Royal Wedding

A Twitter Analysis

Wedding of the Year

What do we know about the wedding from Twitter✋

- What are people talking about🗣
- Who's tweeting👀
- Are they jealous 😈or wishful😇
- …

Royal wedding 2018: All you need to know

🕐 19 May 2018

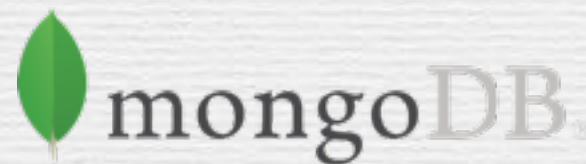f 𝕏 💬 ✉ ⪦ Share

Royal Wedding 2018

GETTY IMAGES

Meghan will walk down the aisle of St George's Chapel at Windsor Castle

Data Collection & Processing

Process Text using the following steps:
- Cleaning
- Stemming
- Lemmatization
- Vectorization (Count-Vectorizer)

Retrieve tweets from Mongo (in AWS) and process tweets in Python (on local machine).
- Enable authorization
- Open port on EC2 instance
- Use pymongo with remote MongoDB server

Capture twitter data in MongoDB in AWS.
- Tweet Text
- Location
- Time published
- User Name

Use Tweepy to Stream Twitter feeds with hashtags such as:

