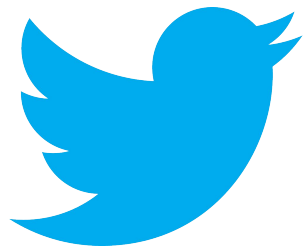


Better Tweet

Expand your Twitterverse

Michael Andric

Twitter offers Direct Access



Will your tweet resonate?

Will your tweet resonate?

Better Tweet

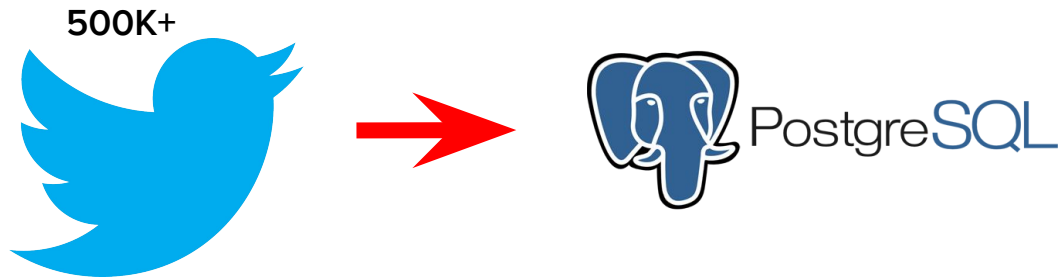
Collect tweets from Twitter

500K+



```
28 me at the function, realizing i never want to ...
30 Can't make it to the #BBMAs tonight and know I...
32 All my feelings on fire... #BadLiar is out now...
34 https://t.co/AC6kz2hH9E
35 If President fired Bob Mueller, Congress would...
36 gps: you'll arrive in 1hr...\nme: bet. https://t.co/3cB0Q6czvd
39 Cory &3's you.
40 imagine boycotting beauty & the beast beca...
41 now THATS a sunset https://t.co/3cB0Q6czvd
42 19.06\n#zaynxversus https://t.co/C2CxeYgYk
44 #SGBadLiar https://t.co/7UNCqpse9i
46 This is my Mums best friend \nPlease help in a...
47 Took a couple months off giveaways so I could ...
49 2 days til @13ReasonsWhy... Here's a 1st listen ...
50 There are more important things to talk about....
```

Store tweets in database



```
28 me at the function, realizing i never want to ...
30 Can't make it to the #BBMAS tonight and know I...
32 All my feelings on fire... #BadLiar is out now...
34 https://t.co/AC6kz2hH9E
35 If President fired Bob Mueller, Congress would...
36 gps: you'll arrive in 1hr...\nme: bet. https://...
39 Cory &3's you.
40 imagine boycotting beauty & the beast beca...
41 now THATS a sunset https://t.co/3cB0Q6czvd
42 19.06\n#zaynxversus https://t.co/C2CxeYgYk
44 #SGBadLiar https://t.co/7UNCqpse9i
46 This is my Mums best friend \nPlease help in a...
47 Took a couple months off giveaways so I could ...
49 2 days til @13ReasonsWhy... Here's a 1st listen ...
50 There are more important things to talk about....
```

Bring tweets into analysis



```
28 me at the function, realizing i never want to ...
30 Can't make it to the #BBMAs tonight and know I...
32 All my feelings on fire... #BadLiar is out now...
34 https://t.co/AC6kz2hH9E
35 If President fired Bob Mueller, Congress would...
36 gps: you'll arrive in 1hr...\nme: bet. https://...
39 Cory &3's you.
40 imagine boycotting beauty & the beast beca...
41 now THATS a sunset https://t.co/3cB0Q6czvd
42 19.06\n#zaynxversus https://t.co/C2CxeYgYk
44 #SGBadLiar https://t.co/7UNCqpse9i
46 This is my Mums best friend \nPlease help in a...
47 Took a couple months off giveaways so I could ...
49 2 days til @13ReasonsWhy... Here's a 1st listen ...
50 There are more important things to talk about....
```

Extract features from tweets



```
28 me at the function, realizing i never want to ...
30 Can't make it to the #BBMAS tonight and know I...
32 All my feelings on fire... #BadLiar is out now...
34 https://t.co/AC6kz2hH9E
35 If President fired Bob Mueller, Congress would...
36 gps: you'll arrive in 1hr...\nme: bet. https://t.co/3cB0Q6czvd
39 Cory &3's you.
40 imagine boycotting beauty &amp; the beast beca...
41 now THATS a sunset https://t.co/3cB0Q6czvd
42 19.06\n#zaynxversus https://t.co/C2CxeKYGyK
44 #SGBadLiar https://t.co/7UNCqpse9i
46 This is my Mums best friend \nPlease help in a...
47 Took a couple months off giveaways so I could ...
49 2 days til @13ReasonsWhy... Here's a 1st listen ...
50 There are more important things to talk about....
```

