



CS3608 SOCIAL MEDIA COURSEWORK

STUDENT NUMBER: 1615076

PRODUCT/SERVICE NAME (WITH BRAND): Amazon Prime (Amazon)



Amazon Prime is a paid subscription service provided by Amazon. The subscription allows users to access services such as free delivery, streaming music, streaming videos, E-book access and other benefits. This service is of interest to me as it is a service that I am subscribed to and use nearly every day. This service allows me to order products online using my phone for delivery the next day with ease, it also provides me with other services such as Amazon Prime Video which lets me stream movies and tv shows on my Tv and smartphone.

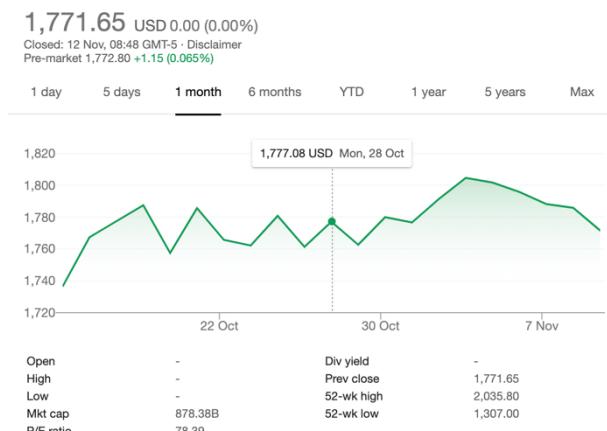
Amazon was founded on the 5th July 1994 by Jeff Bezos. Amazon started out as an online marketplace for books and then later expanded to selling electronics, videos and other products. Since Amazon was founded the company has expanded to sell every type of products from clothes to food. Amazon Prime was created in 2005 a subscription service offering free two-day delivery. The service was first launched in 2005 and then later launched it in other countries such as the United Kingdom, Germany and Japan. Throughout the years Amazon Prime has added other benefits to their service by adding a music and video streaming service for their users and one day delivery. According to the consumer intelligence research partners (CIRP) at the end of 2018 amazon had over 100 million amazon prime members in the United States of America (Files.constantcontact.com, 2019).

Amazon is on social media platforms such as Facebook, Instagram and Twitter. They have a huge impact on social media by giving their followers news on new things they are adding to their services and deals on shopping for their customers to save. Amazon has a social media account for each service they provide. This includes an account for Amazon Prime, Amazon Prime Video and other services they provide. These social media accounts give their followers specific news and promotions on each service. As of 2019, Amazon has over 29 million likes on their Facebook page according to their page (En-gb.facebook.com, 2019). On Twitter Amazon has 3.1 million followers and has an account for each service they provide such as prime video, prime music and prime sport where they are active with users and reply to any queries users may have (Twitter.com, 2019). Furthermore, they have an account for each countries so that customers in each country can receive the correct information according to where they live. In recent news, Amazon has just announced that they will be offering free one day delivery on any product under £1. Furthermore, in recent news Amazon Prime has had its new advert banned due to misleading advertising. This was causing customers to sign up for a subscription that they did not realise they were paying for; this has led to customers complaining and asking for refunds (The Independent, 2019).

Amazon Prime have many big competitors which include eBay, Walmart, Target and more. They also have other competitors for each of their services such as Netflix which competes with their Amazon Prime Video service and Spotify which competes with their Amazon Music service. These services are included in the Amazon Prime subscription.

Figure 1 shows Amazons financial position from the 14th October to 12th November. Amazon is a successful company however; they are not a highly profitable business as they make just enough to be in profit. The IBD stock check-up tool reports that amazons' stock is at a rating of 55/99. This means that the stock is ranked low in terms of performance (DEAGON, 2019).

Figure 1



Node XL / Network analysis

Import from Twitter Search Network

Upgrade to NodeXL Pro to expand the number of tweets you can download from 2,000 to the maximum allowed by Twitter, 18,000 for 7-8 days, whichever comes first.

This might take a long time. Twitter rate limiting.

Search for tweets that match this query:

amazon prime

How to use advanced search operators.

What to import:

- Basic network
 - Show who was replied to or mentioned in recent tweets [More about this option](#)
- Basic network plus friends (very slow)
 - Add some of the users' friends [More about this option](#)

Your Twitter account

- I have a Twitter account, but I have not yet authorized NodeXL to use my account to import Twitter networks. Take me to Twitter's authorization Web page.
- I have a Twitter account, and I have authorized NodeXL to use my account to import Twitter networks.

