

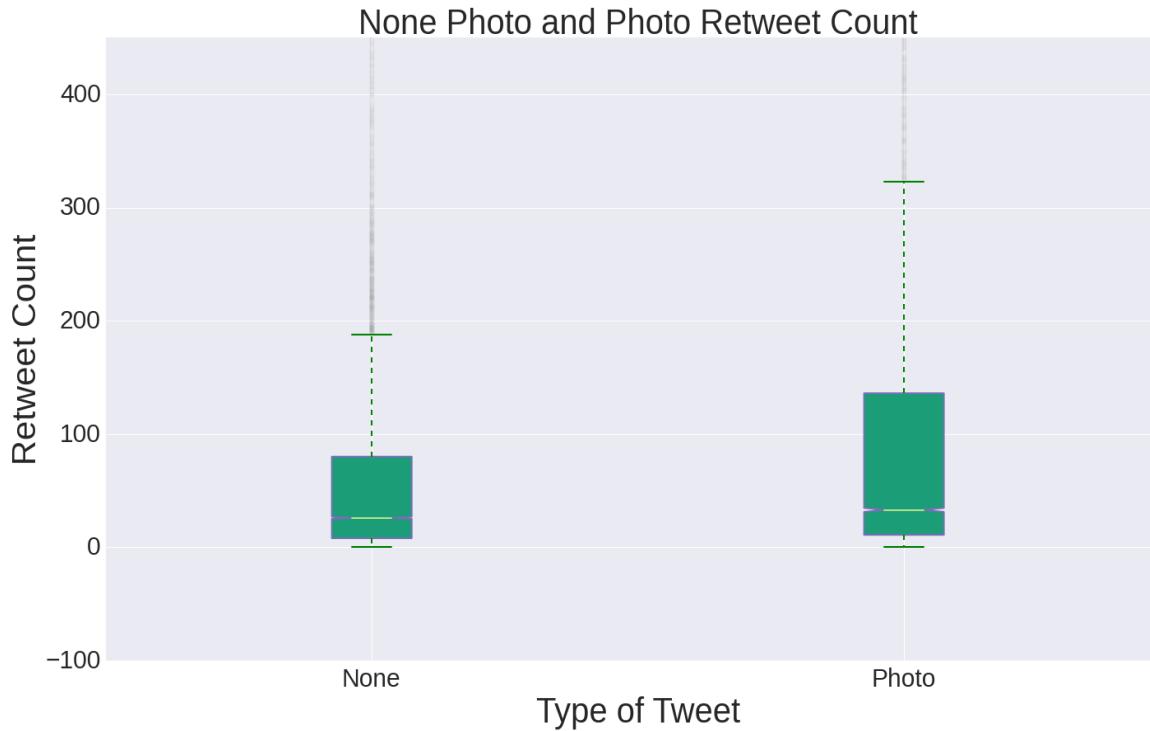
Tweeting the NBA

- What makes a **popular** NBA twitter account?
 - Team:
 - What **content**? What **media**?
 - Players:
 - What **content**? What **hashtags**? What is the relationship between **tweet characteristics**?
- What is the relationship between game **performance** and **tweeting behavior**?
 - Does the **following pattern** within a team indicate the team's **game performance**?
 - What is the relationship between a player's **tweeting behavior** and his **overall performance**?

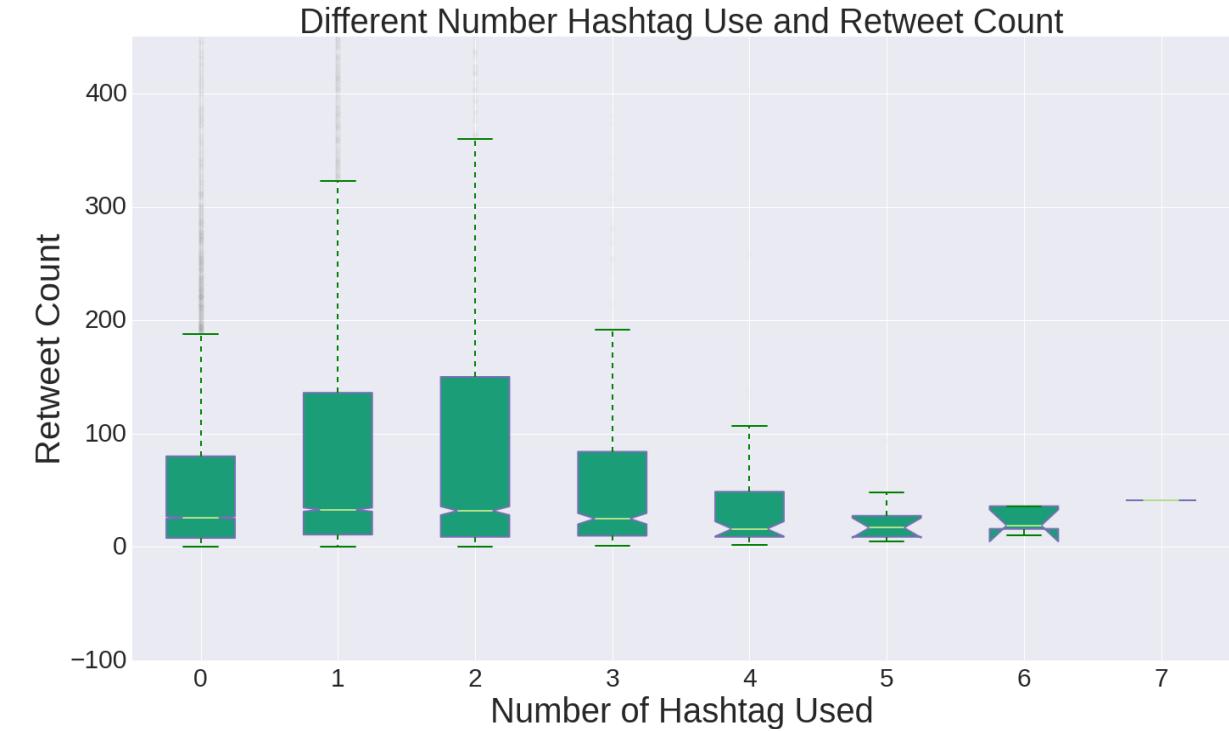


Popular tweets generally embed photos and use fewer hashtags.

Tweet Popularity vs. Media Use



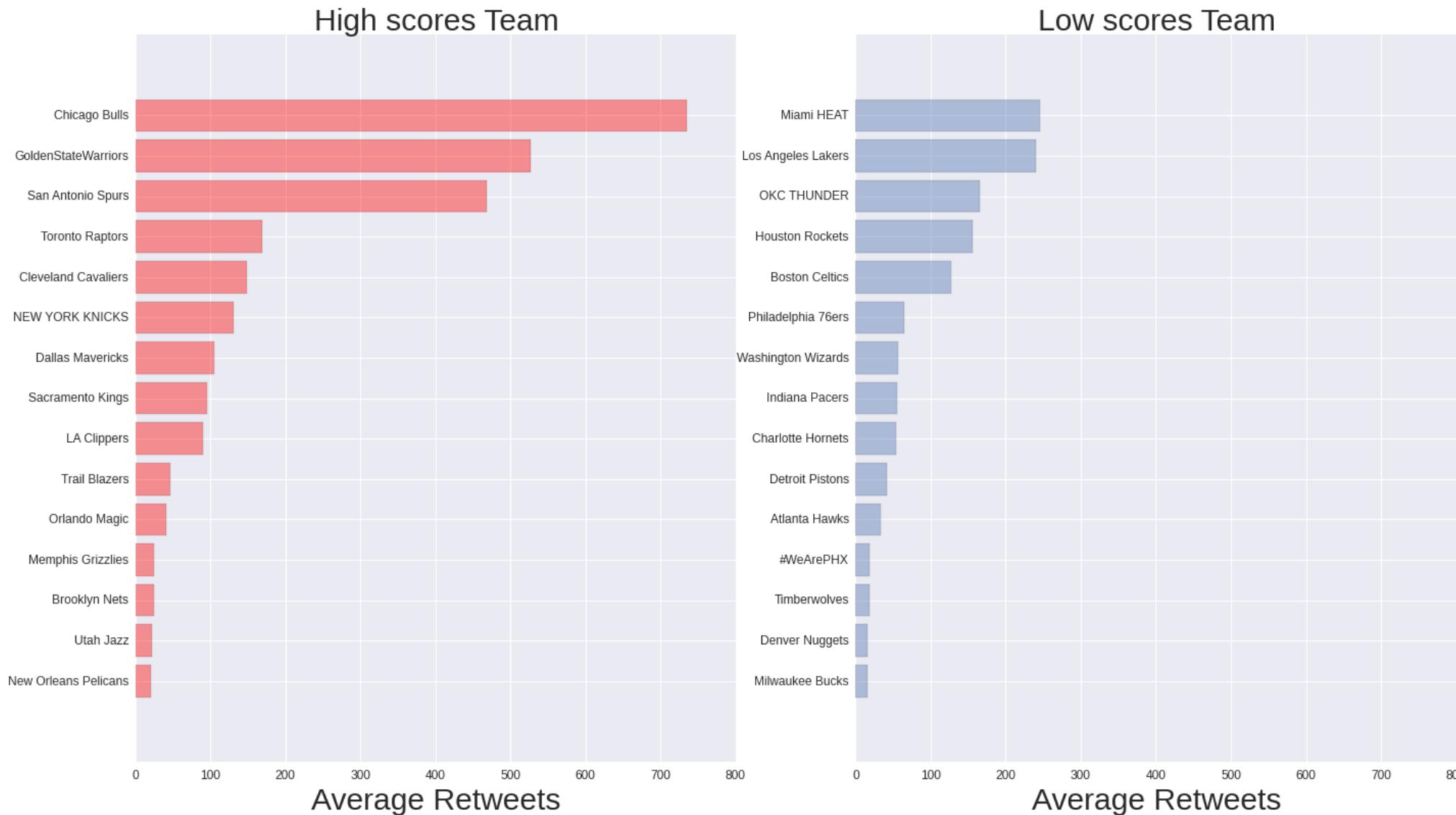
Tweet Popularity vs. Hashtag Use



What makes a popular NBA twitter account?



