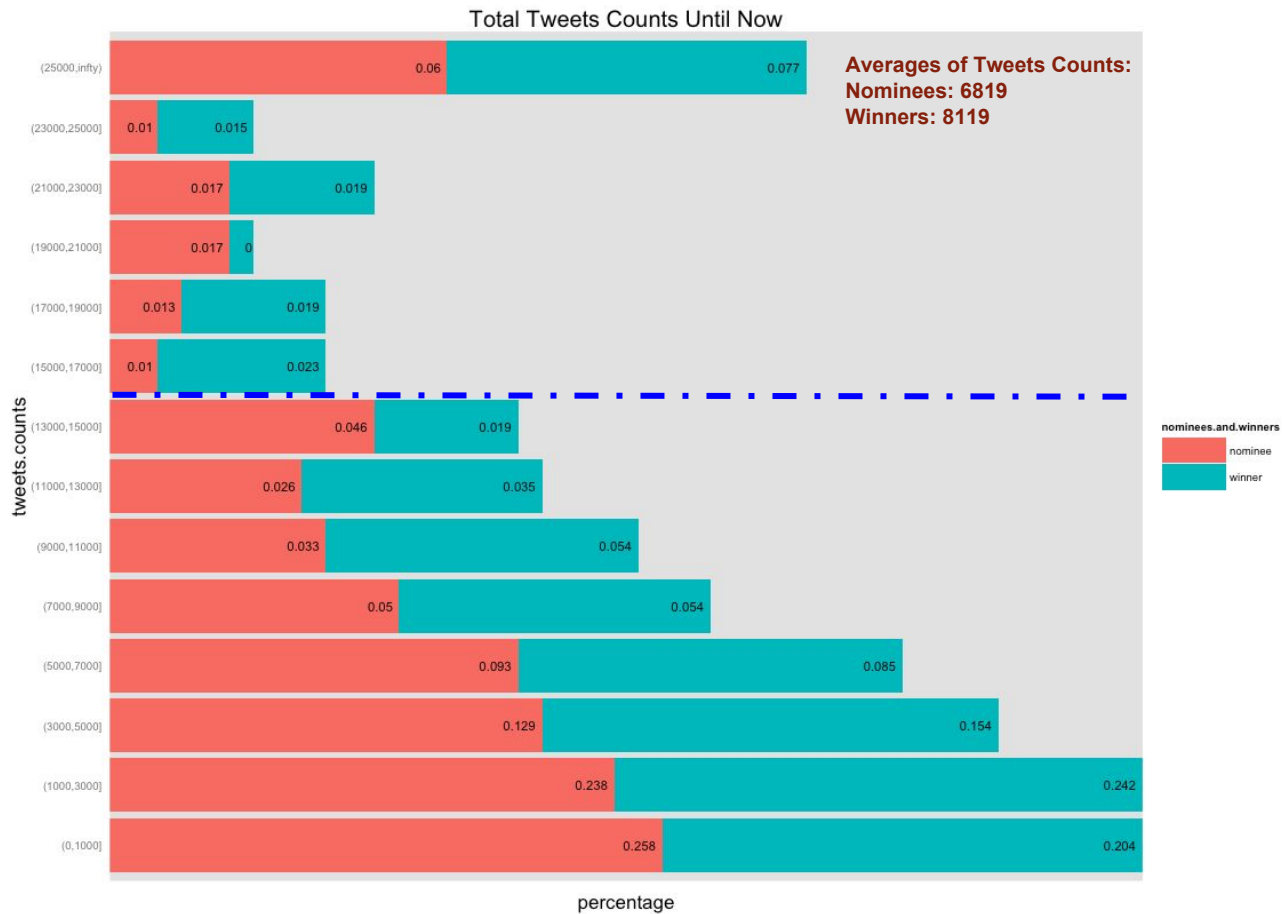
Public popularity implies peer popularity, and **past winners** have more public and peer followers than **regular nominees**



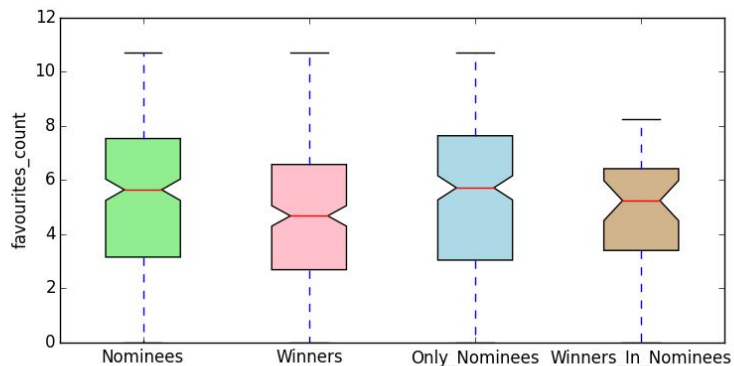
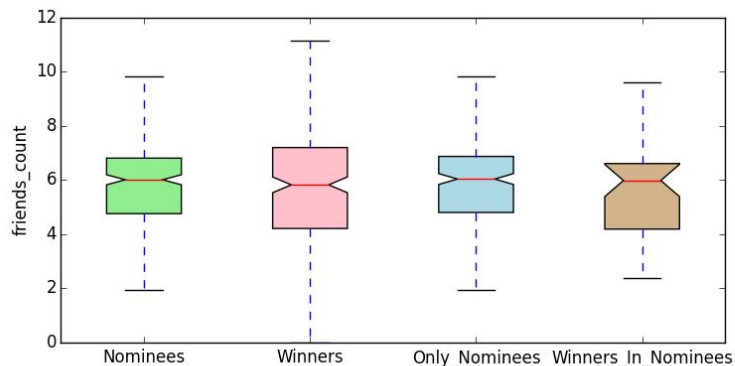
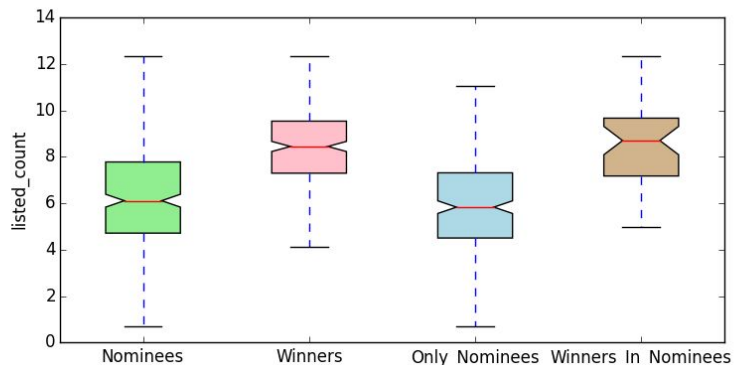
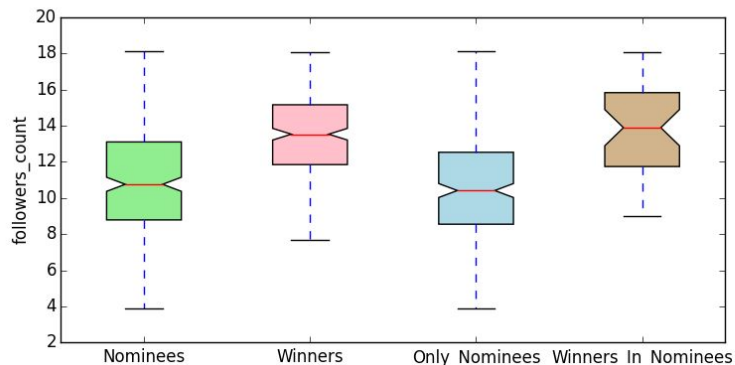
Top hashtags used together with #Grammys in general public
are **nominees**, **sponsors**, and **other big events**