- 
- # of Words
 - # of Hashtags
 - # of URLs
 - Sentiment
 - Subjectivity
 - Polarity
 - POS tags

Analyze tweet features



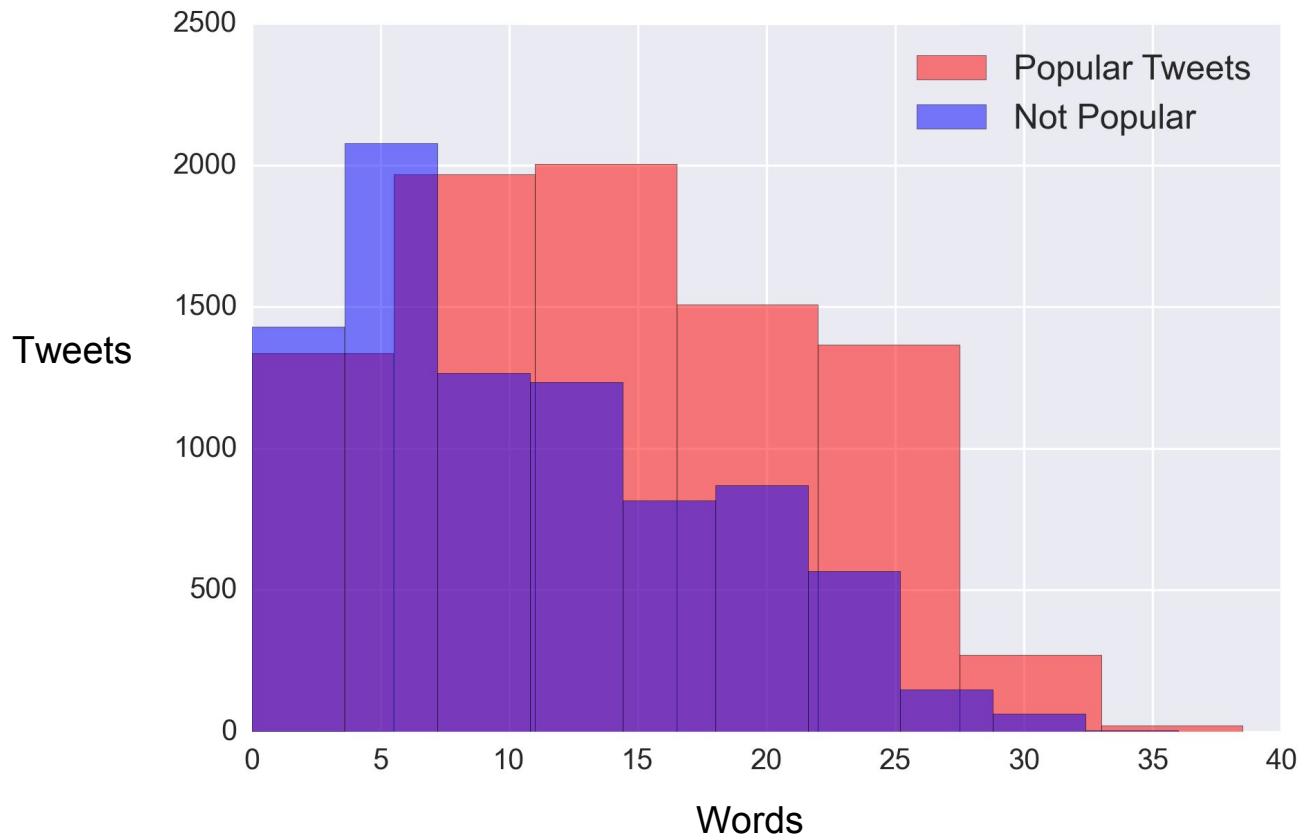
```
28 me at the function, realizing i never want to ...
30 Can't make it to the #BBMAS tonight and know I...
32 All my feelings on fire... #BadLiar is out now...
34 https://t.co/AC6kz2hH9E
35 If President fired Bob Mueller, Congress would...
36 gps: you'll arrive in 1hr...\nme: bet. https://t.co/3cB0Q6czvd
39 Cory &lt;3's you.
40 imagine boycotting beauty &amp; the beast beca...
41 now THATS a sunset https://t.co/3cB0Q6czvd
42 19.06\n#zaynxversus https://t.co/C2CxekYgYk
44 #SGBadLiar https://t.co/7UNCqpse9i
46 This is my Mums best friend \nPlease help in a...
47 Took a couple months off giveaways so I could ...
49 2 days til @13ReasonsWhy... Here's a 1st listen ...
50 There are more important things to talk about....
```