Popular teams receive higher SVD scores.



What makes a popular NBA twitter account?



Popular tweets frequently use Spanish and simpler sentences.

Use more words like...

here, this, **para**, joakim, fans, taj, **si**, tweet,
doing, **ver**, doug, best, voto, huge, despite,
que, star, **queréis**, **la**, most, buckets, staying,
pre, card, bobby, **vamos**, tie, **mi**, gm, gift,
mcdermott, autographed, kirk, solid, read,
warriors, mcbuckets, field, oh, story, johnny,
early, **usando**

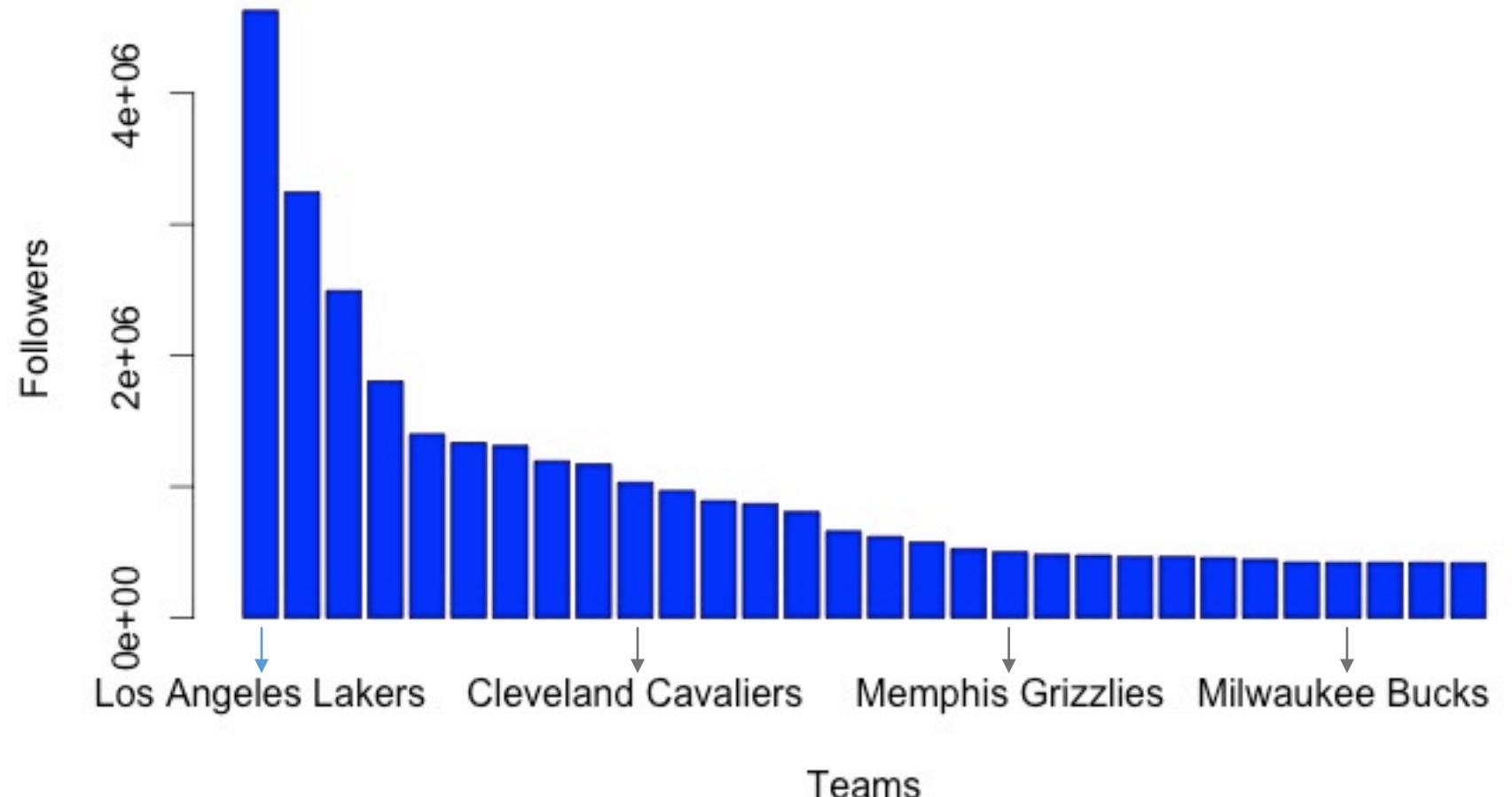
Use fewer words like...

with, and, our, reggie, kcp, presented, we, game,
down, his, stanley, point, two, three, brandon,
some, starting, moro marcus, **about**, can, **first**,
breakdown, **then**, new, another, raptors, **plus**,
andre, tonight, us, lead, denver, **as, up, but**,
february, **next**, baynes, stop, had, second, special,
making, taking, tom, night, brooklyn, flint, **also**,
performance, toronto, nets, block, tolliver, it, he,
stan, gundy, van, one, trivia, retire, **before**,
thursday, happening, rebounds, relief, review, drive,
when, could, wednesday, **until**, fourth, gores,
recipes, plays, people, led, young, quote, score,
anthony, coaches, glass, all, selected, want, try,
gear, dennis, subscribers, owner, hit, nuggets

What is the popularity ranking of the 30 NBA teams?

- We chose the LA Lakers for our popularity trend analysis.

Number of Twitter Followers
(Followers of the team's official Twitter account)



What makes a popular NBA twitter account?



Follower Trend for LA Lakers in Season 2015-16

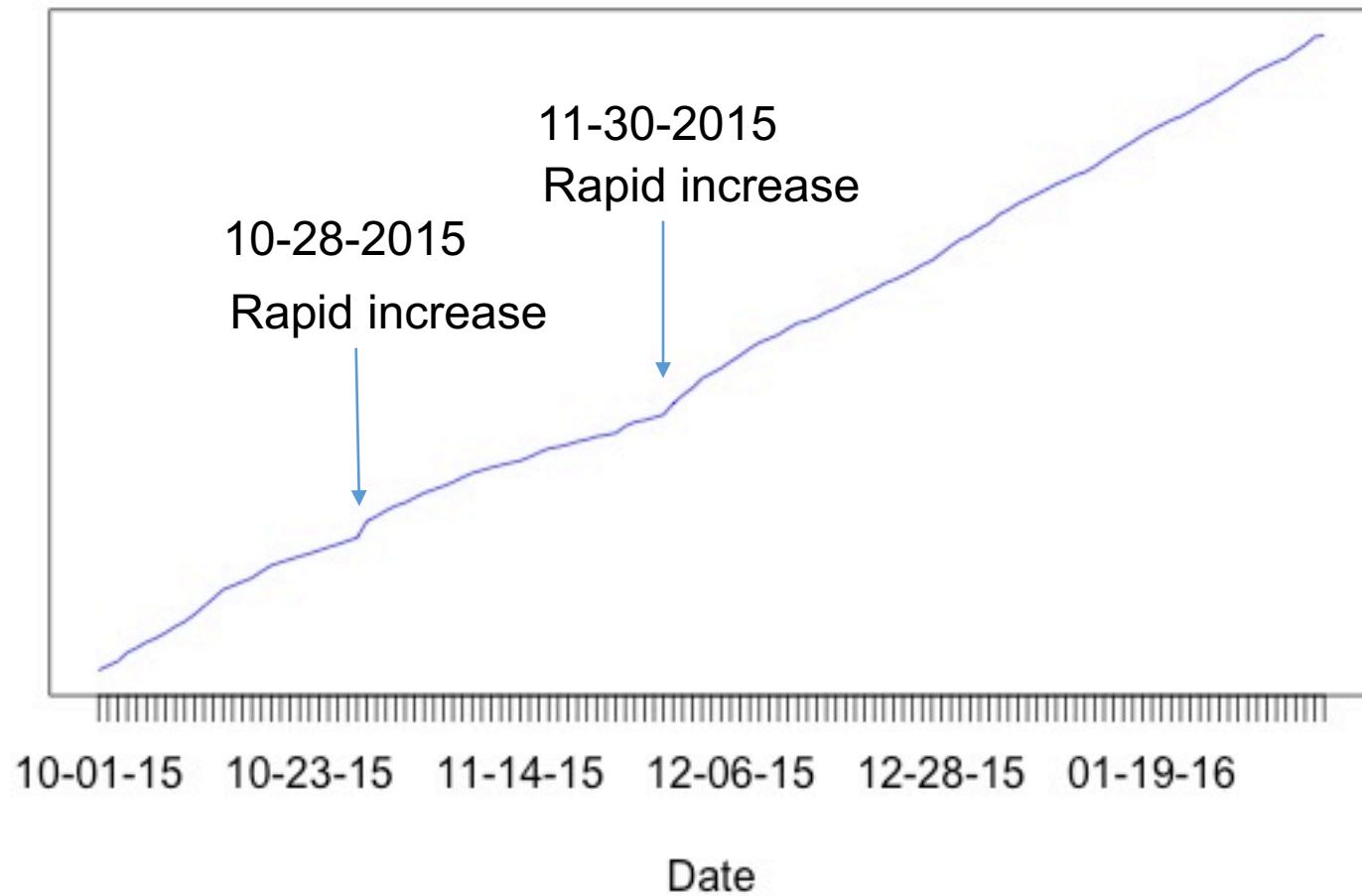


Lakers' Followers in Season 2015-16

(Followers of the team's official Twitter account)

- The follower number steadily increased over time.
- Two jumps were observed at the beginning of the season and during Thanksgiving.

number of followers



What makes a popular NBA twitter account?