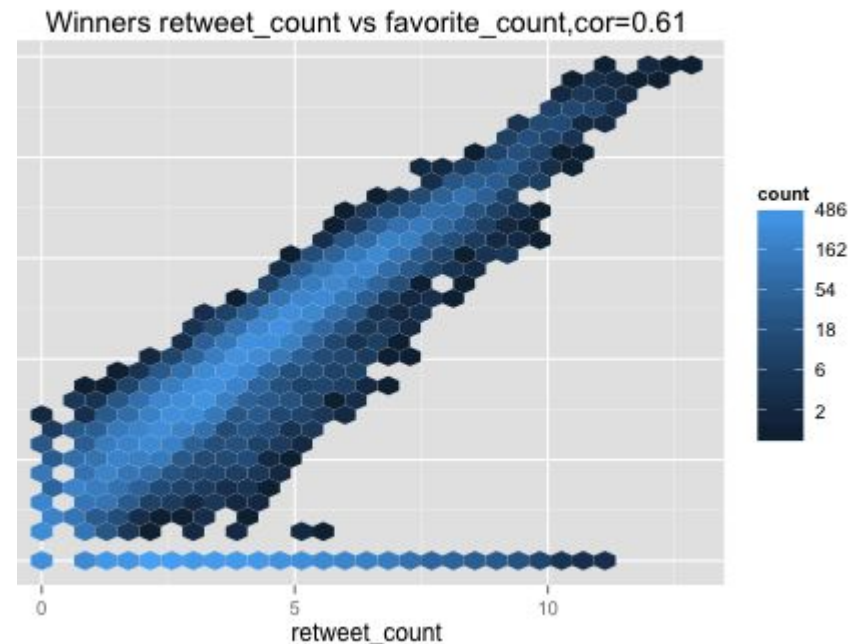
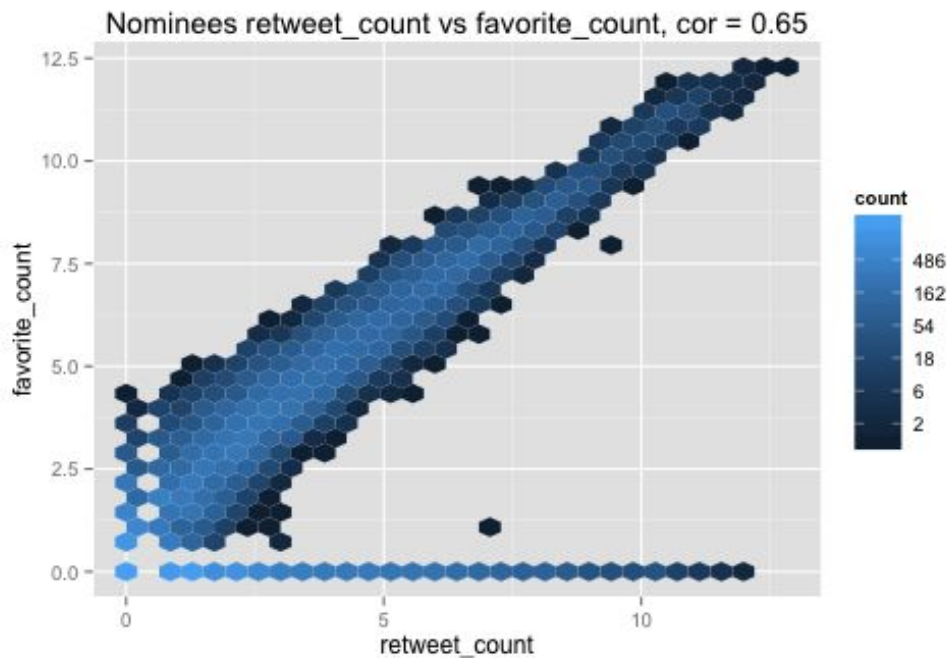
Winners are more active in terms of tweets counts