Limit to 1,000 tweets Expand URLs in tweets (slower)

OK Cancel

Figure 2.1

Importing data from twitter using the search term "amazon prime".

File Home Insert Page Layout Formulas Data Review View Help NodeXL Basic Table Design

Import Export Prepare Data Graph Layout: Fruchterman-Reingold Harel-Koren Fast Multiscale

A2 A B C D Visual Properties

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

Label Text Label Color Label Size Other Columns Add Your Own Columns Here

Label Font Label Font Label Font Label Font

Label Width Label Width Label Width Label Width

Vertical Sine Wave Vertical Sine Wave Vertical Sine Wave Vertical Sine Wave

Horizontal Sine Wave Horizontal Sine Wave Horizontal Sine Wave Horizontal Sine Wave

Vert Spiral Grid Polar Sugiyama Random None

Layout Options...

Figure 2.2

For this assignment the Halen-Koren algorithm was used to analyse the tweets. Halen Koren diagram represents the tweets unfiltered and is not very accurate to analyse.

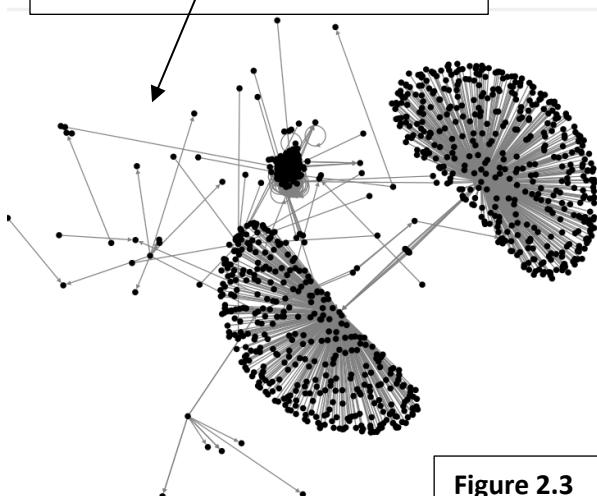


Figure 2.3

Graph Metric	Value
Graph Type	Directed
Vertices	1096
Unique Edges	1012
Edges With Duplicates	12
Total Edges	1024
Self-Loops	45
Reciprocated Vertex Pair Ratio	0
Reciprocated Edge Ratio	0
Connected Components	126
Single-Vertex Connected Components	36
Maximum Vertices in a Connected Component	793
Maximum Edges in a Connected Component	796
Maximum Geodesic Distance (Diameter)	6
Average Geodesic Distance	2.976923
Graph Density	0.000813252
Modularity	Not Applicable
NodeXL Version	1.0.1.418

Figure 2.5

This shows how I group the tweets into different groups. I had to select all the options so that I can analyse the tweets more accurately. The graph metrics shows what the nodes and vertices represent.

Graph Metrics

Metrics to calculate and insert into the workbook:

- Overall graph metrics
- Vertex degree (undirected graphs only)
- Vertex in-degree (directed graphs only)
- Vertex out-degree (directed graphs only)
- Vertex betweenness and closeness centralities*
- Vertex eigenvector centrality*
- Vertex PageRank*
- Vertex clustering coefficient*
- Vertex reciprocated vertex pair ratio (directed graphs only)*
- Edge reciprocity (directed graphs only)*
- Group metrics*
- Time Series*
- Words and word pairs
- Edge creation by shared content similarity
- Top items*

Select All Deselect All Options...

Overall graph metrics

The following overall metrics get inserted into the Overall Metrics worksheet:

Graph Type	Directed or undirected.
Vertices	The number of vertices in the graph.
Unique Edges	The number of edges that do not have duplicates.
Edges With Duplicates	The number of edges that have duplicates.

About duplicate edges Calculate Metrics Cancel

Figure 2.4

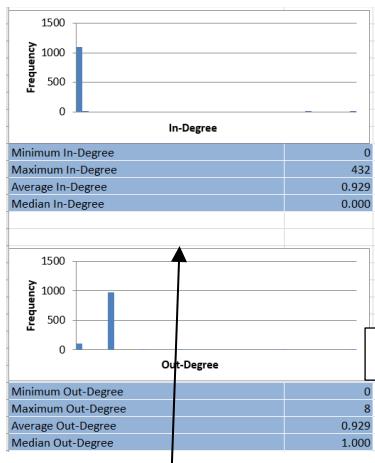


Figure 2.6

The graph metrics shows the in-degree and out-degree of the tweets. This shows the number of incoming and outgoing tweets mentioning “amazon prime” such as tweets that people make which is in-degree and tweets that people are retweeting which is out-degree.