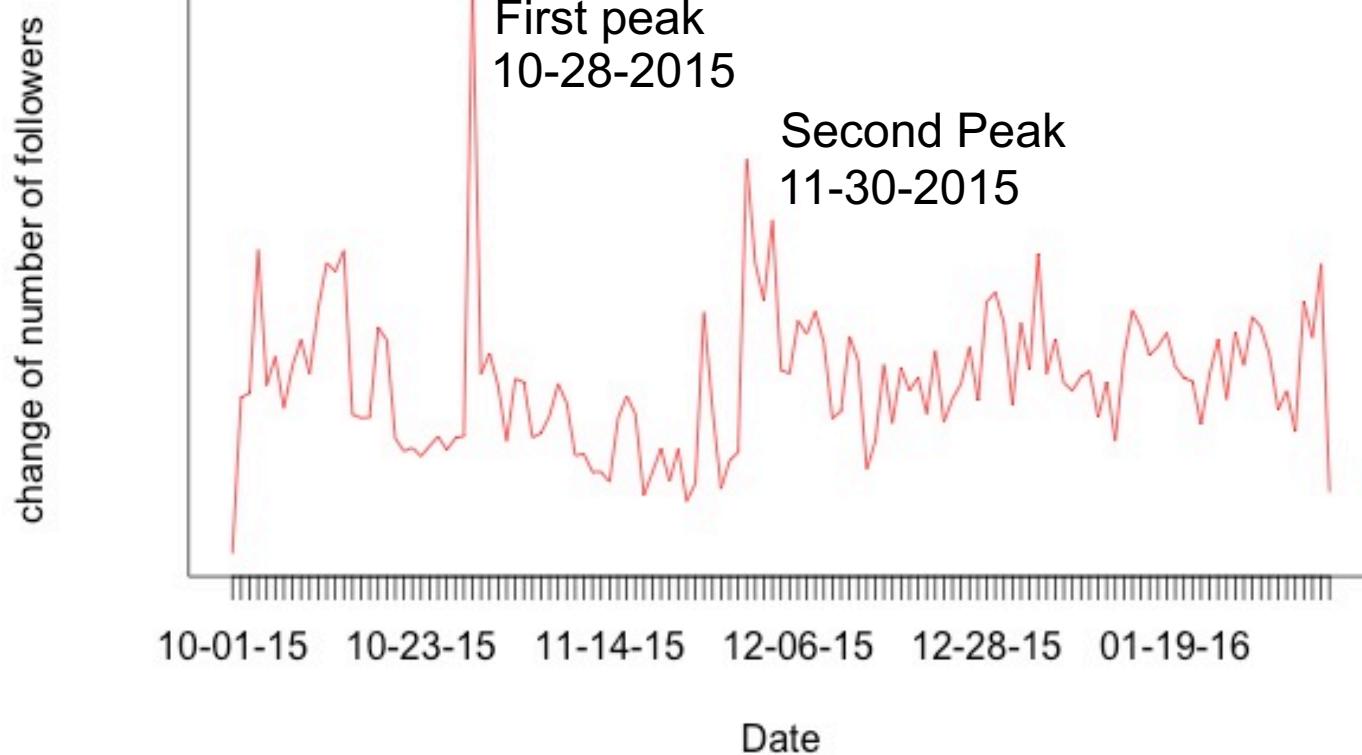
Change in Followers of LA Lakers in Season 2015-16



Change in Lakers' followers in Season 2015-16

(Followers of the team's official Twitter account)

- A possible relationship may exist between change in number of followers and important dates.



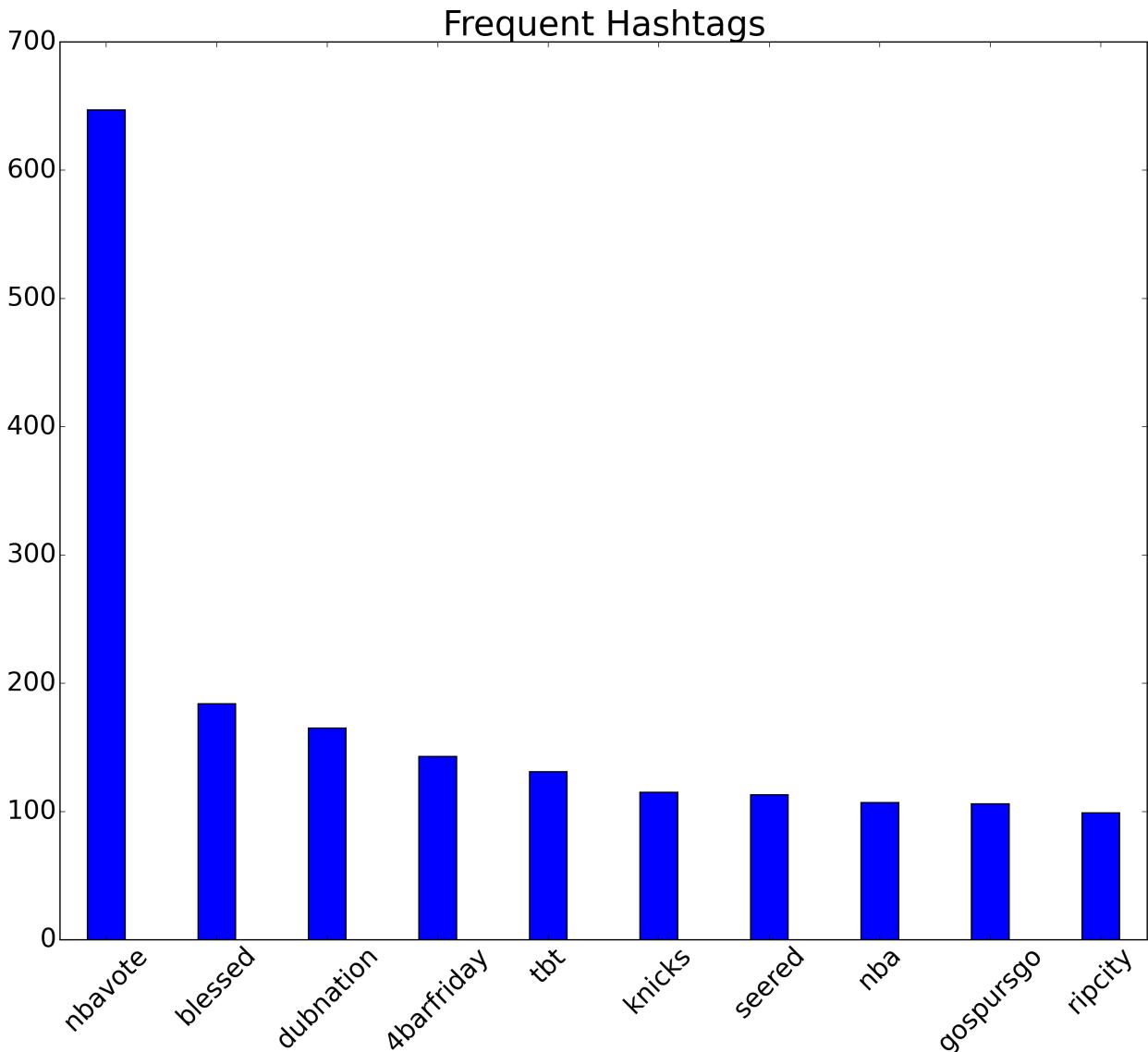
What makes a popular NBA twitter account?



Having observed similar trends in all other teams, we infer:

- NBA teams get more public attention on Twitter when:
 - a new season starts
 - a big event occurs
 - a holiday begins.
- Hence, the All-star might be when team popularity rapidly increases again.
- Popular teams will only get more popular in the future.

