Case Study 1

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Topic: iphone6

1. Introduction

By using Twitter streaming API, we collected some data (a collection of tweets) about 'iPhone6'. The number of tweets we sampled is about 1000.

Nowadays, smartphone has already been an indispensable part in our lives. Samsung group and Apple Inc., the two multinational corporation, have the significant influence among worldwide smartphone vendor market share. iPhone, one of the most popular smartphone, is a line of smartphones designed and marketed by Apple Inc. It runs Apple's iOS mobile operating system. Due to the user friendly interface, the good performance on the usability and the fashion and novelty of the phone itself, every Apple release event has been a big event for the whole world.

From the from the analysis of Worldwide Smartphone Vendor Market Share for 2014, Apple's second quarter is the seasonal low of the year, especiallythis time in advanced of the iPhone6, with consumers holding a collective breath for the long-awaited bigger screens. Given the pending demand, the third quarter could be a drought or a flood, depending on the timing of the next launch.

Period	Samsung	Apple	Huawei	Lenovo	LG	Others
Q2 2014	24.9%	11.7%	6.7%	5.2%	4.8%	46.7%
Q2 2013	32.2%	13.0%	4.3%	4.7%	5.1%	40.7%
Q2 2012	32.2%	16.6%	4.1%	3.1%	3.7%	40.2%
Q2 2011	17.0%	18.8%	2.5%	0.2%	5.7%	55.7%

Source: IDC, 2014 Q2

Figure 1. Worldwide Smartphone Vendor Market Share

On September 9, 2014, just a week ago, iPhone 6 and iPhone 6 Plus were released. There had been lots of discussion and guesses for the design and performance about the new iPhone before the new products came to the world. Therefore, we chose the 'iPhone 6' as the case study topic. We hope to find some useful information about this new iPhone series from the tweets we collected.

After searching 'iPhone 6' through Twitter streaming API, we get about 1000 tweets. Then these data is stored into a local file automatically. The following analysis is based on the data we collected.

2. Analysis

The basic step is collecting the data. First, we get all the tweets about iPhone through the Twitter streaming API provided by Twitter, and the next step is analyzing the data,certainly. We want the data to have the ability to talk, so we prefer to show the data in a more user-friendly way. The objective is to get the most useful information through analyzing the data. Certainly, we use some statistics to analyze the data including counting the frequency, making a table to show the data and counting the words in the tweets. Below we will give a detailed description about how to analyze the data.

Word	Count
RT	66
6	63
iPhone	63
u	26
thank	25
6!!	25
mom	24
My	21
the	21
	20
IPhone	20
http://t.co/N3eTuyN7k2	18
@traplxrde:	18
@RelatableQuote:	10
my	8
I	8
http://t.co/MeJQ2OXIkg	8
http://t.co/qPBqfMLuuP	8
@iPhoneTeam:	8
iphone	7
is	7
a	6
Plus	5
on	5
The	5
6?	5
an	5
you	5
to	4
Urban	4

Figure 2. Word count Frequency

We have collected the data about iPhone 6 and then computed the frequencies of the words appeared in the tweet. We just selected the top 30. Through observing the result we found that the most popular words are 'iPhone '，' 6'，' RT', 'plus' and so on. Some URLs are also included in the table. Most of the words are

positive attitude so we can infer that people are curious about the new products and have a positive attitude toward iPhone products. Perhaps some parents has already booked the new phone for their children. 'thank', 'mom', 'dad' appeared in the top 30.