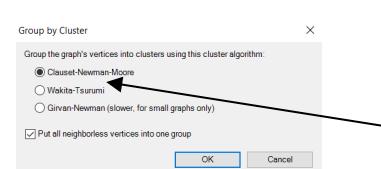


Figure 2.7

This shows me changing the graph to grouping them by cluster form to show them in a more accurate way for me to analyse them.

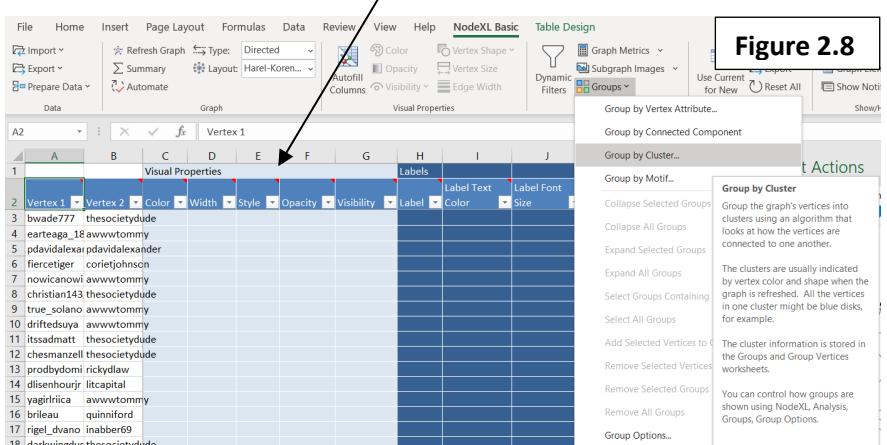
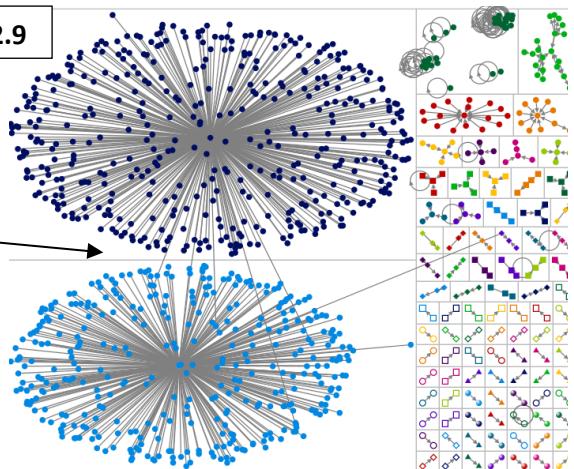


Figure 2.8

Figure 2.9



The diagram shows the cluster groups that were made by grouping them. This makes it easier for me to analyse the tweets as they are grouped and I can identify a persona by analysing it.

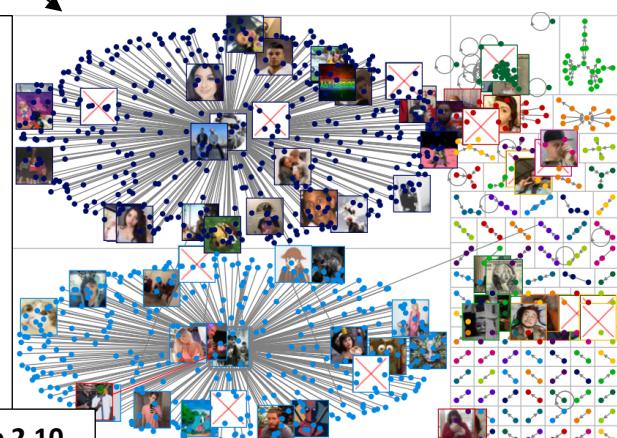
Figure 2.11

Top Domains in Tweet in Entire Graph	Entire Graph Count
twitter.com	204
amazon.com	33
bit.ly	9
co.uk	9
comicbook.com	8
ift.tt	7
comingsoon.net	6
dlvr.it	5
indiaflitz.com	5
buff.ly	4