Frequent Words and Hashtags



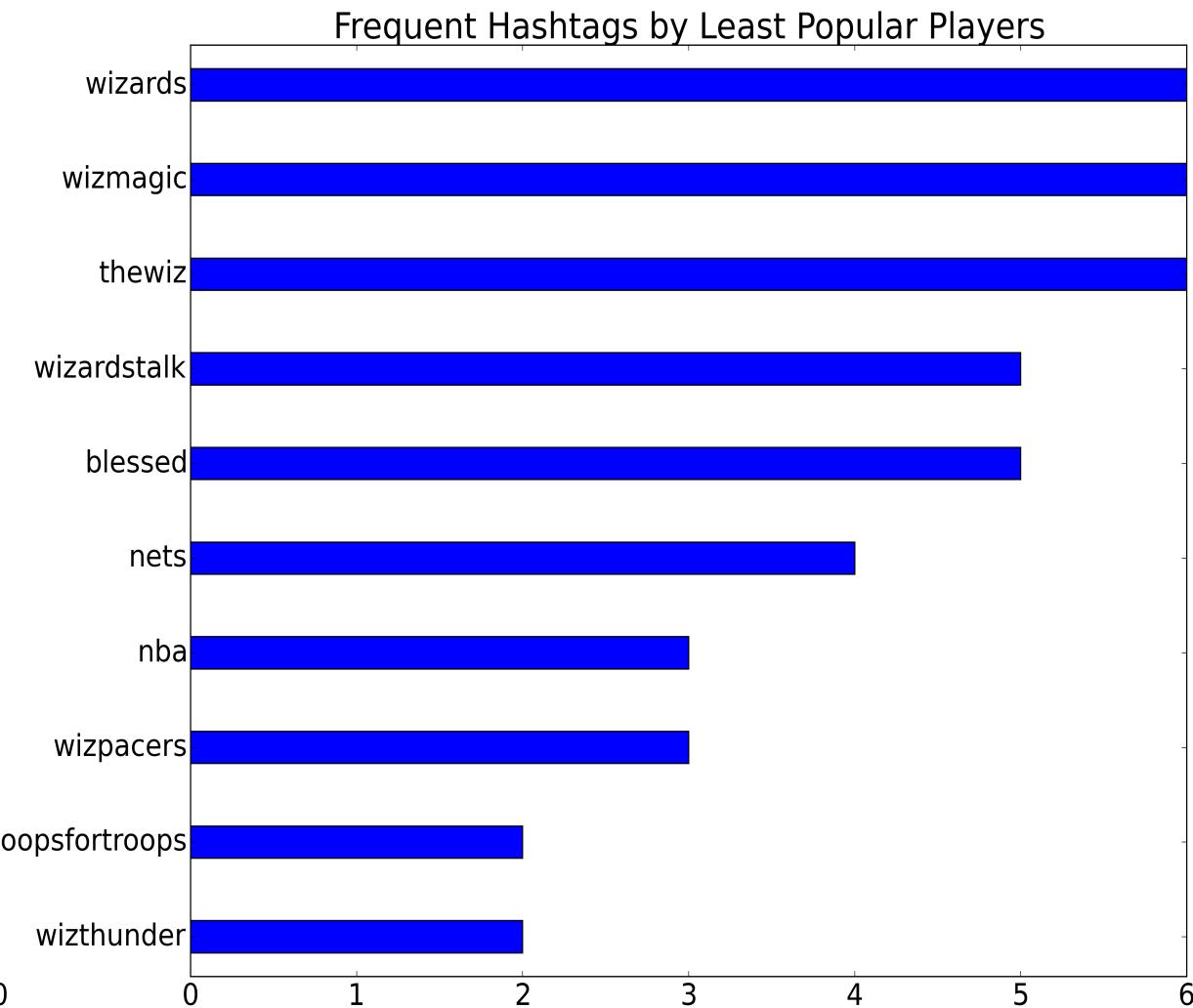
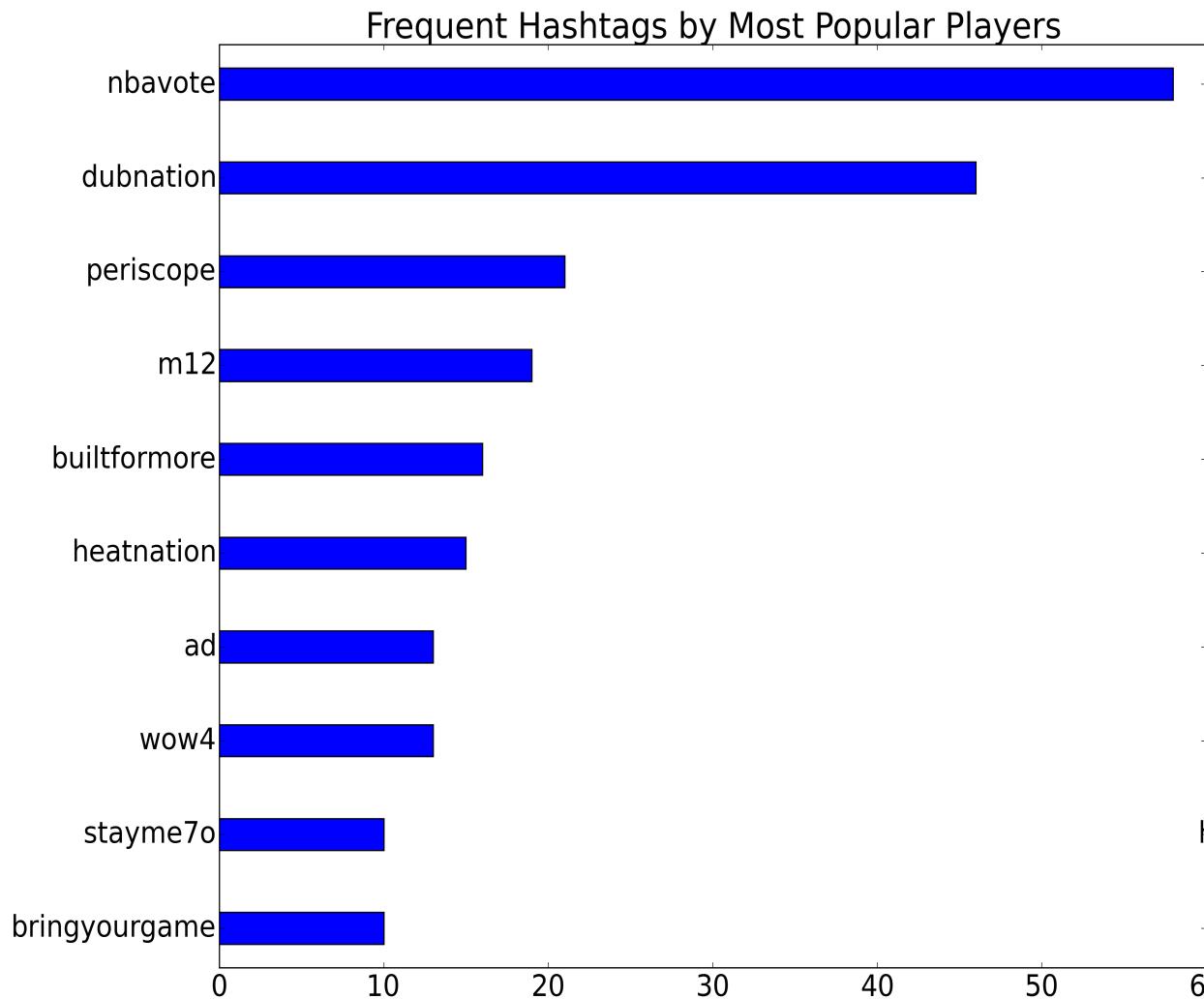
N = 448 players

n = 349 players on Twitter

What are the characteristics of a typical popular NBA player twitter account?



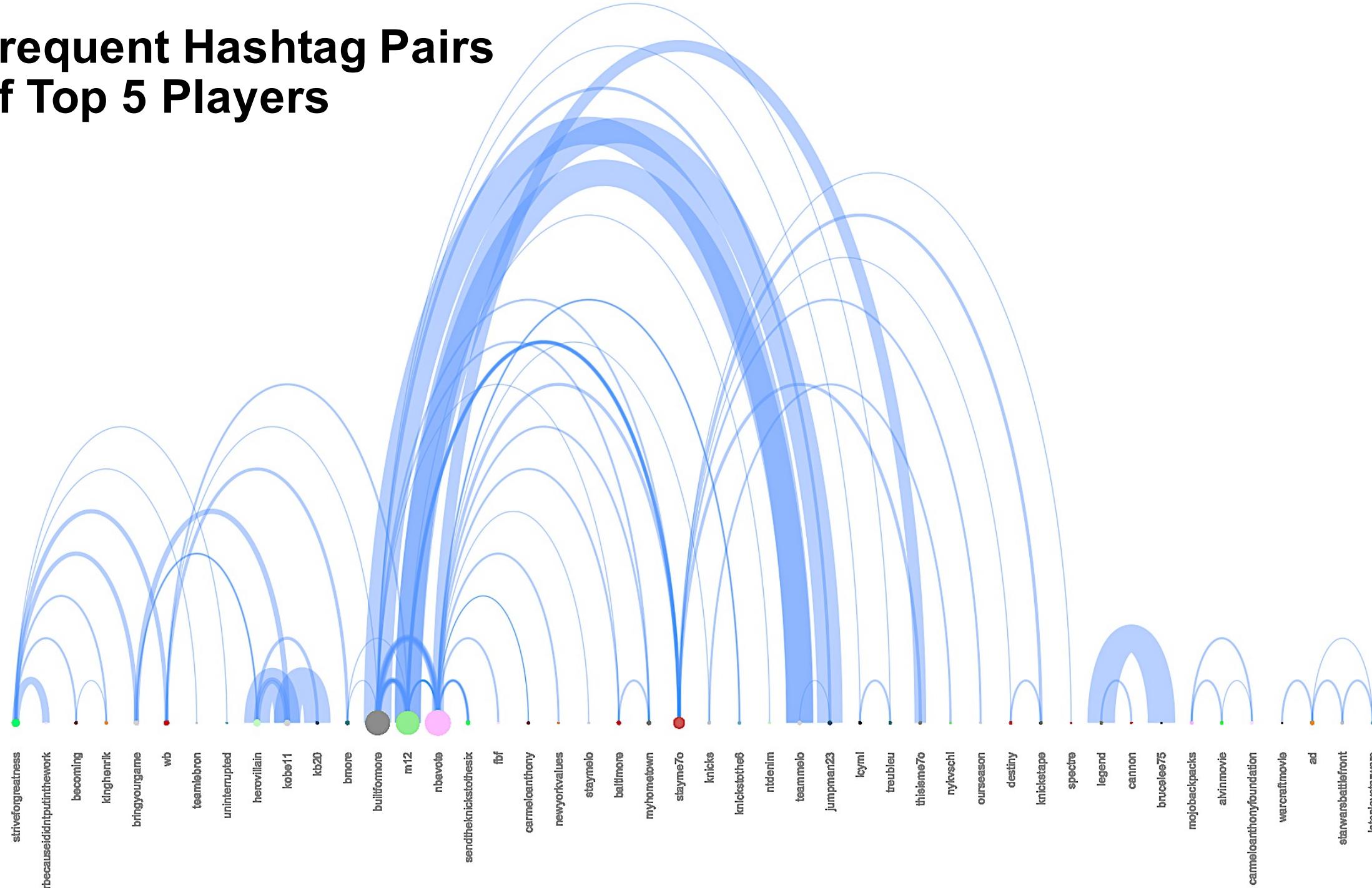
Frequent Hashtags of Top 10 Most & Least Popular Players



