

# **Twitter Analytics**

Why do academics and  
businesses need to understand  
Twitter?

# Lively news feed!

#6



**Sohaib Athar**

@ReallyVirtual



Helicopter hovering above Abbottabad at 1AM (is a rare event).

2:58 PM - 1 May 2011

3,544 RETWEETS 2,868 FAVORITES



Situation on ground in [#egypt](#) very tense. Vehicle I was in attacked. My window smashed. All ok.

44 minutes ago via [OverTwitter](#)

Retweeted by 100+ people



**andersoncooper**

Anderson Cooper



**“I saw the tweets from DC about earthquake, then 15 seconds later felt it in NYC. Social media is faster than seismic waves!”**

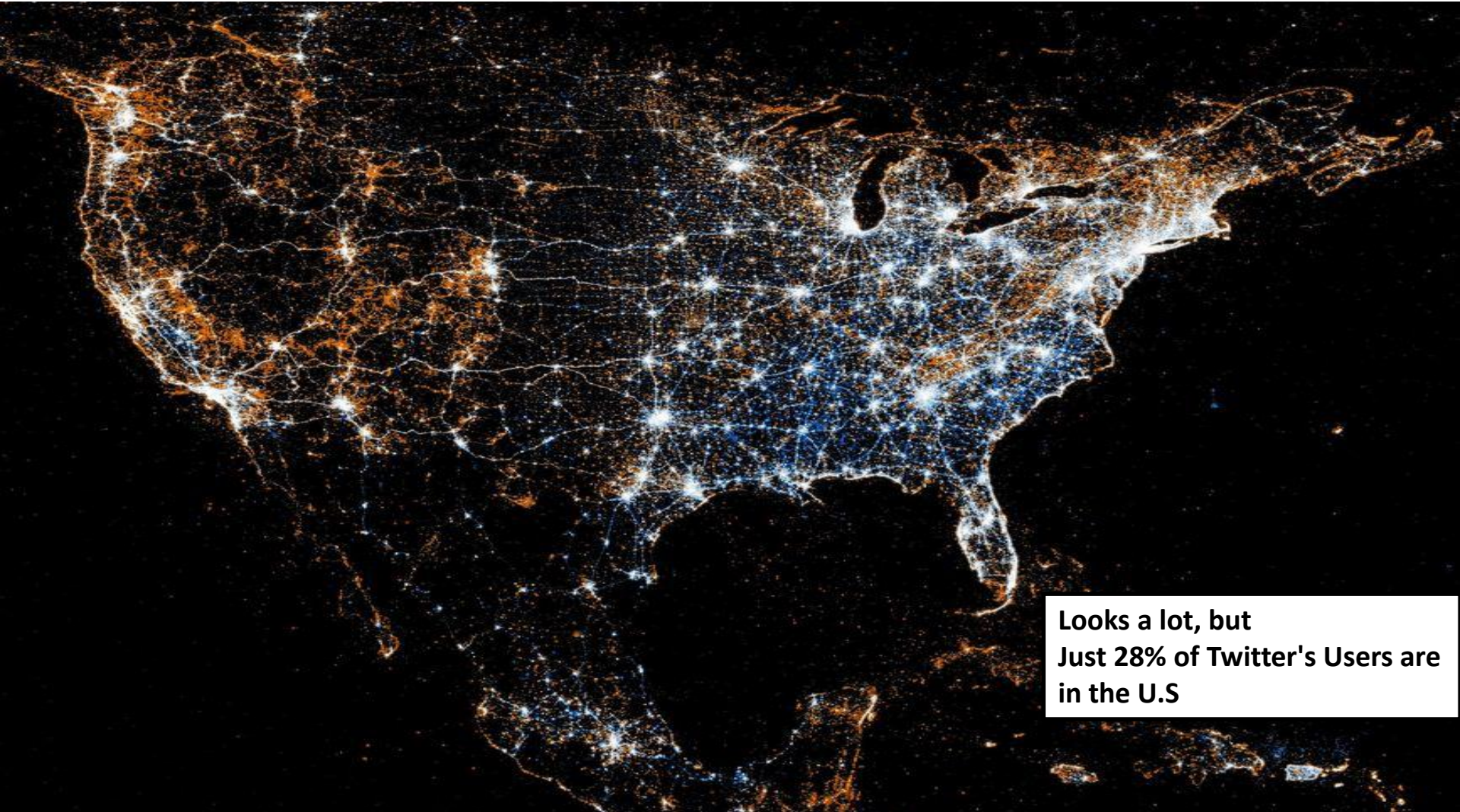
**“Haha! I was able to read about the earthquake on Twitter right before I felt it! I love living in the future.”**