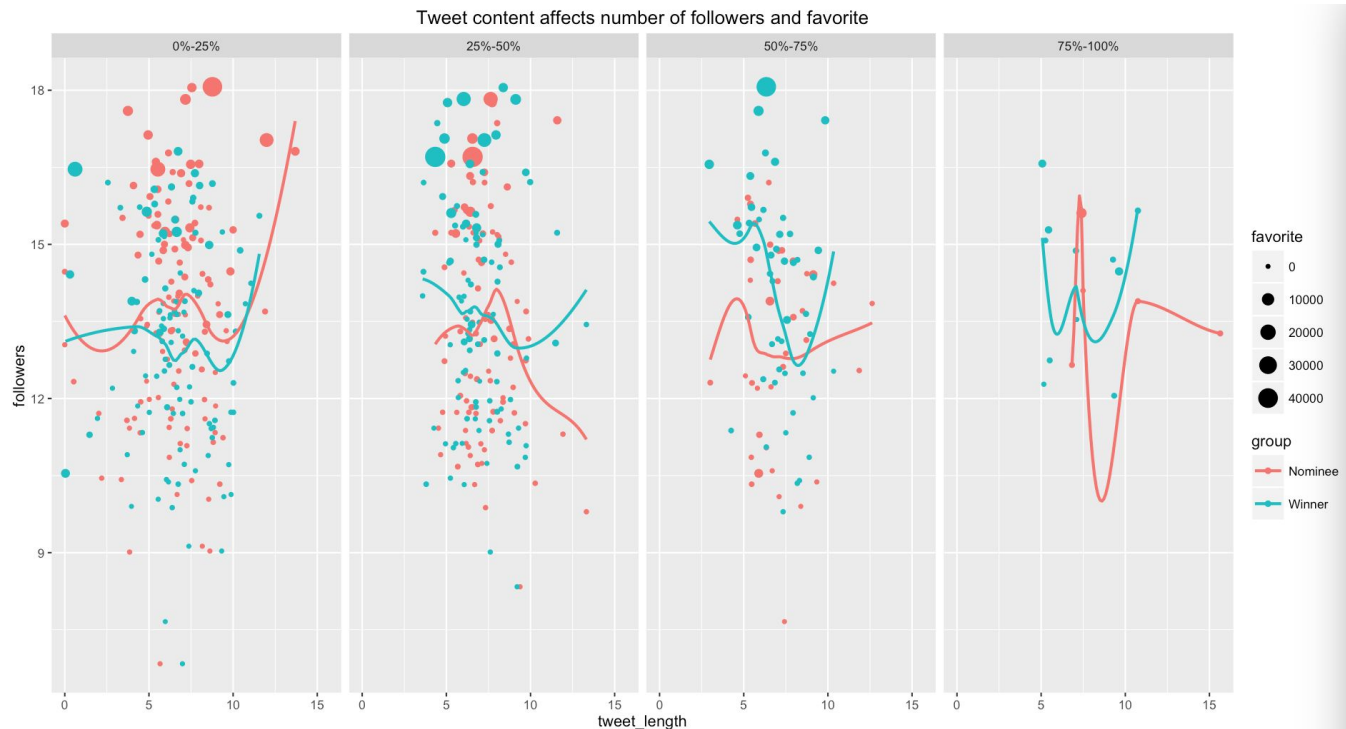
Winners have more followers and are more listed, but have less friends and favorites



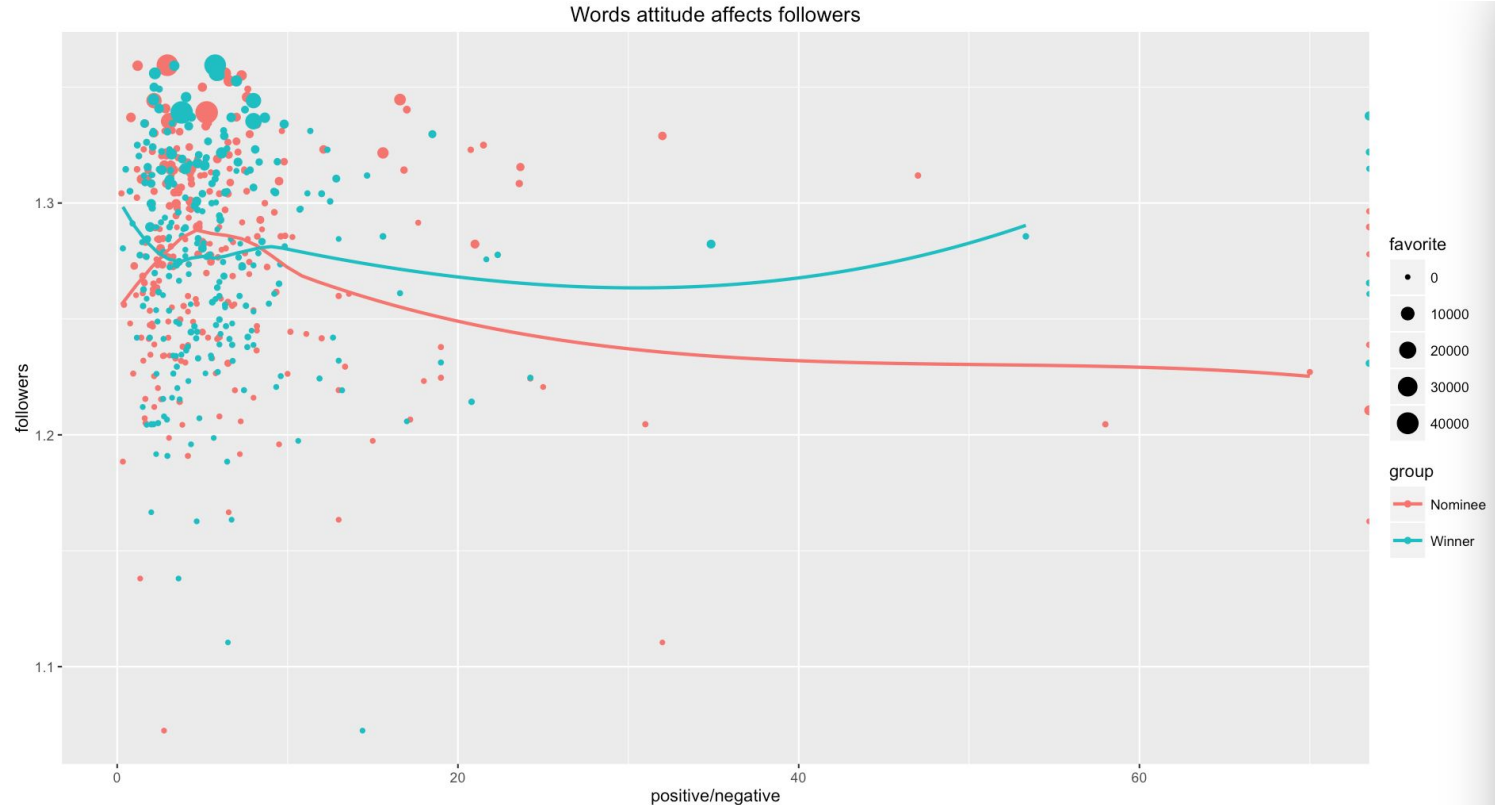
Positive Correlation of Favorite Counts and Retweet Counts



Winners tends to tweet more photos and the relationship with tweet length is close to convex; Nominee tweet fewer photos and 5-10 tweet length achieves the peak