What are the characteristics of a typical popular NBA player twitter account?

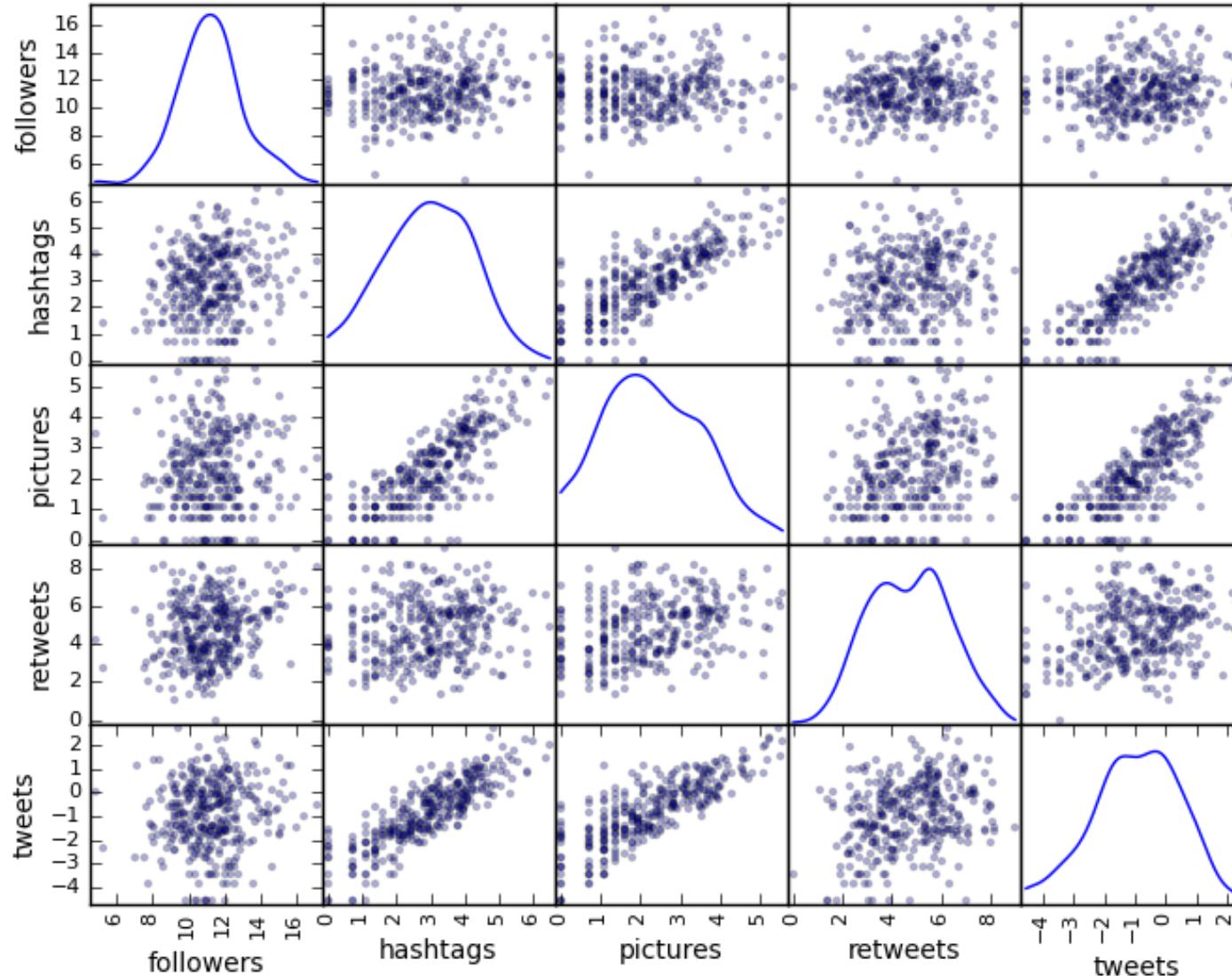


Frequent Hashtag Pairs of Top 5 Players



Pictures, hashtags, and tweets are highly correlated.

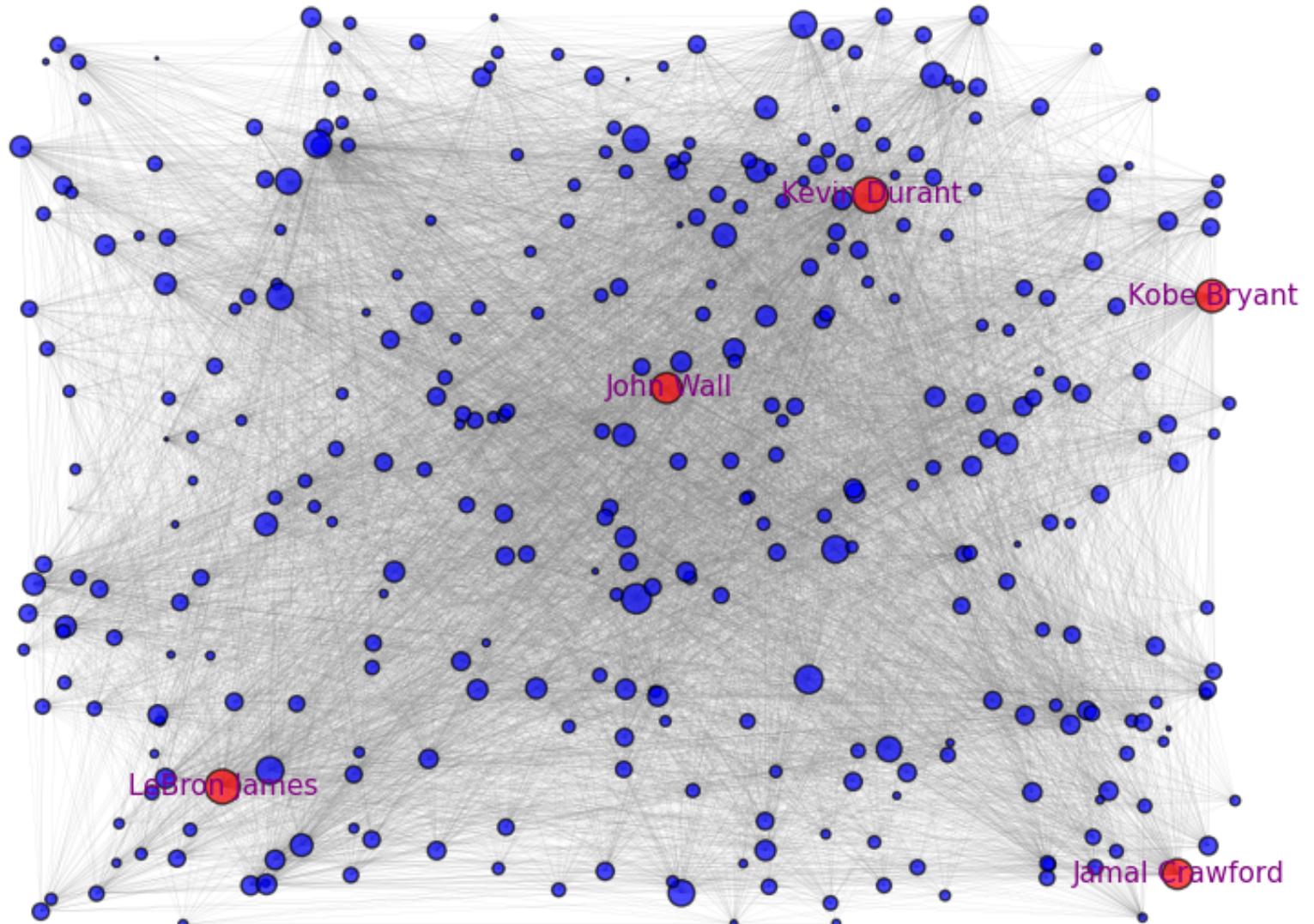
Log-Log Relationship Between Twitter Variables



What are the characteristics of a typical popular NBA player twitter account?