#royalwedding💍

#meghanmarkle👰🏽

#royalfamily👸🏼

Topic Analysis
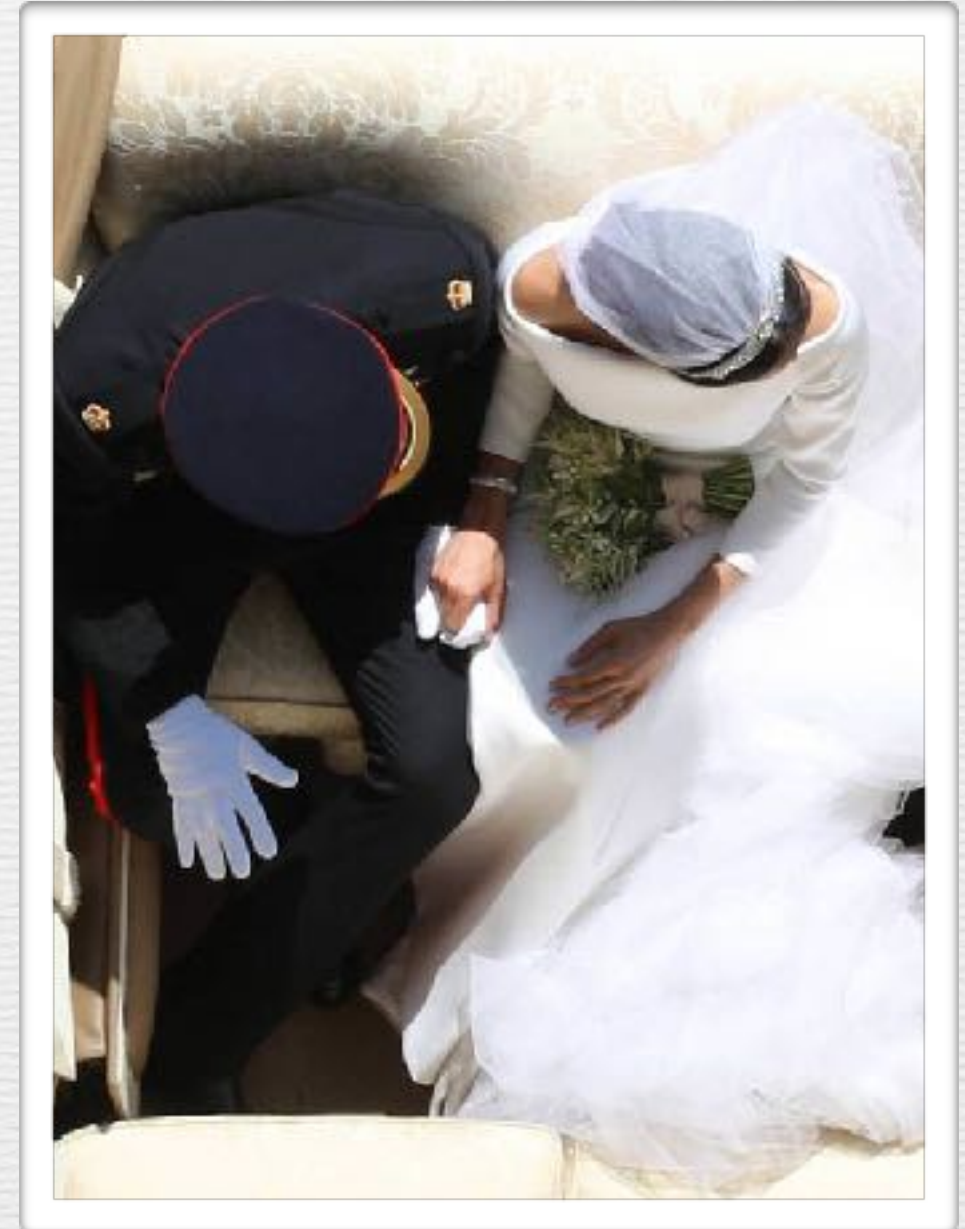
- **LSA Top Topics:**
  - Lovely Couple
  - Royal Wedding Streaming / Coverage
  - Congratulations Duke and Duchess of Sussex
  - Royal Family
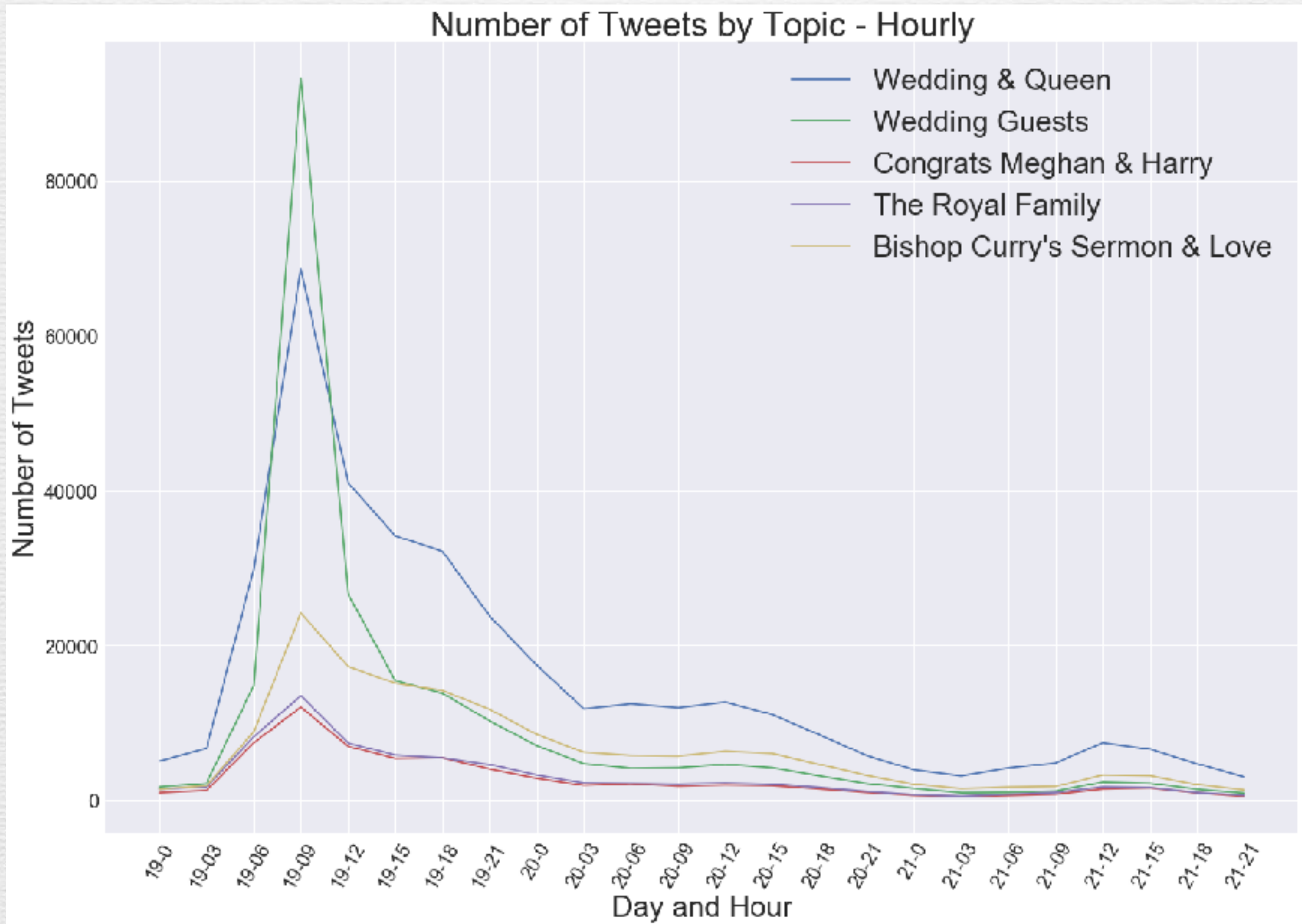 - Bishop Curry's Sermon