More positive words do not always indicate more followers

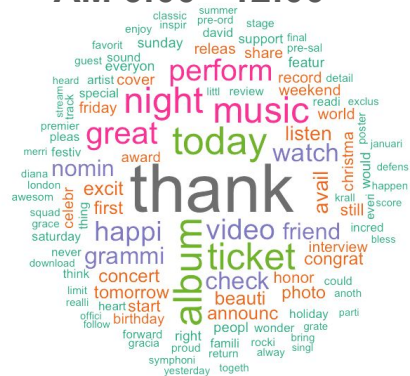


Frequent words in tweets at different times

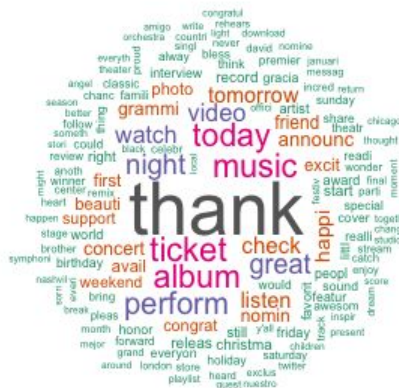
AM 0:00 - 6:00



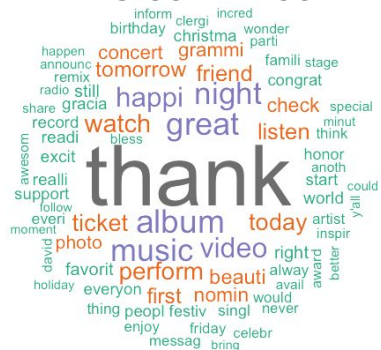
AM 6:00 - 12:00



PM 12:00 - 18:00

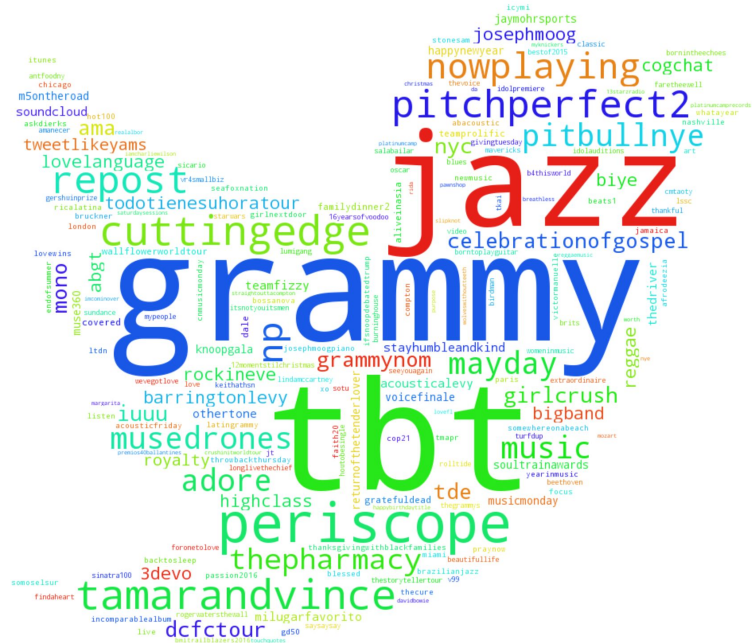