Players tend to follow each other, but ...

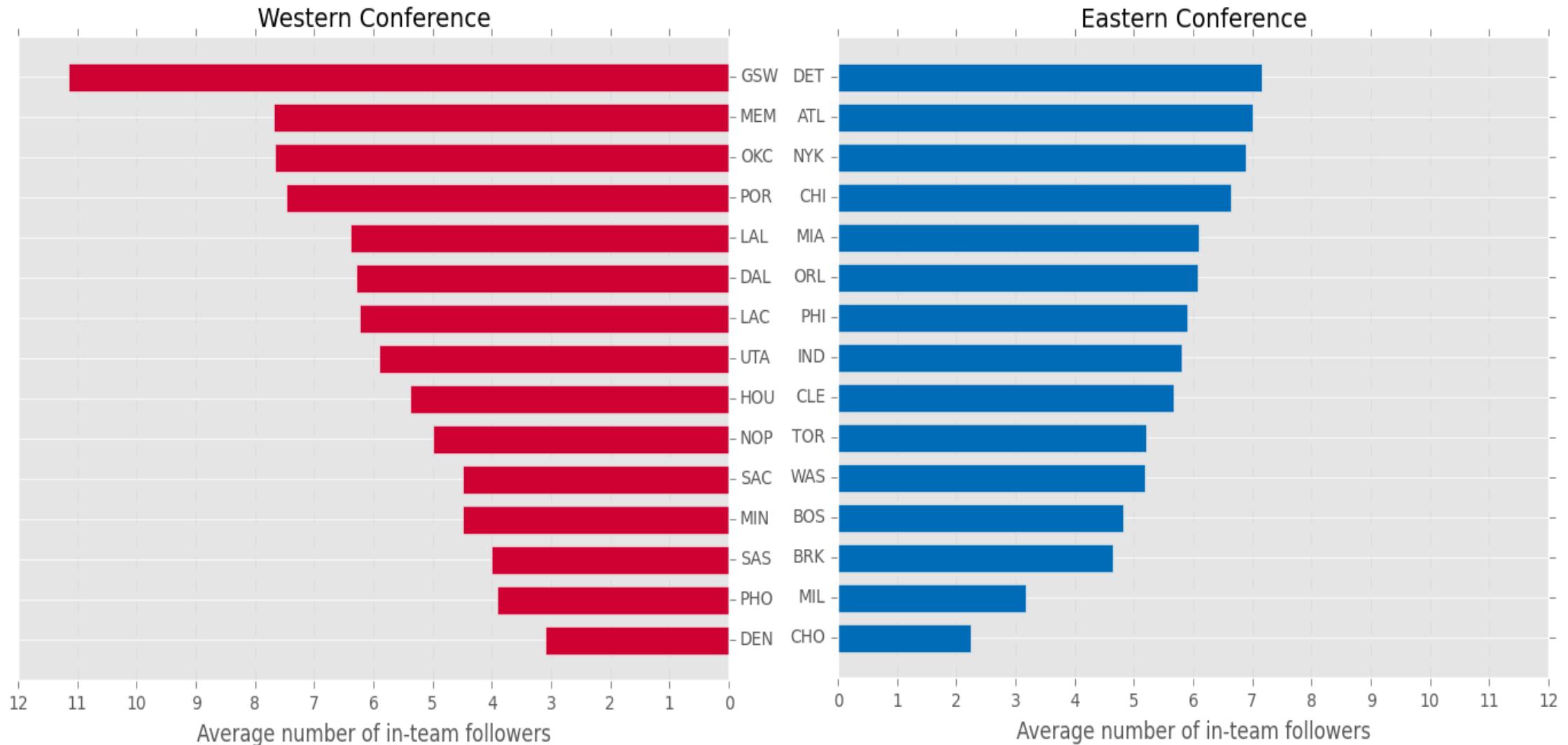
- NBA players typically follow among themselves.
- The top 5 most followed by players are Kevin Durant, LeBron James, Kobe Bryant, Jamal Crawford, and John Wall.



What is the relationship between team performance and tweeting behavior?



... the following pattern varies in each team.



What is the relationship between team performance and tweeting behavior?

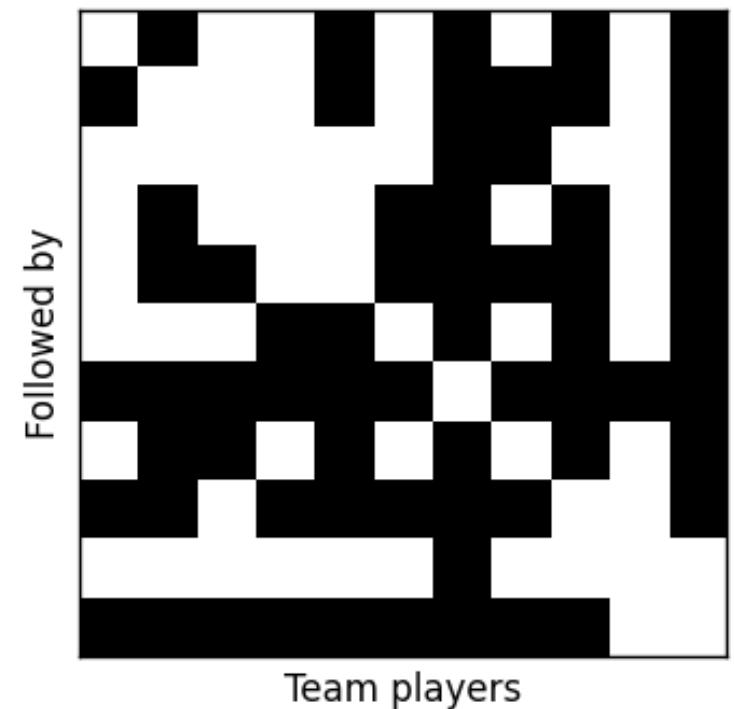
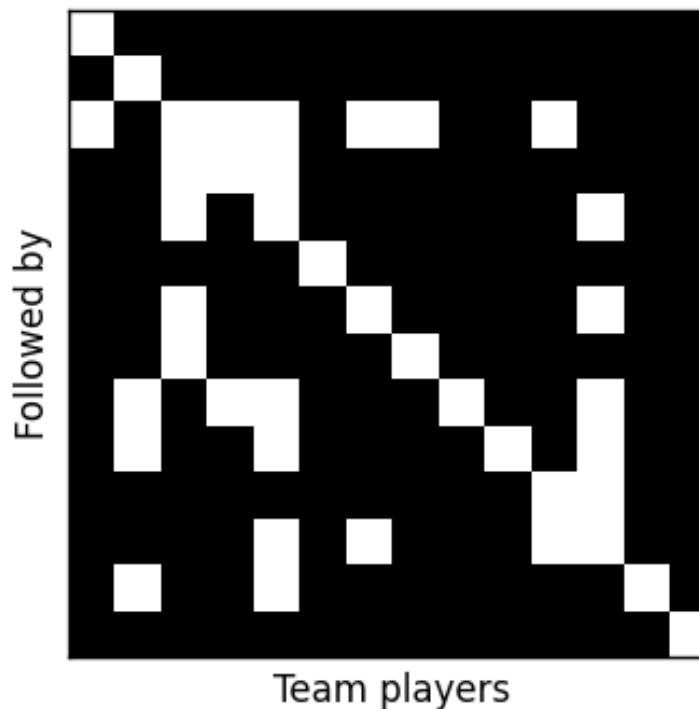


Player in a better team generally has more teammate followers?

- Golden State Warrior players follow their teammates more than 76ers.
- Would it be the case for other teams?

Follower-Followee matrix

(Black: column player follows the row player)