Top Hashtags in Tweet in Entire Graph	Entire Graph Count
theboys	25
thalapathy64	18
arsbha	14
prime	11
afc	9
amazon	9
twitchprime	7
dalsvchi	4
footballindex	4
pantry	4

This shows me useful information of the tweets by showing me top words that are used in tweets and top hashtags when users tweet “amazon prime”

Figure 2.10



Word Cloud using R

```

> install.packages("twitteR")
> install.packages("RCurl")
> library(RCurl)
> library(twitteR)
> library(bitops)
> consumer_key="U9NFZfxbUmhYuPIUcIZmJPY3f"
> consumer_secret="HxHGszCXg7ll2pGkL9f79JKPJRIWXD6ya6FzVJu95GkhBwSfND"
> access_token="489656820-Wc49ibQESIKIISvEpPkpuVVI7wFt83CTqHU4amm"
> access_secret="CPGyDSiCPsEr9tTrzDJ8jayes3RnYA2OgqL7Fff7hFYpn"
> setup_twitter_oauth(consumer_key,consumer_secret,access_token,access_secret)
[1] "Using direct authentication"
[1] 1
> install.packages("tm")
> install.packages("wordcloud")
> library(RColorBrewer)
> library(wordcloud)
> library(tm)
> library(NLP)
> mydata=searchTwitter("amazon prime",n=500,lang="en", resultType="recent")
> class(mydata)
[1] "list"
[1] 1
> newdata=sapply(mydata, function(x) x$getText())
> class(newdata)
[1] "character"
[1] 1
> newdata_corpus=Corpus(VectorSource(newdata))
> inspect(newdata_corpus[1])
> data_clean=tm_map(newdata_corpus, removePunctuation)
> data_clean=tm_map(data_clean, content_transFormer(tolower))
> data_clean=tm_map(data_clean,removeWords, stopwords("english"))
> data_clean=tm_map(data_clean,stripWhitespace)
> wordcloud(data_clean)

```

This is the code that let word cloud using R. Data imported from twitter and show words from tweets

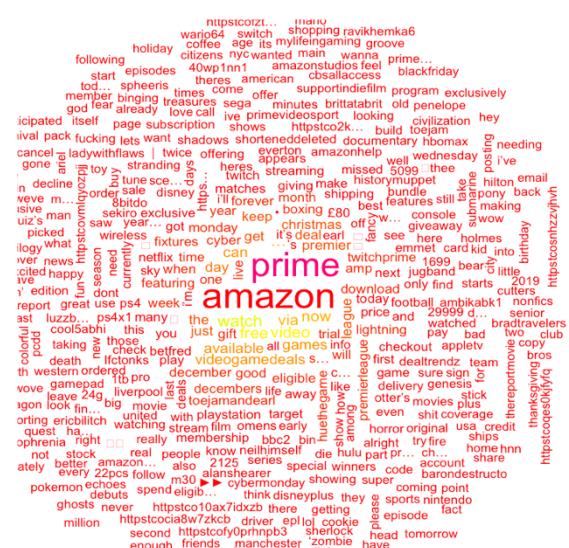
In Figure 3.1 a the outcome of using R. This shows words that are associated with tweet “amazon prime”. The data was imported and cleaned to show words and not the full sentence from twitter.

This is the code that let me create the word cloud using R. Data was imported from twitter and cleaned to show words from tweets.

Figure 3.1



Figure 3.2



Sentiment Analysis

```
> connect_twitter<-function(){  
+ library(twitteR)  
+ library(RCurl)  
+ API_key="U9NFZfxbUmhYuPIUcIZmJPY3f"  
+ API_secret_key="HxHGszCXg7lI2pGkL9f79JKPJRIWXD6ya6FzVJu95GkhBwSfND"  
+ Access_token="489656820-Wc49ibQESIKIISvEpPkpukVVI7wFt83CTqHU4amm"  
+ Access_token_secret="CPGyDSiCPsEr9TrzDJ8jayes3RnYA2OgqL7Fff7hFYpn"  
+ setup_twitter_oauth(API_key, API_secret_key, Access_token, Access_token_secret)  
+ }  
> connect_twitter()  
> dataorg=searchTwitter("amazon prime", n=1000,lang="en")  
> df<- do.call("rbind", lapply(dataorg, as.data.frame))  
> class(df)  
> class(dataorg)  
> df3 <-subset(df, select=c(text))  
> install.packages("sentimentr")  
> install.packages("ggplot2")  
> library(ggplot2)  
> ggplot(data = gp, aes(x = sentiment, y = total)) +  
+ geom_bar(aes(fill = sentiment), stat = "identity") +  
+ theme(legend.position = "none") +  
+ xlab("Emotion") +  
+ ylab("Total Count") +  
+ ggtitle("Total Emotion Score in all comments") +  
+ geom_bar(stat="identity", fill="#333074", color="white")  
>
```

This is the code that let me perform sentiment analysis using R. Data was imported from twitter to showcase the emotion score of tweets associated with amazon prime.