**People are “sensors”  
“reporters”**



# Popular!

#5



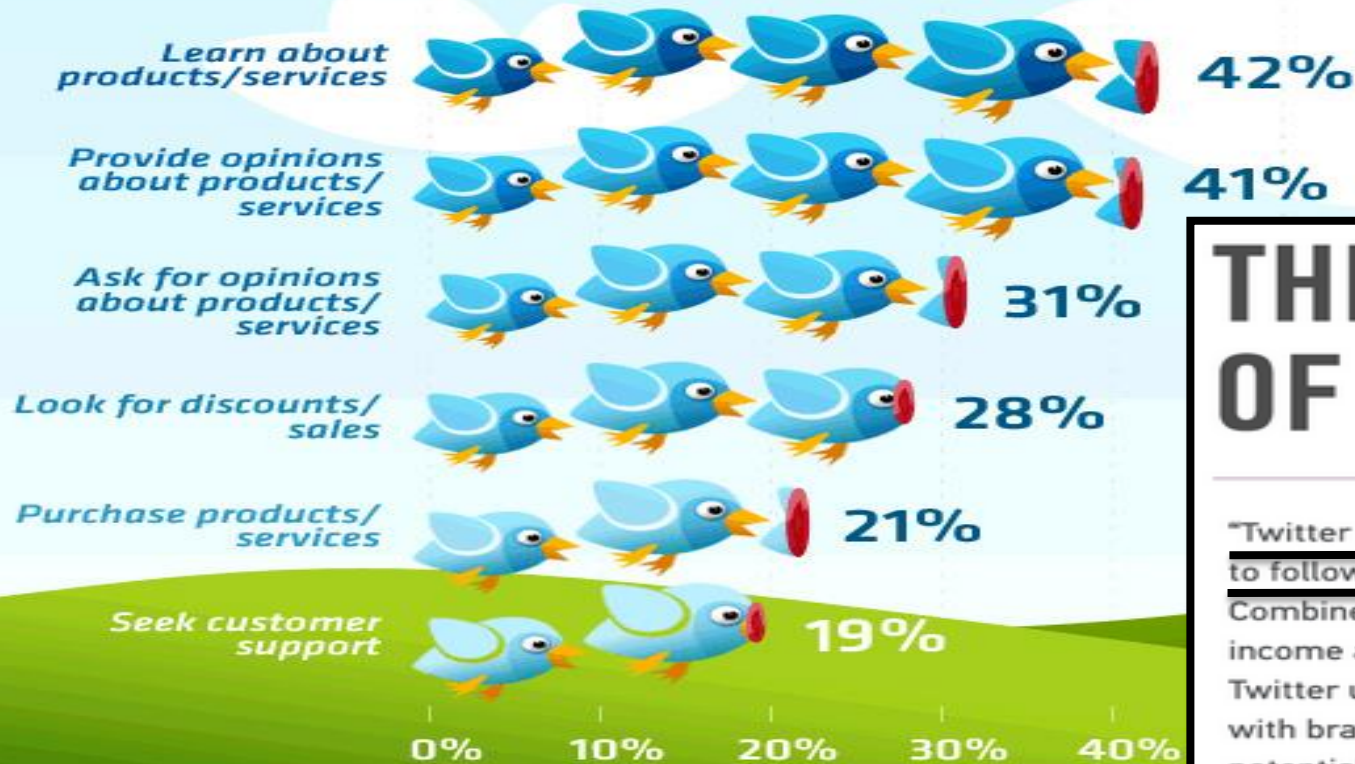
**Looks a lot, but  
Just 28% of Twitter's Users are  
in the U.S**

# Influential!

#4

## WHY YOU CAN'T IGNORE TWITTER

Percent of Monthly Twitter Users Using Twitter to...