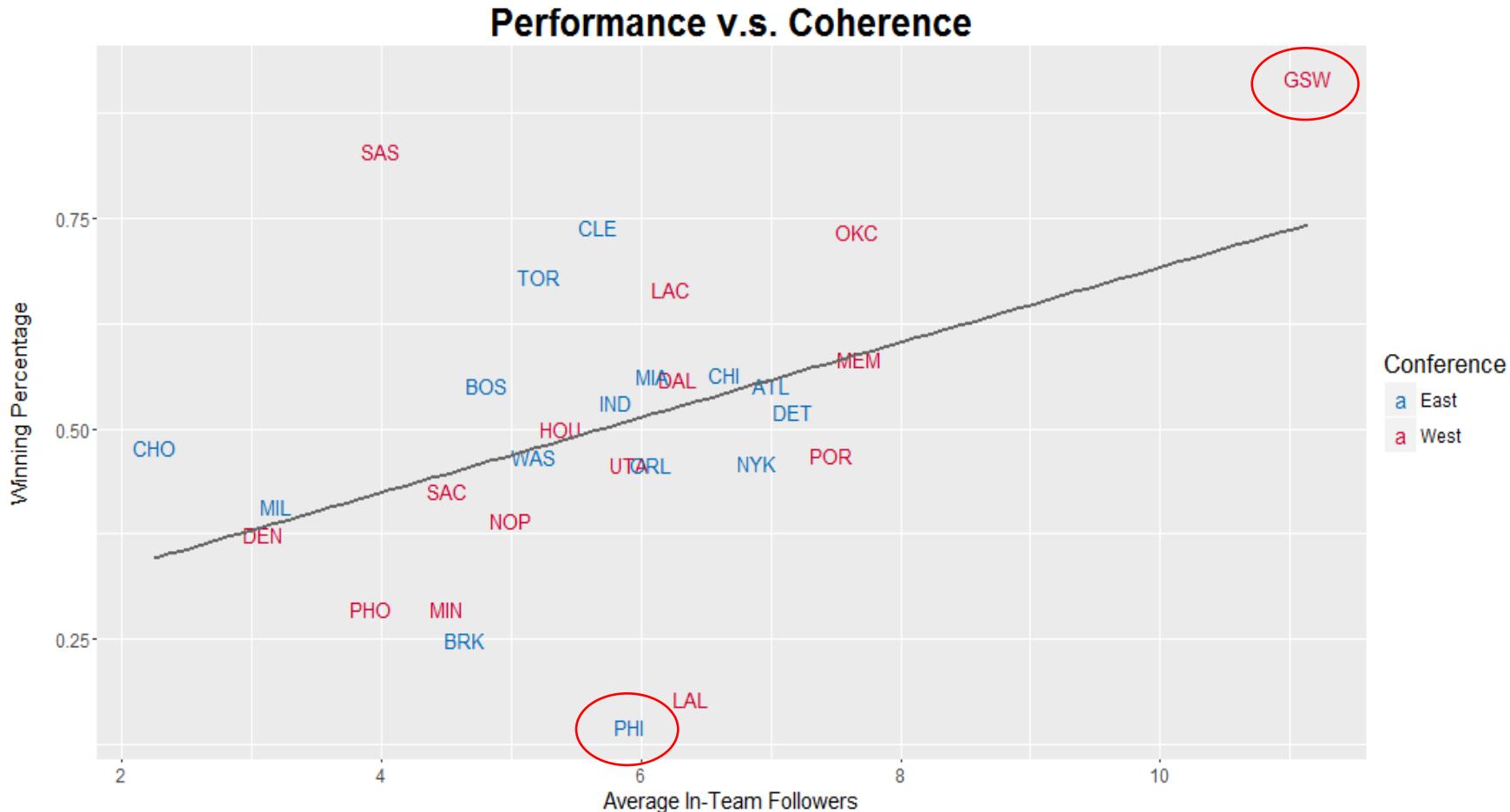


What is the relationship between team performance and tweeting behavior?



Well, it depends, at least for teams.

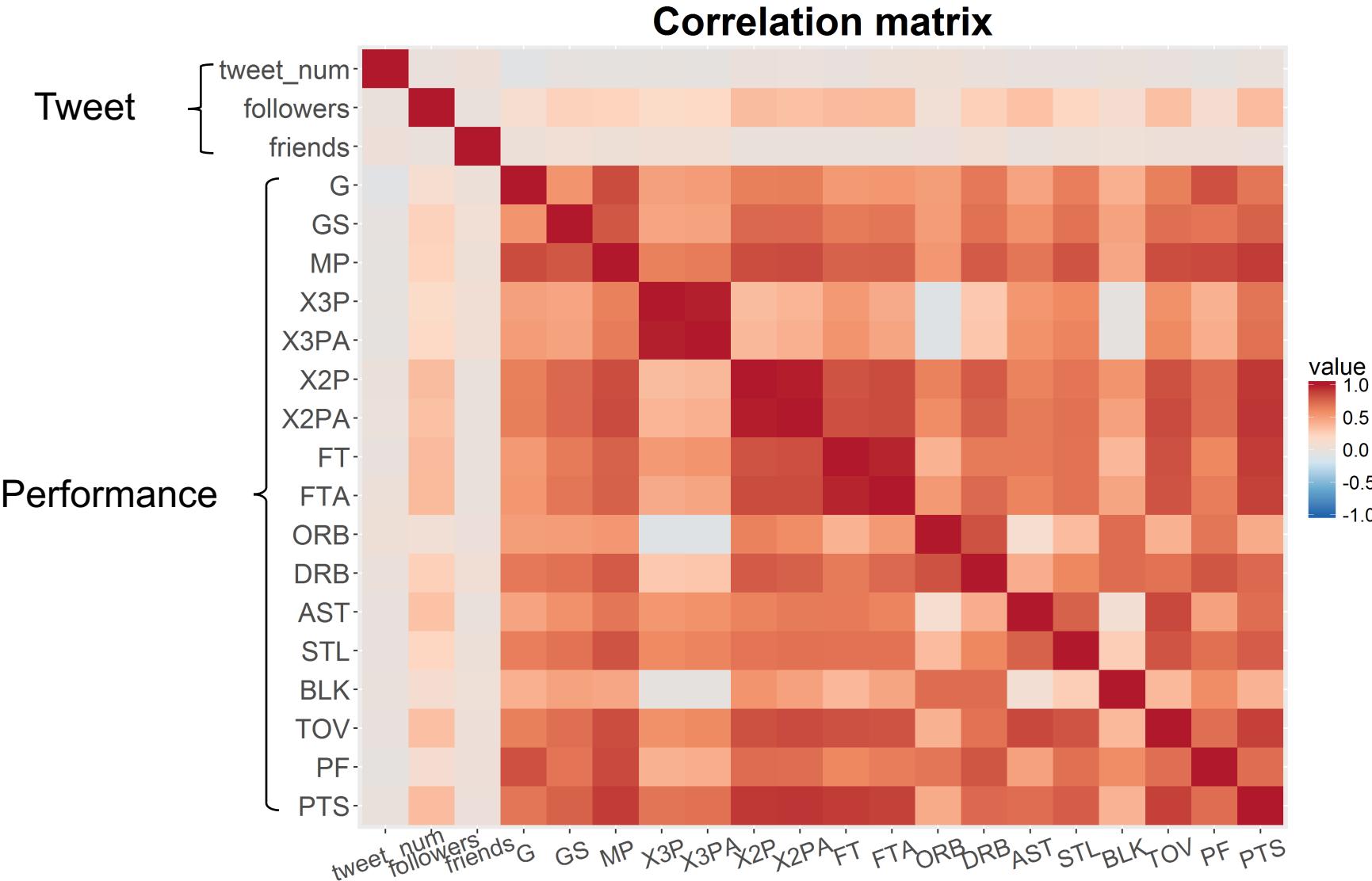
- The correlation (~0.45) is not as strong as expected,
- but would the relationship be stronger for players than teams?



What is the relationship between team performance and tweeting behavior?



Our investigation into player performance and tweeting behavior starts with correlation analysis.



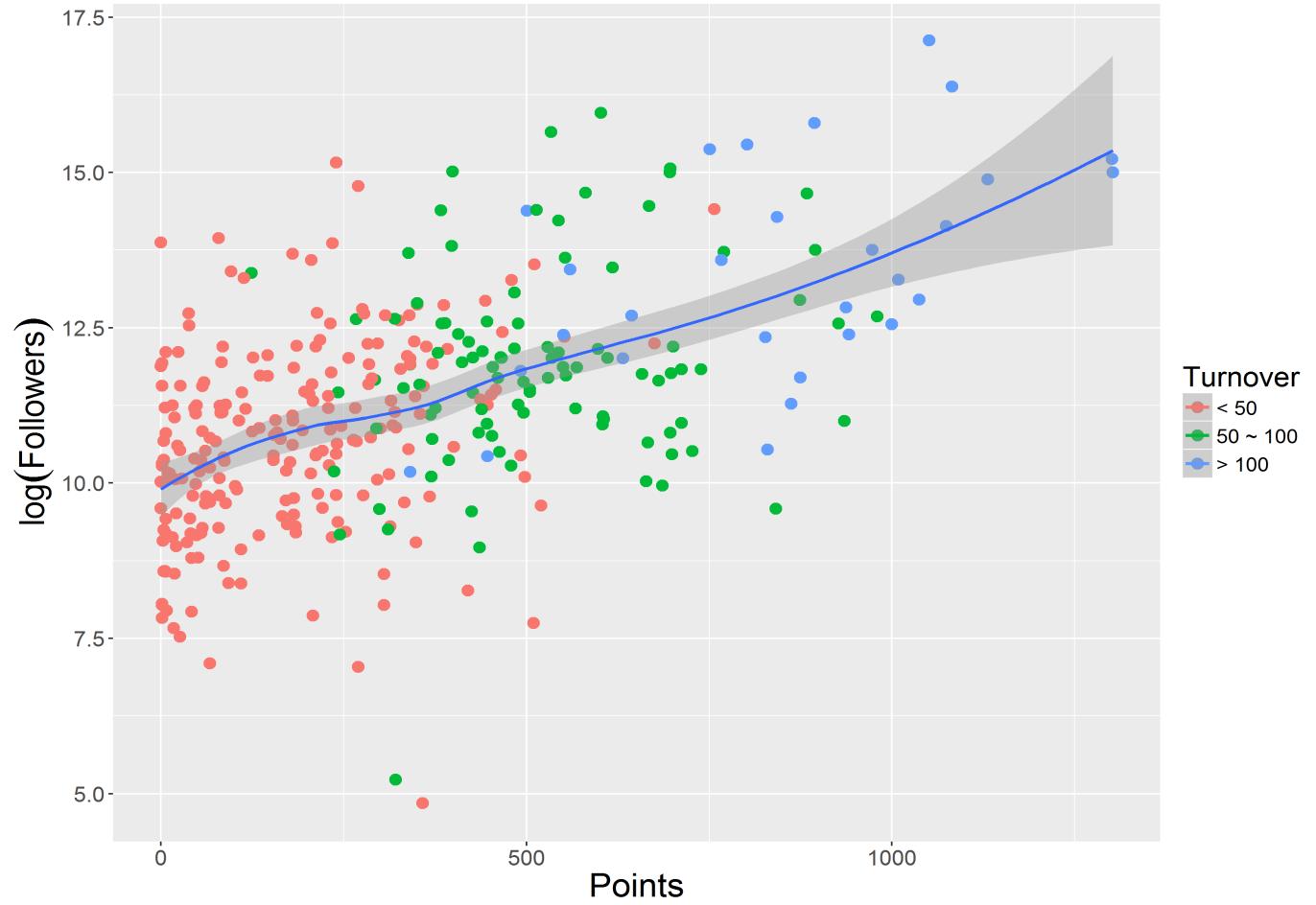
What is the relationship between player performance and tweeting behavior?