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+--------+---------------+-------------------------------------------------+
| Count  | Screen Name   | Text                                            |
+--------+---------------+-------------------------------------------------+
| 36785  | justinbieber  | RT @justinbieber: Shots looks amazing on the new|
|        |               | iPhone 6 Plus http://t.co/wzHgUWU6ih            |
| 9830   | GIF_A_GOGO    | RT @GIF_A_GOGO: Comment Apple se console de vos |
|        |               | critiques sur l'Iphone 6 ...                    |
|        |               | http://t.co/6fqMWjxrxY                          |
| 6993   | yoshiiiiii_   | RT @yoshiiiiii_: rt pour la tablette milka      |
|        |               | fav pour l'iphone 6 http://t.co/Y2vQZpgPJJ      |
| 5782   | RelatableQuote| RT @RelatableQuote: The first guy to buy an iPhone |
|        |               | 6     https://t.co/5fVpi4eQCF                   |
| 5632   | Dory          | RT @Dory: iPhone 6!! thank u mom                |
|        |               | http://t.co/XQiwFv4XjR                          |
| 5632   | Dory          | RT @Dory: iPhone 6!! thank u mom                |
|        |               | http://t.co/XQiwFv4XjR                          |
| 5544   | TheTumblrPosts| RT @TheTumblrPosts: iPhone 6!! thank u dad      |
|        |               | http://t.co/ffJDD4iWoN                          |
| 5074   | ohnahcarter   | RT @ohnahcarter: my iphone 6 OMFG               |
|        |               | http://t.co/hJHmW5JTDY                          |
| 5074   | ohnahcarter   | RT @ohnahcarter: my iphone 6 OMFG               |
|        |               | http://t.co/hJHmW5JTDY                          |
| 5074   | ohnahcarter   | RT @ohnahcarter: my iphone 6 OMFG               |
|        |               | http://t.co/hJHmW5JTDY                          |
+--------+---------------+-------------------------------------------------+
```

Figure 3. Popular retweets

We also collected the most popular tweets in order to find some useful information. Here the most popular tweet is by justinbieber, it has a retweet count of 36785. Why his tweets become so popular? Maybe the new iPhone product has a close relation with the star. From the marketing view, a great amount of business companies invite popular stars to advocate the new products and to advertise it. Through this celebrity effect, the new product can have a better sale. As for the iPhone, every time the new iPhone release, some stars can get the new iPhone earlier than others and give some reviews about it. With more and more stars express their love about iPhone, othersmay think that it will be a good thing to own an iPhone as their favorite star do.

Besides, we found that a video is very popular on Twitter, in which a person who just bought the new iPhone 6 fall the phone on the ground carelesslydue to the excitementwhen he unpacked the box. The screen of the phone is broken. One of my friends has the same problem, thus the video retweeted many times on Twitter reflects a very meaningful information about this new product,which is that the quality of the screen is not that good and we need to treat the new

iPhone carefully.Do not let it fall onto the ground,especially, or there is a big possibility that it will break.

After all, through analyzing the data, we can find two pieces of essential information. One is that the tweets of the star can have more retweets normally. The other is that one important issue of the iPhone 6 is that the screen is easy to break and we need to take care.

Hashtag	Count
iPhone6	12
iOS8	12
iPhone	4
The	2
gadgets	2
tech	2
iPad	1
iTunes	1
Also	1
Got	1

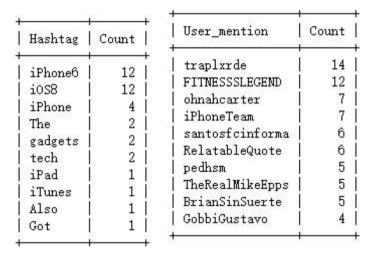| User_mention	Count
traplxrde	14
FITNESSSLEGEND	12
ohnahcarter	7
iPhoneTeam	7
santosfcinforma	6
RelatableQuote	6
pedhsm	5
TheRealMikeEpps	5
BrianSinSuerte	5
GobbiGustavo	4

Figure 4. Top 10 hashtags and User mentions

The graphs above are the top 10 popular hash tags and screens names. Obviously iPhone6 is absolutely appeared in the table, others included iOS8, iPad, and iTunes. They are all related to the apple products, for exampleiOS8 is the new system for apple products.