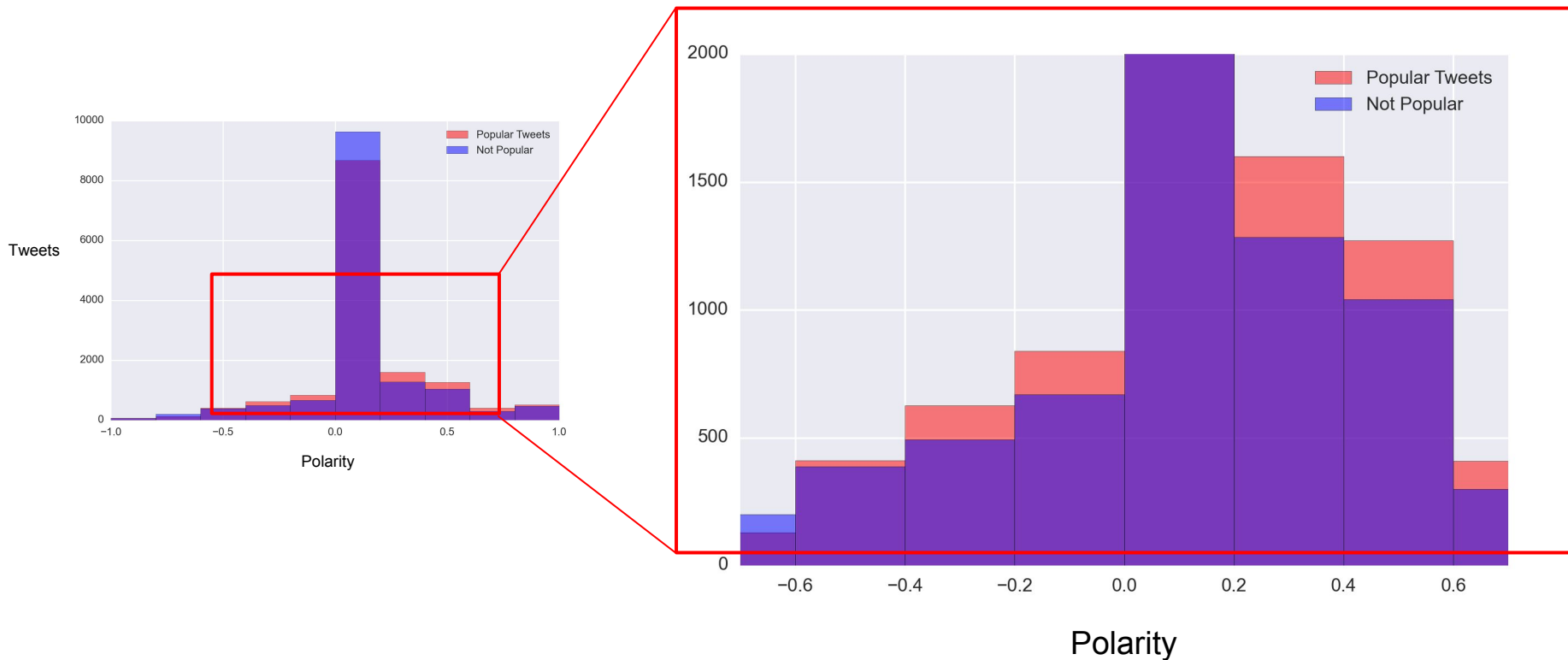
- # of Words
- # of Hashtags
- # of URLs
- Sentiment
- Subjectivity
- Polarity
- POS tags