PM 18:00 - 24:00

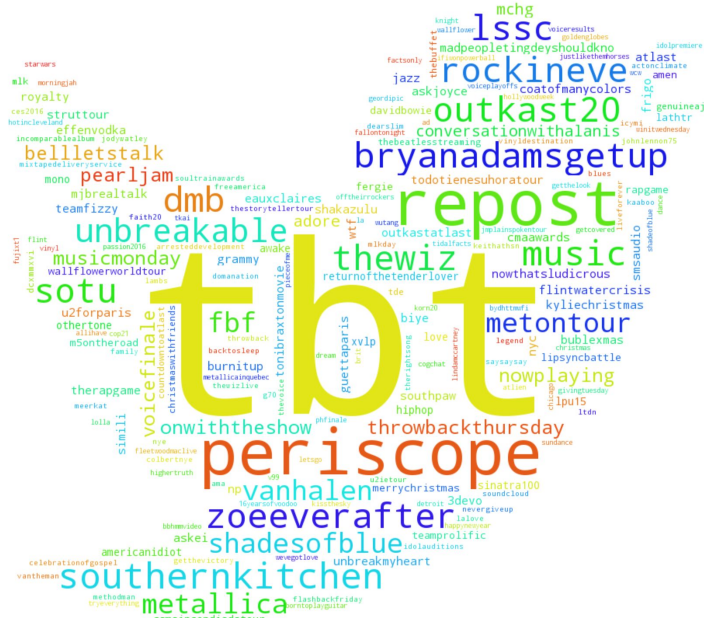


Nominees tweeted more about #Grammys than previous Winners

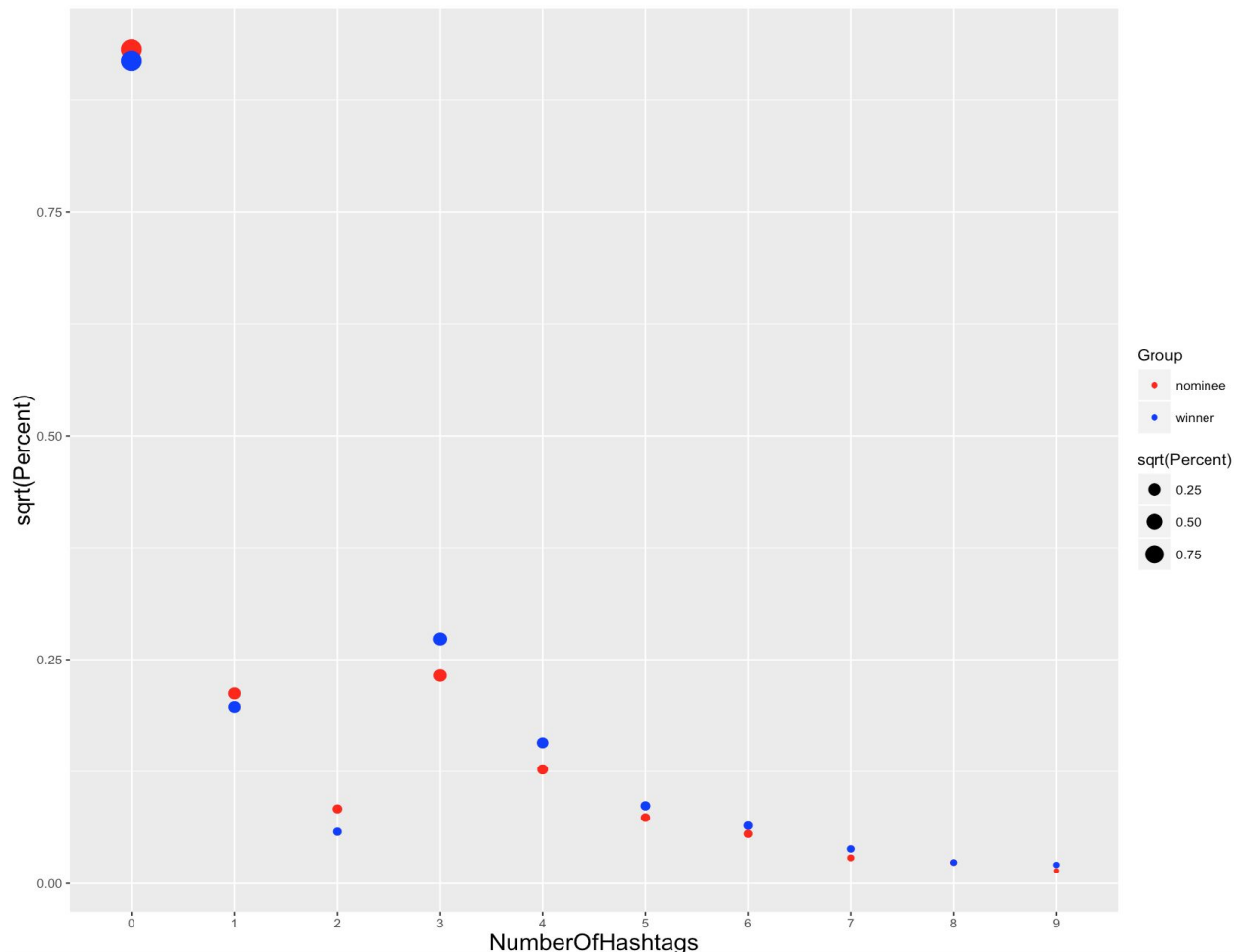
Hashtag Cloud for Nominees



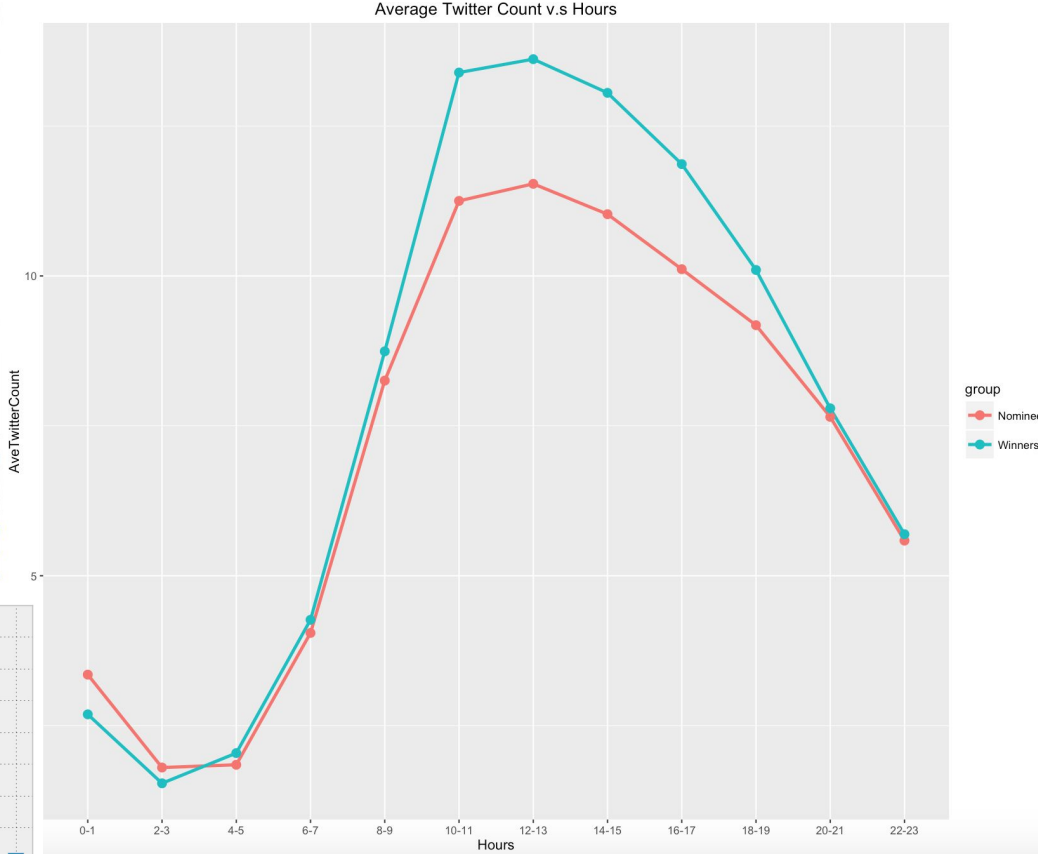
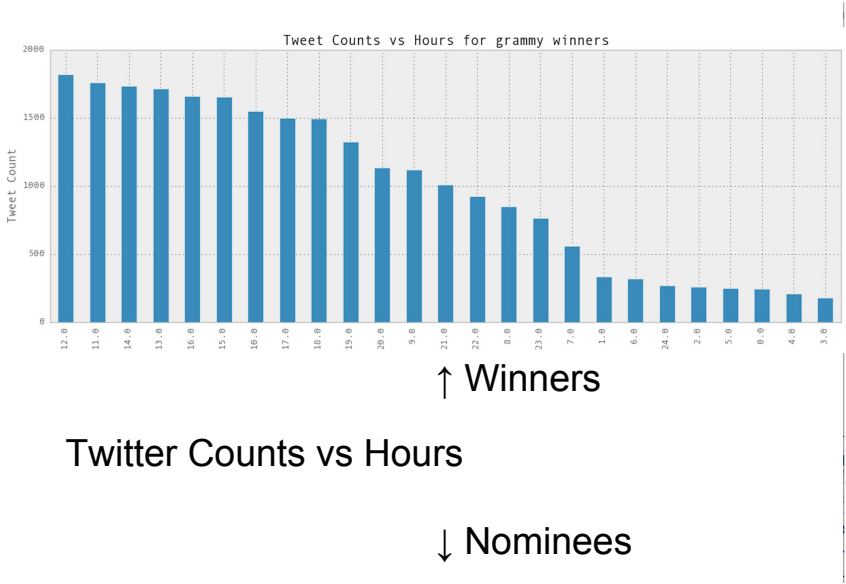
Hashtag Cloud for Winners