Players with higher cumulative scores tend to have more followers as do those with more turnovers.

- Players that have earned more points in the past tend to have a larger number of followers.
- However, it seems those with more errors (turnovers in basketball terminology) also have more followers.

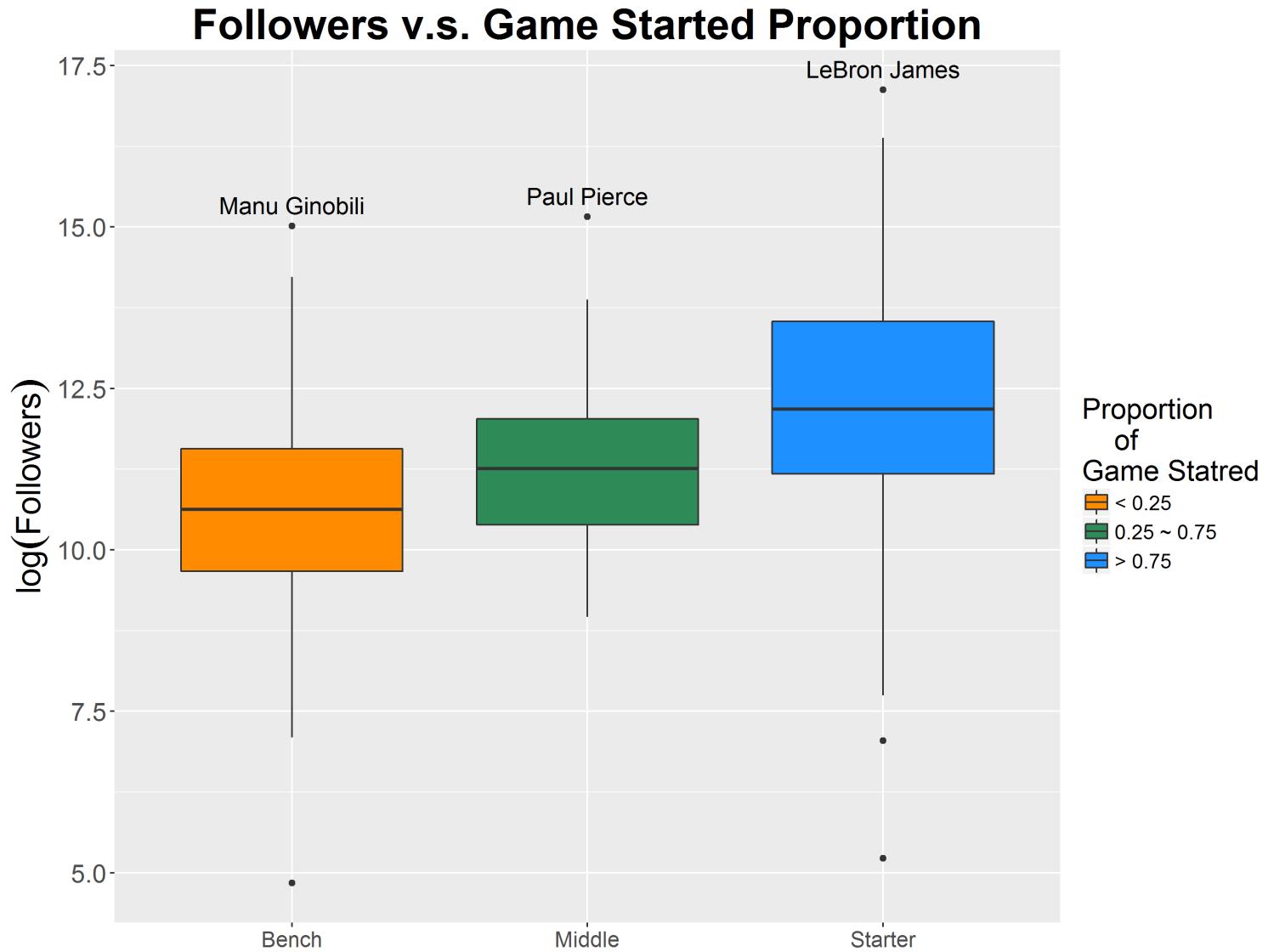
Players' Number of Followers (log) vs. Cumulative Points Earned
(Dot color indicates level of turnovers)



What is the relationship between player performance and tweeting behavior?



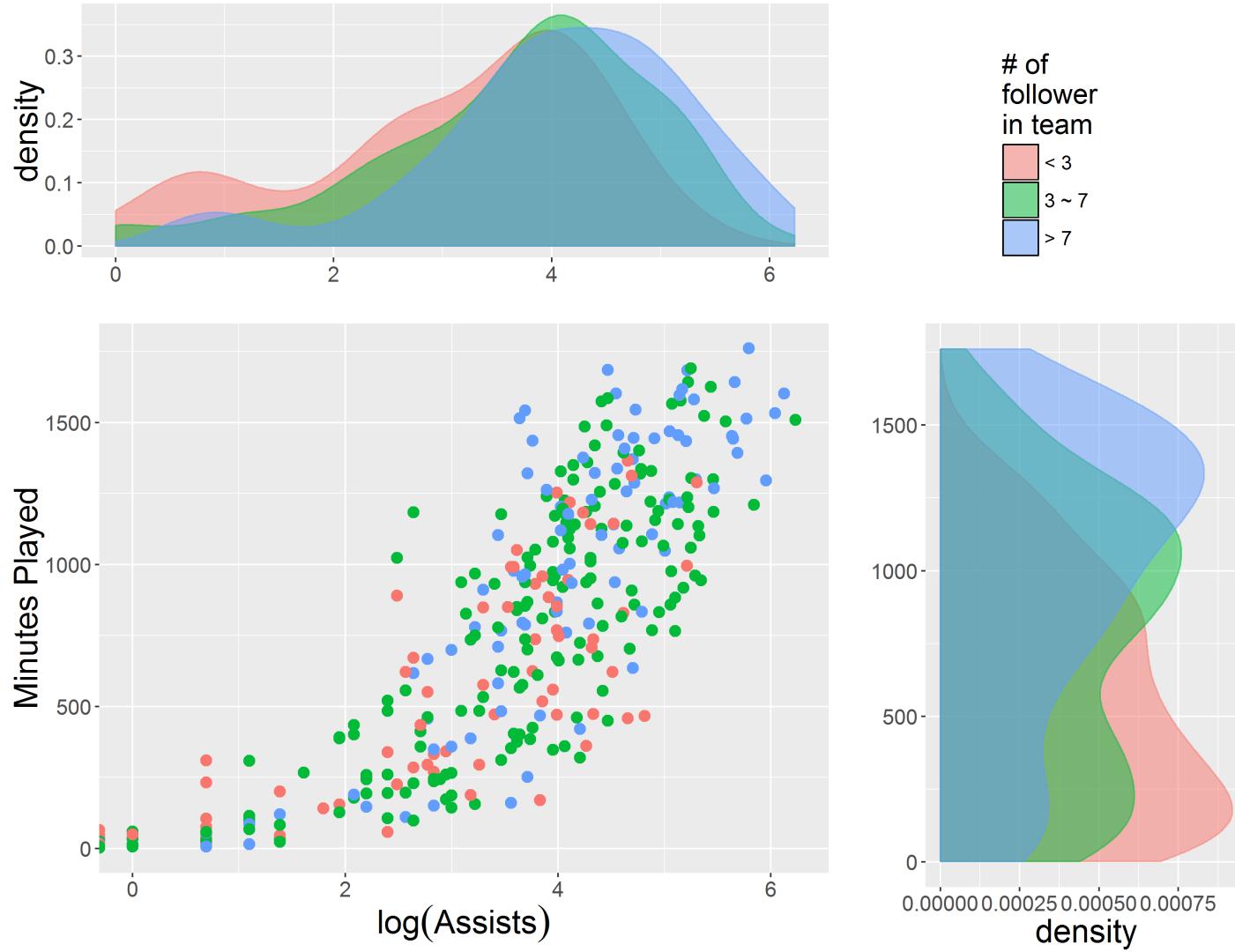
Starters tend to have more followers than Benches or Middles.



What is the relationship between player performance and tweeting behavior?



Players with more teammate followers tend to play longer and assist teammates more frequently.



What is the relationship between player performance and tweeting behavior?