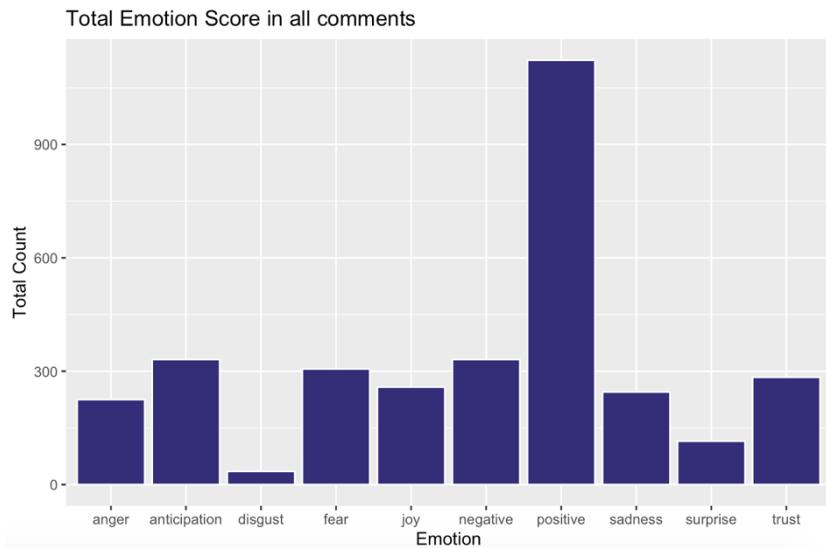


Figure 4

In figure 4 we can see the outcome of using sentiment analysis using R. We can see the emotions of the tweets that users feel when tweeting about amazon prime. As you can see in figure 4 there is a high emotion score of positive comments about the service this shows that users are interacting with the service positively. This analysis helps Amazon get feedback on its service as social media is a huge platform for them to receive feedback intentionally and unintentionally.

Thematic / Persona

Harris Walker | Student/Part-time worker

"I am a film enthusiast that likes to give my views of movies/tv shows that I watch"

Harris likes to watch movies and tv shows to pass time while living out for university. Harris likes to watch comedy movies and television shows. Brooklyn nine-nine is his favourite tv show at the moment. Harris sometimes uses his smart phone to watch these tv shows and movies. Harris likes to order things online as he finds it more comfortable to do shopping online rather than to go out and shop at the mall. He plays Call of duty live on twitch with his friends and random people he comes across the platform. Harris watches football every week with his dad, their favourite team is Tottenham Hotspur. Harris uses Amazon Prime to watch the premier league games live as amazon have recently acquired the rights to it.

Experience:

- Currently works as a Target Employee
- Former Walmart employee
- Student studying literature in English at University of Chicago

Goals:

- Complete Bachelors in English Literature
- To watch the Lord of the rings trilogy in one sitting
- To become a film reviewer

Challenges:

- Balancing his life between education and working part time
- Getting home in time to watch the football with his dad
- Completing his work on time

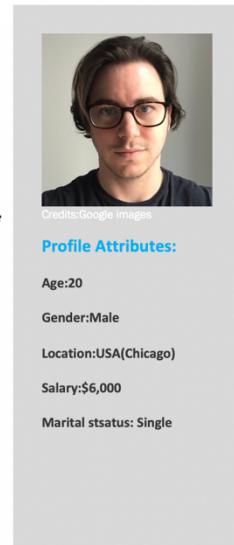


Figure 5.1

From looking at figure 5.2 and 5.3 I was able to develop a persona for a user who uses amazon primes service. This was because from looking at the tweets I was able to see that most tweeters tweeting about amazon prime were mostly male which led me basing a persona on a male person. Furthermore, I was able to see that many words that were associated with amazon prime were other services such as Disney plus and Netflix which also led me to believe that the user uses similar types of services other than amazon prime which I depicted that shows users would watch a lot of movies and Tv shows. Moreover, I can see that "twitchprime" is also one of the words that were also tweeted with amazon prime. This is because amazon and twitch have a partnership together which allows amazon prime members to use twitch for free which is a streaming service that online gamers mostly use. This led me to believe that users play games and watch streamers play games.