In general, winners tend to have more hashtags than nominees

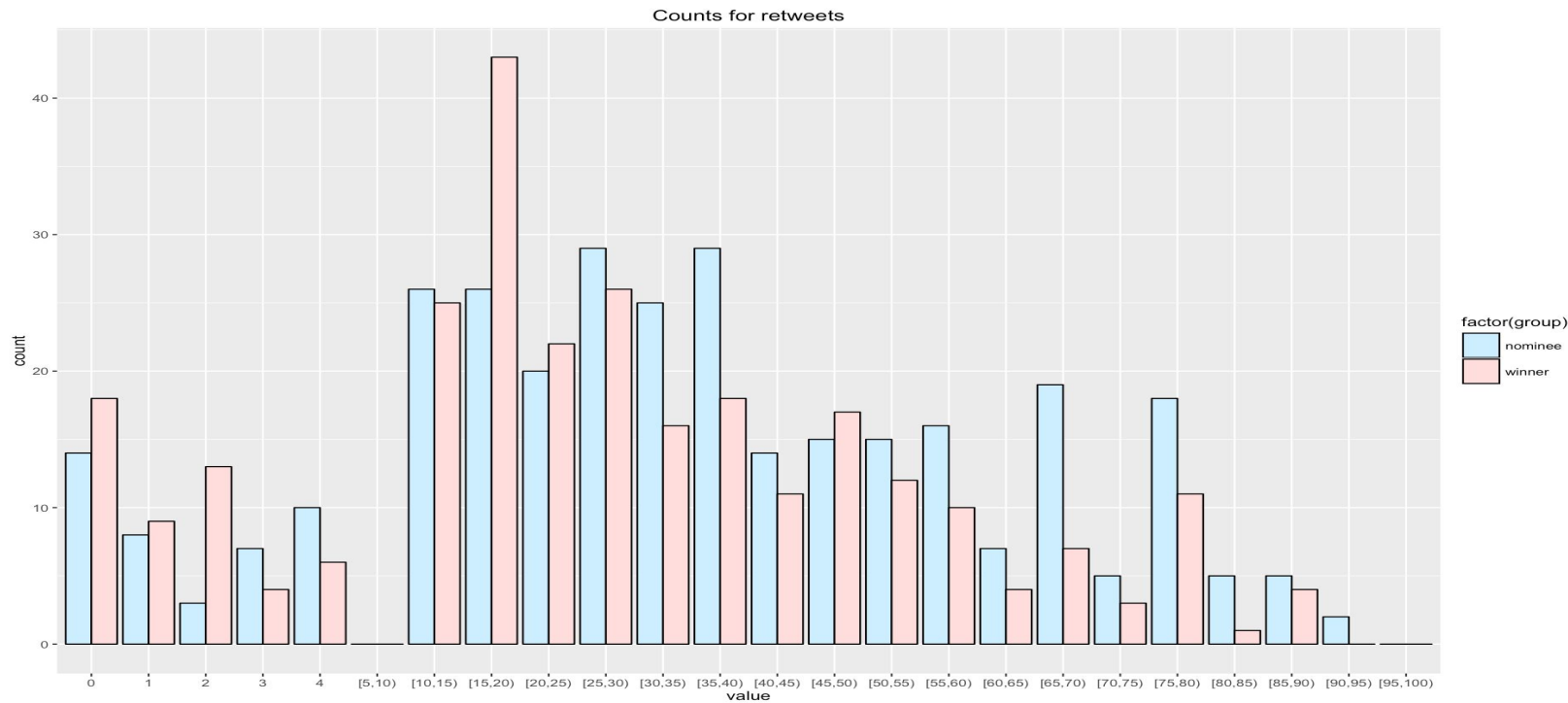


Nominees and Winners tweeted more frequently in Noon

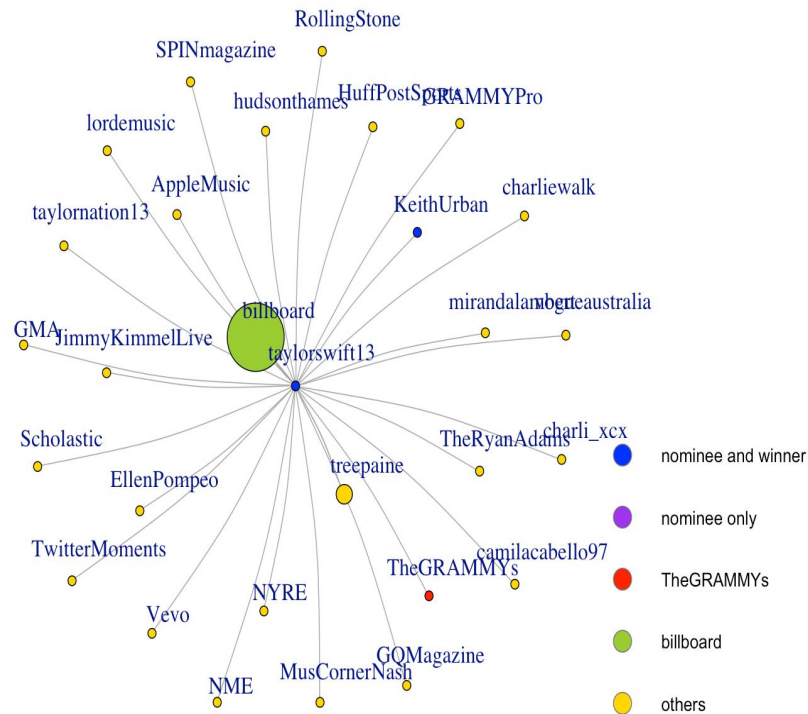
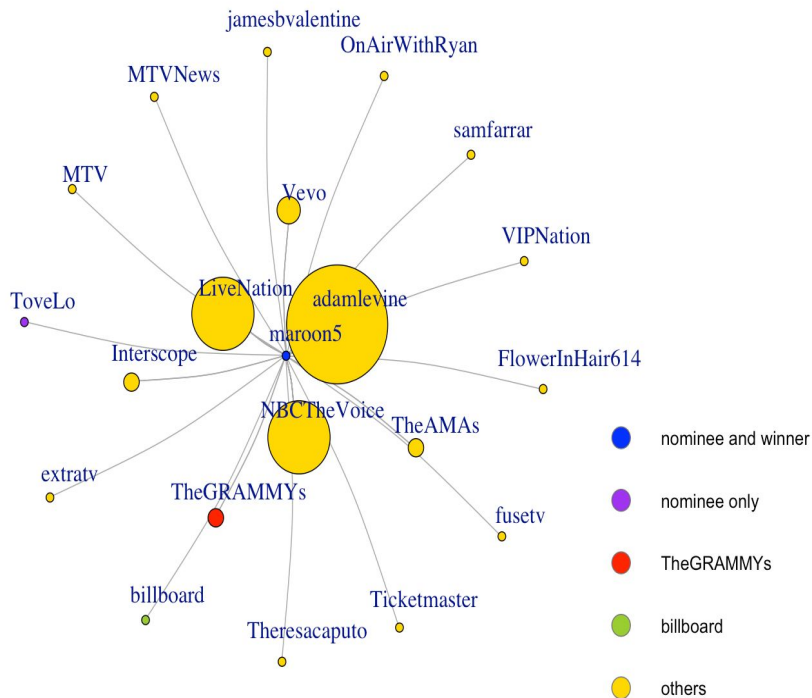


