Exercice 10 :

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The 10 companies that we selected for our project are the following

1. **Apple** (https://www.apple.com)   Twitter (X) account : @Apple
2. **Samsung** (https://www.samsung.com)   Twitter (X) account : @SamsungMobile
3. **Huawei** (https://www.huawei.com)   Twitter (X) account : @Huawei
4. **Xiaomi** (https://www.mi.com)   Twitter (X) account : @Xiaomi
5. **Google (Pixel)** (https://store.google.com) Twitter (X) account : @madebygoogle
6. **OnePlus** (https://www.oneplus.com)   Twitter (X) account : @oneplus
7. **Sony (Xperia)** (https://www.sony.com)   Twitter (X) account : @Sony
8. **Nokia** (https://www.nokia.com)   Twitter (X) account : @nokia
9. **Motorola** (https://www.motorola.com)   Twitter (X) account : @Moto
10. **Oppo** (https://www.oppo.com)   Twitter (X) account : @oppo

Let us check if their Twitter (X) account's behavior is similar to a bot, using the following tool https://botometer.osome.iu.edu/.
The website gives a bot score of 0 to 5.

Here are the scores :
1. Apple : 0.1/5
2. Samsung : 0/5
3. Huawei : 0/5
4. Xiaomi : 0/5
5. Google (Pixel) : 0.4/5
6. OnePlus : 0/5
7. Sony (Xperia) : 0/5
8. Nokia : 0.1/5
9. Motorola : 0.1/5
10. Oppo : 0/5

All accounts have very low scores of 0 to 0.4, indicating that they are managed by humans. However, the @Google (Pixel) account has the highest score (0.4/5), which may indicate a small amount of automation which could be scheduled tweets for example.

To measure the influence of Twitter accounts, it is essential to detect and filter bots, as they distort engagement metrics. Botometer helps identify these accounts, but manual verification such as tweet frequency and repetitive interactions is also useful to address the accounts the tool might have missed. To avoid bias, exclude bots from analyses, adjust metrics based on human activity, and monitor their presence regularly. This allows for a more reliable assessment of the real impact of accounts. Moreover, continuously updating the criteria and algorithms used to detect bots is essential due to the evolving nature of automated behaviors on social media platforms.