Number of words might matter for Popularity

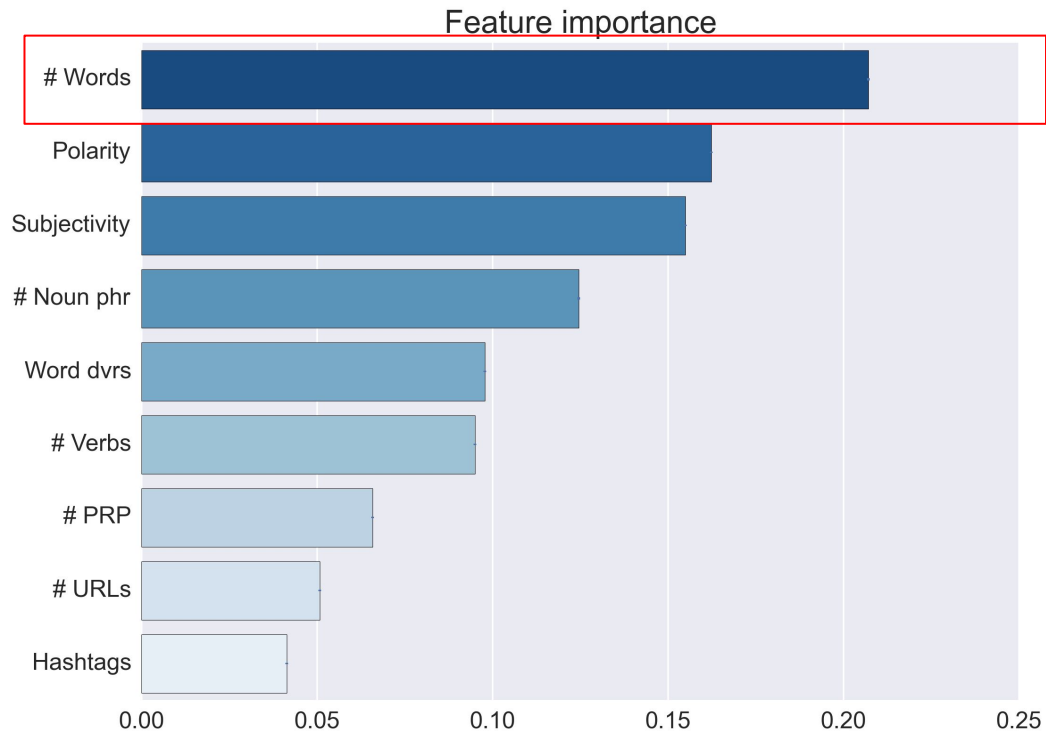


But **Polarity** also seems to matter for Popularity



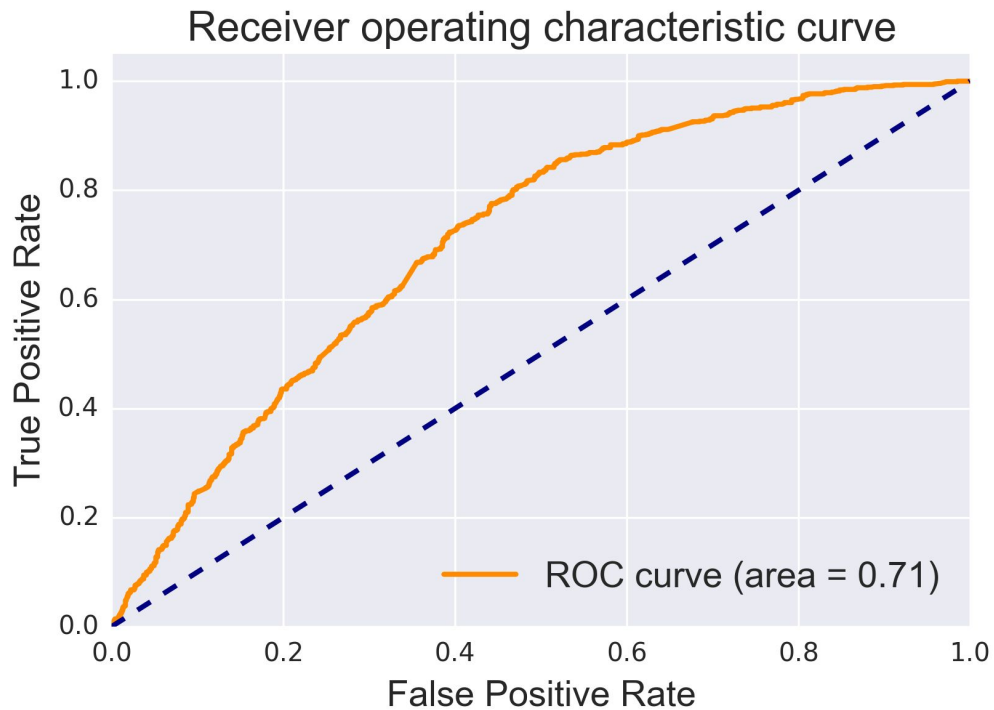
Random forest model

Number of Words most important feature



Random forest model

66% Accuracy



Michael Andric

PhD, Psychology
(Cognition and Cognitive Neuroscience)
The University of Chicago

Postdoc, Center for Mind/Brain Sciences
The University of Trento, Italy