Average Twitter Counts Trend

Nominees retweet more

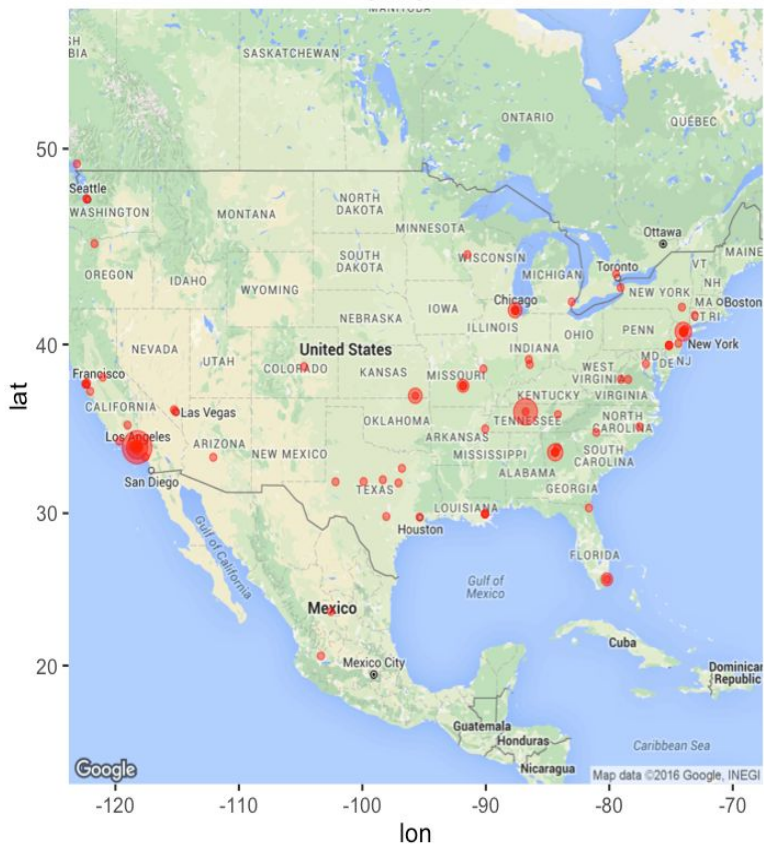


Individual retweeting network examples

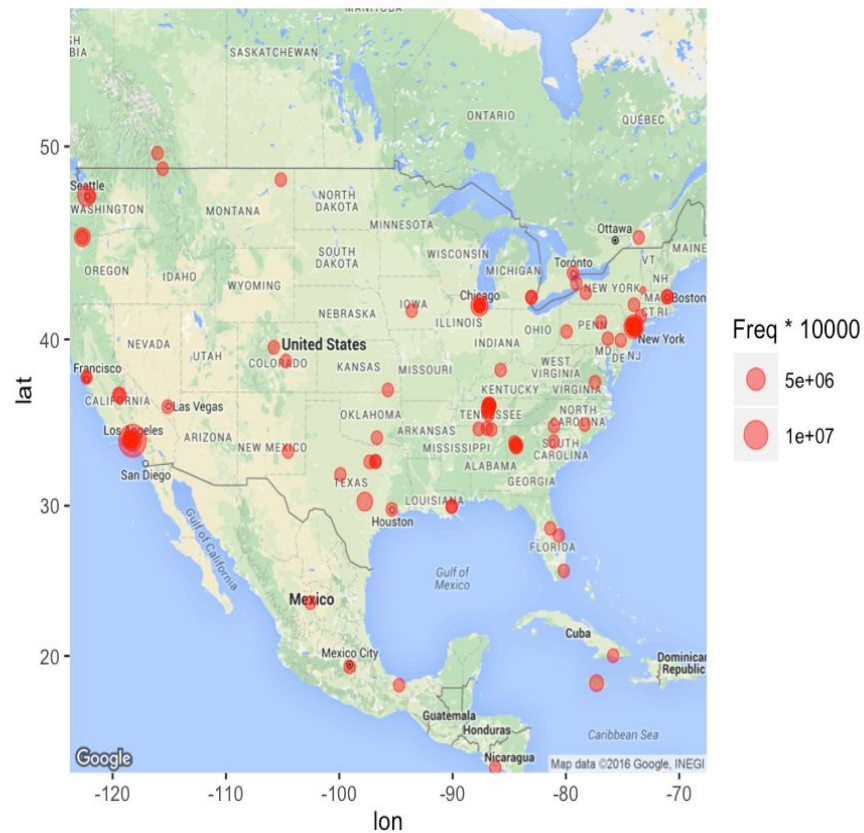


Nominees and Winners tweeted more in LA, NYC, and Nashville

Winners' tweets geographical distribution



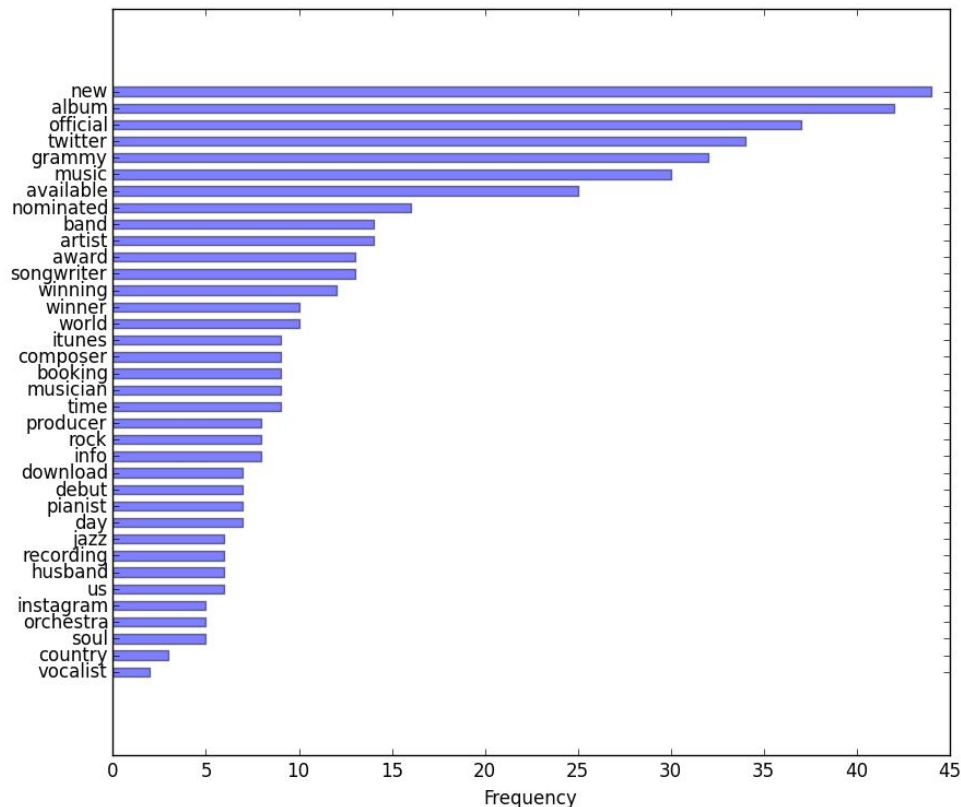
Nominees' tweets geographical distribution



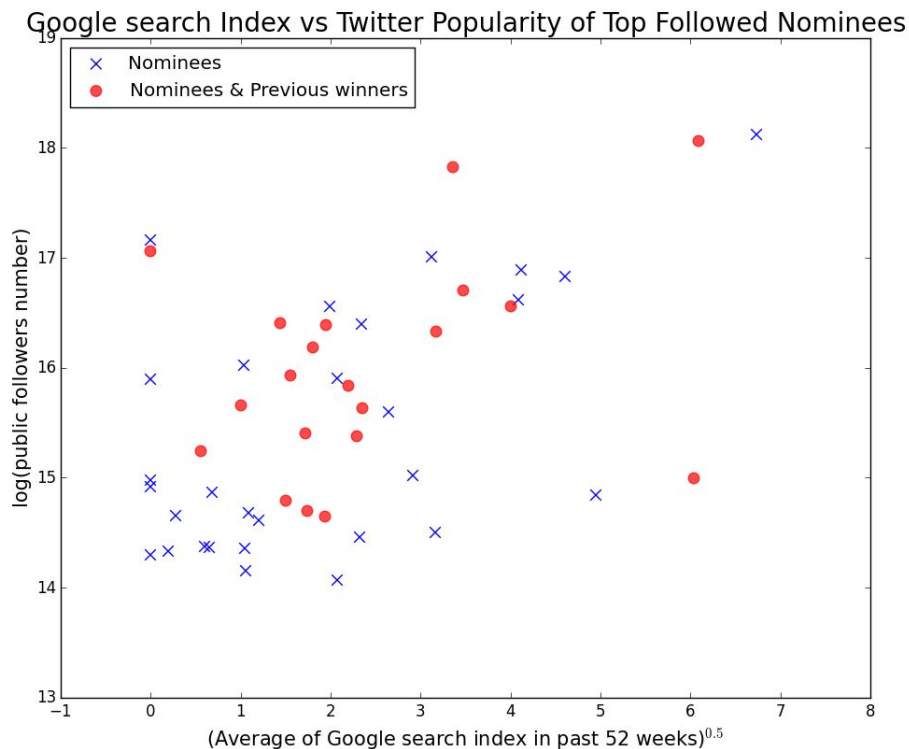
Nominees mention **new albums** info, **music types**, and **grammy nominations** in account descriptions

Part of Frequent Words List

new, **album**, official, twitter, **grammy**,
