

The Influence of Joe Wicks on Physical Activity During the COVID-19 Pandemic: Thematic, Location, and Social Network Analysis of X Data

Paper Information

- **Paper link:** <http://dx.doi.org/10.2196/49921>
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- **Categories:** Polarization, Opinion Evolution, Data

Addressed Problem

How to measure the influence of public figures on social media during the COVID-19 pandemic?

Main Contribution

A thematic and network analysis to measure Joe Wicks' influence on physical activity during the pandemic, using betweenness centrality.

Methodology Comments

The study uses betweenness centrality to analyze the flow of information and user influence on the network.

General Description

The study collected over 290,000 posts from X related to Joe Wicks during the pandemic. Influence was estimated using betweenness centrality, which highlights the importance of nodes that serve as bridges connecting different users within the network.

Significance for the Project

This study provides valuable insights into how influential individuals can impact public behavior during a crisis, which is relevant to Promueva's goal of understanding influence in social networks and examining how opinion shifts manifest through interactions during critical events.