#	Source	Location
1	NodeXL Graph	Vertex on Line 75 daily_hotspur
2	NodeXL Graph	Vertex on Line 673 seasn_green67
3	NodeXL Graph	Vertex on Line 1221 leroyborrello
4	NodeXL Graph	Vertex on Line 1222 darronfromdnls
5	NodeXL Graph	Vertex on Line 215 _chris_hurst

Figure 5.2

Top Domains in Tweet in Entire Graph	Entire Graph Count
twitter.com	204
amazon.com	33
bit.ly	9
co.uk	9
comicbook.com	8
ift.tt	7
comingsoon.net	6
dvr.it	5
indiegiltz.com	5
buff.ly	4

Top Hashtags in Tweet in Entire Graph	Entire Graph Count
theboys	25
thalapathy64	18
arsbha	14
prime	11
afc	9
amazon	9
twitchprime	7
dalvchi	4
footballindex	4
pantry	4

Figure 5.3

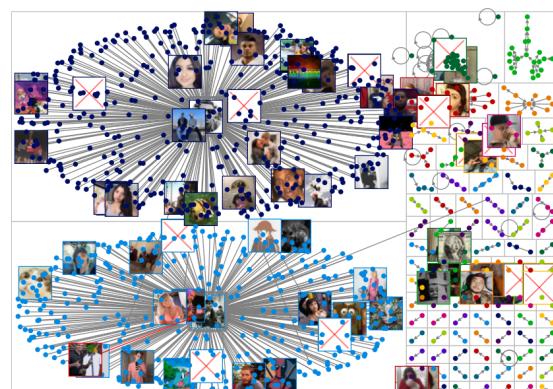


Figure 5.4

INTERVENTION DESCRIPTION:

The social media framework that I have used to select two platforms for my service amazon prime is the honeycomb framework of social media functionality proposed by (Kietzmann 2011). It states that there are 7 building blocks for social media which provides a good “functional definition” (Pereira, Baranauskas and da Silva, 2010). These building blocks include identity, presence, relationships, conversations, groups, reputation and sharing. It is said that not all social media blocks need to be present in a social media software system as they are not mutually exclusive.

Amazon is on social media platforms such as Facebook, Instagram and Twitter. They have a huge impact on social media by giving their followers news on new things they are adding to their services and deals on shopping for their customers to save. Amazon has a social media account for each service they provide. This includes an account for Amazon Prime.

I chose twitter as a platform to use as amazon on Twitter has 3.1 million followers and has an account for each service, they provide such as prime video, prime music and prime sport where they are active with users and reply to any queries they may have. Furthermore, they have an account for each countries so that customers in each country can receive the correct information according to where they live. This makes it easier for amazon to communicate with their customers as twitter allows it to interact with its users by tweeting them. This can be beneficial for them to answer questions and help with any problems people may have using their service. Furthermore, it is easier for their service to advertise any promotions it has to its 3 million followers such as discounts on the service and news on new features that they are adding to its service. Below is an analysis of twitter using the honeycomb framework which shows a rating out of 10 of twitters functionality in the 7 building blocks for social media.

IDENTITY	Users that use twitter have the option to have their account to be public which lets anyone to see their profile online and private which only lets users that they allow to view their profile. Users can be anonymous on twitter and do not need to have their real name.	8/10
PRESENCE	Twitter does not have a way of showing people who are online or not unlike other platforms such as Facebook and Instagram.	2/10
RELATIONSHIPS	Twitter represents its relationships by followers. You cannot see if a user is in a relationship with each other or not, only by checking if they follow each other.	3/10
CONVERSATIONS	Twitter does have a messaging service within the platform which lets users' direct message each other privately. Users can also message each other by tweeting on their profile.	8/10
GROUPS	Twitter does allow groups to form on its platform either a page that followers can follow which they are interested in or in twitters direct message service which allows 20 users to message in a group privately.	7/10
REPUTATION	Twitter has a way for followers to see which accounts are real but only for famous and well-known people such as celebrities and businesses. This is known as verified which shows a tick next to the users' name to show that they are a trusted account.	9/10
SHARING	In twitter it is very easy for users to share. They can share privately or publicly. This can be achieved by tweeting photos and videos or tagging users so that other users can see or sending it privately on direct message.	9/10