music, **available**, **nominated**, **band**,
artist, **award**, **songwriter**, winning,
winner, world, **itunes**, **composer**,
musician, time, **producer**, **rock**, info,
download, debut, **pianist**, day, **jazz**,
recording, husband, us, instagram,
orchestra, **soul**, **country**, **vocalist**...



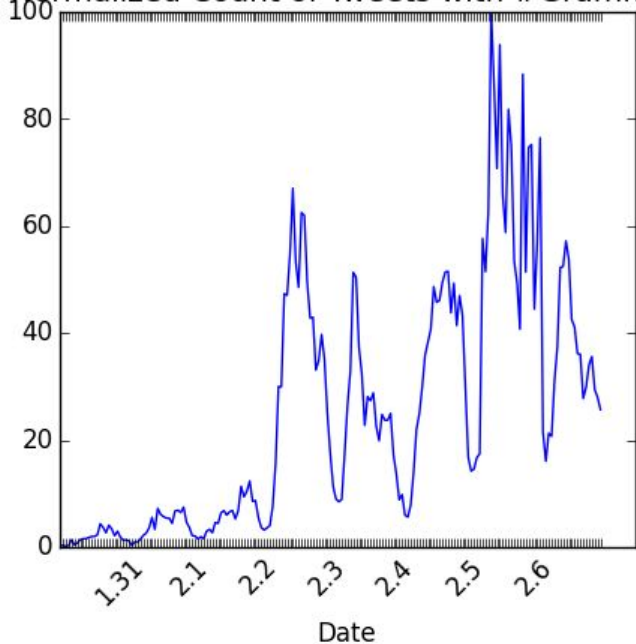
Google Search Index positively correlates to Twitter popularity for Top 50 Nominees



Search Trend involving “Grammys”:

Twitter v.s. Google Search Index

Normalized Count of Tweets with #Grammys



Google Search Index including "Grammys"