## THE POWER OF TWITTER

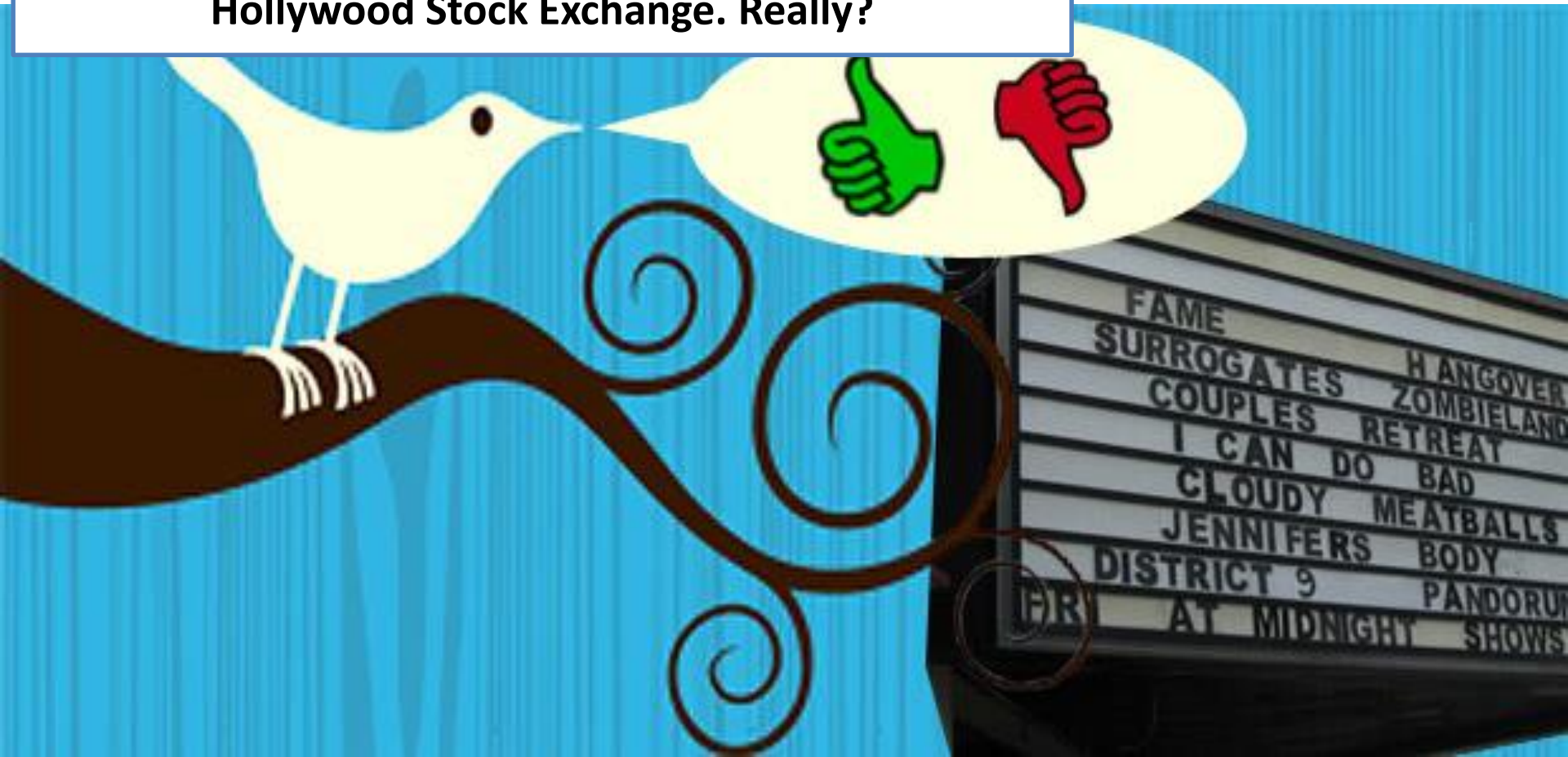
"Twitter users are 3 times more likely to follow brands than Facebook users. Combined with their above average income and above average education, Twitter users' propensity to interact with brands make them a huge potential source for Mass Influencers."<sup>1</sup>



# Predictive power!

#3

**Twitter Buzz Predicts Box-Office Success Better Than Hollywood Stock Exchange. Really?**





## **Twitter Can Predict The Stock Market, If You're Reading The Right Tweets**


<http://www.fastcoexist.com/1681873/twitter-can-predict-the-stock-market-if-youre-reading-the-right-tweets>



## Twitter Buzz Predicts Election Results

# THE TWITTER POLITICAL INDEX

AUGUST 2, 2012: OBAMA +25 [LEARN MORE](#)