Another platform that I decided to use was Facebook. As of 2019, Amazon has over 29 million likes on their Facebook page according to their page. This shows a huge following that Amazon has on its Facebook page. People can share pictures and videos and comment on posts that Amazon makes on the platform. Amazon can be very beneficial from having such a huge following, by having over 29 million likes it shows the sentiment of users and the emotions that users feel about Amazon. This is positive for Amazon as they can see millions of people like their service. Furthermore, by having a huge following Amazon can see the emotions that users feel about their service such as how they feel about new features and features that users may dislike which will help them when changing something or adding something to the service. Moreover, Amazon can see what groups like their service and the type of users that use its service such as people in relationships, friends and families. Below is an analysis of Facebook using the honeycomb framework which shows a rating out of 10 of Facebook's functionality in the 7 building blocks for social media.

IDENTITY	Users that use Facebook have the option to have their account to be public which lets anyone to see their profile online and private which only lets users that they allow to view their profile such as friends.	8/10
PRESENCE	Facebook shows when users are online using the system or when they are using its messaging service. It shows a green light to represent when users are online.	9/10
RELATIONSHIPS	Facebook represents its followers by friends. You can either add someone as a friend on Facebook like a page. You can also see if someone is in a relationship with someone such as if they are related or if they are dating etc.	9/10
CONVERSATIONS	Facebook does have a messaging service within the platform which lets users' direct message each other privately. Users can also message each other by posting on people's profiles and commenting on posts.	8/10
GROUPS	Facebook allows groups to form on its platform either a page that users can follow which they are interested in. millions of users can join a group there is no limit.	9/10
REPUTATION	Facebook has a way for friends to see which accounts are real but only for famous and well-known people such as celebrities and businesses. This can be seen by showing a verified symbol on their Facebook profile.	7/10
SHARING	Facebook is a platform that users can very easily share. They can share privately or publicly. This can be achieved by posting photos and videos or tagging users so that they can see it on their profile.	9/10

INTERVENTION EFFECT:

Below show the intervention effects of the platforms I chose using the honeycomb framework. The tables show the social, organisational and economic effects of amazon choosing to use Twitter and Facebook as their chosen communication. Both platforms can be measured against their huge following and the responses that each platform receives from their users by their likes and trending status on the platform.

Twitter:

Social effects	Organisational effects	Economic effects
Amazon has a big following on twitter. This is because users enjoy the content that amazon posts on the platform such as updates on new things that's being added to its service and what's on offer at Amazon. Users have conversations between them on the platform discussing amazons service and giving their opinion on it in their tweets. There are also times that amazon prime trends on the platform when users are tweeting about it at the same time. This lets other users on the platform know that amazon is trending and sparks a conversation between users.	Amazon using twitter as a social media platform can help the organisation grow by advertising on the platform and raise awareness of new services being added or any problems that are occurring with the service. Users tweets what problems they are having with the service such as technical issues and when there are thousands of tweets saying the same thing, Amazon can see that that there is a problem and need to quickly find a solution so that the service can continue functioning normally.	Amazon is a highly profitable company and by using twitter can help increase revenue. They can do this by advertising content on twitter by posting regularly about its services and how easy it is to sign up and use the service.

Facebook:

Social effects	Organisational effects	Economic effects
Amazon has over 29 million likes on Facebook. This is also because users enjoy the content that amazon posts on the platform such as updates on new things that's being added to its service and what's on offer at Amazon. Users have conversations between them on the platform discussing Amazons service and giving their opinion on it in by posting pictures and liking users comments etc.	Amazon using Facebook as a social media platform can help the organisation grow by advertising on the platform and raise awareness of new services being added or any problems that are occurring with the service. Amazon can see how many likes they get on a post and can tell that they are getting positive feedback on its service which encourages them to keep listening to users on the platform giving feedback. Amazon can then work on adding new features to its service and get feedback on it through social media such as promoting its prime day service or adding new movies and tv shows to its prime video service.	By having a Facebook page, Amazon is creating jobs for people so that they can analyse their social media page and see what users are saying on its platform. This can help their business grow as they are listening to people's responses to their service and are working on it to make sure that they are providing an efficient service to its customers.

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