 Tweet

 Follow @gov


D



BARACK OBAMA

51

↑ +7 SINCE YESTERDAY

 Follow @BarackObama 10M+ followers


R



MITT ROMNEY

26

↑ +0 SINCE YESTERDAY

 Follow @MittRomney 770K followers



# Twitter = Big Data

#2



**Jack Dorsey** ✓

@jack

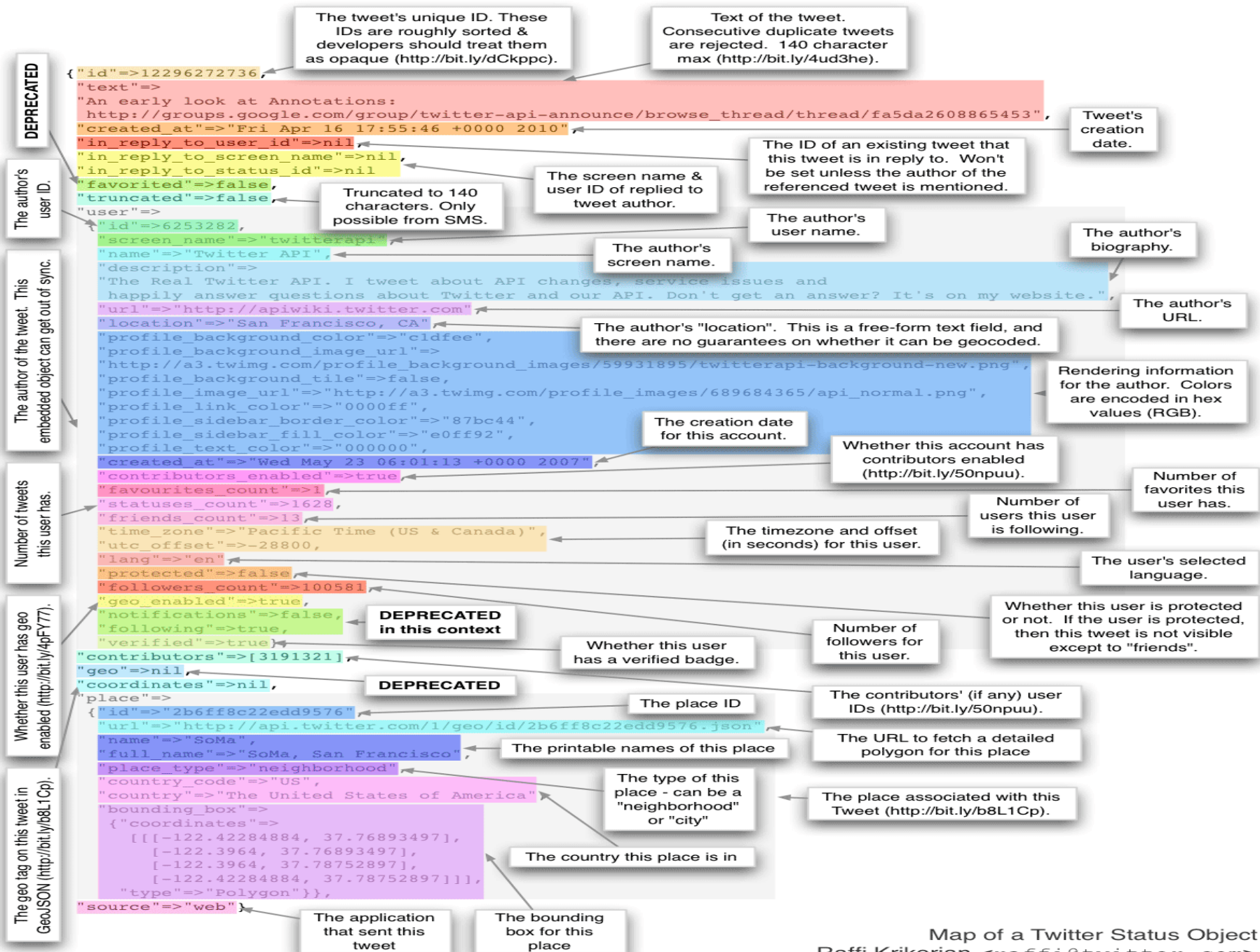
 Follow

just setting up my twttr

3:50 PM - 21 Mar 2006

17,470 RETWEETS 15,760 FAVORITES





# Twitter = “Open” Data

**#1**





# Twitter Quiz

**Who is the most followed Twitterer, with almost 67 million followers?**