- **NMF Top Topics:**
  - Wedding & Queen
  - Guests (Clooney, Beckham)
  - Congratulations Meghan & Harry
  - The Royal Family
  - Bishop Curry's Sermon & Love

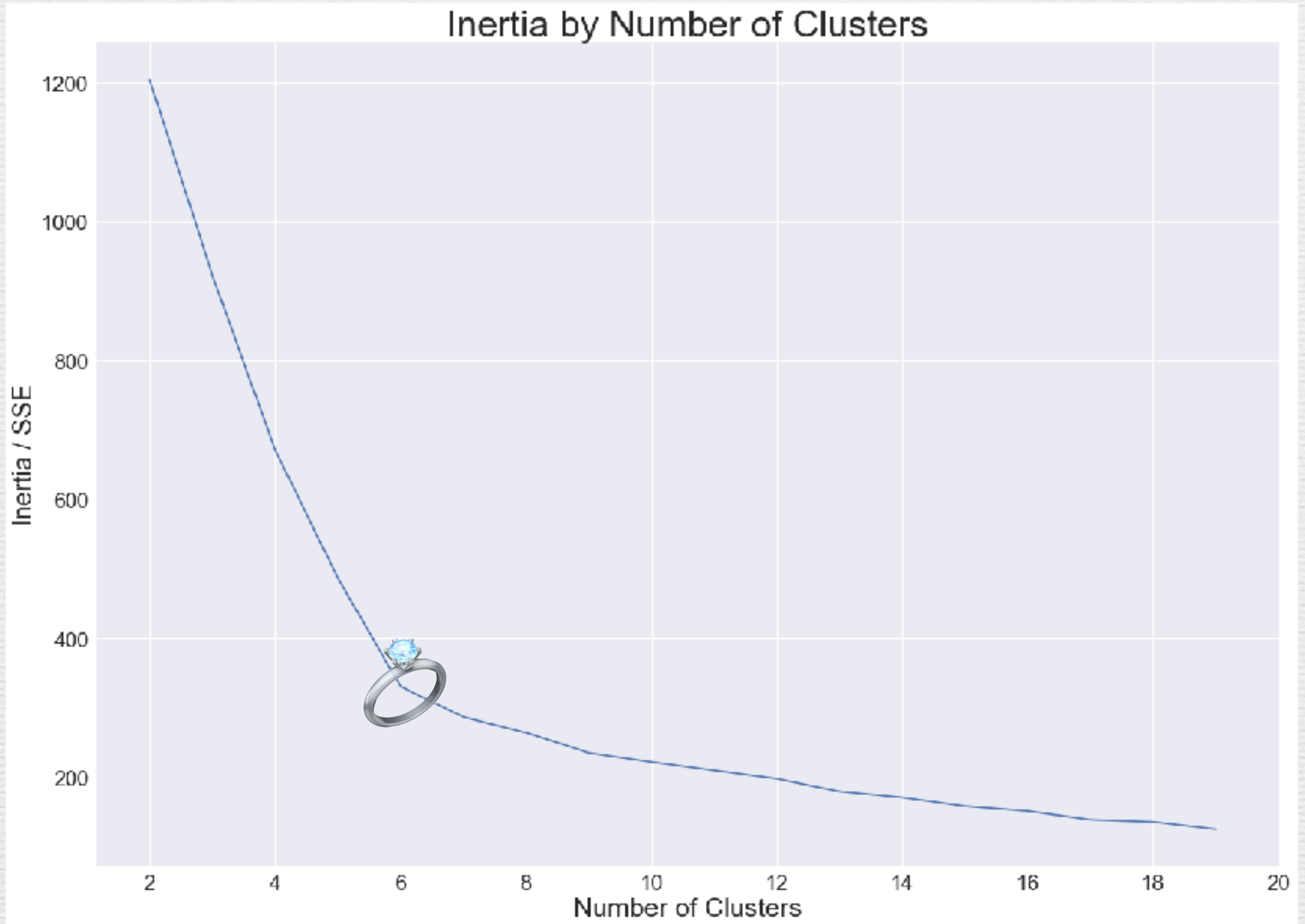- **LDA Top Topics:**
  - Kensington Royals
  - The Family (Charlotte, Kate, Diana)
  - Congratulations Duke and Duchess of Sussex
  - Bishop Curry's Sermon
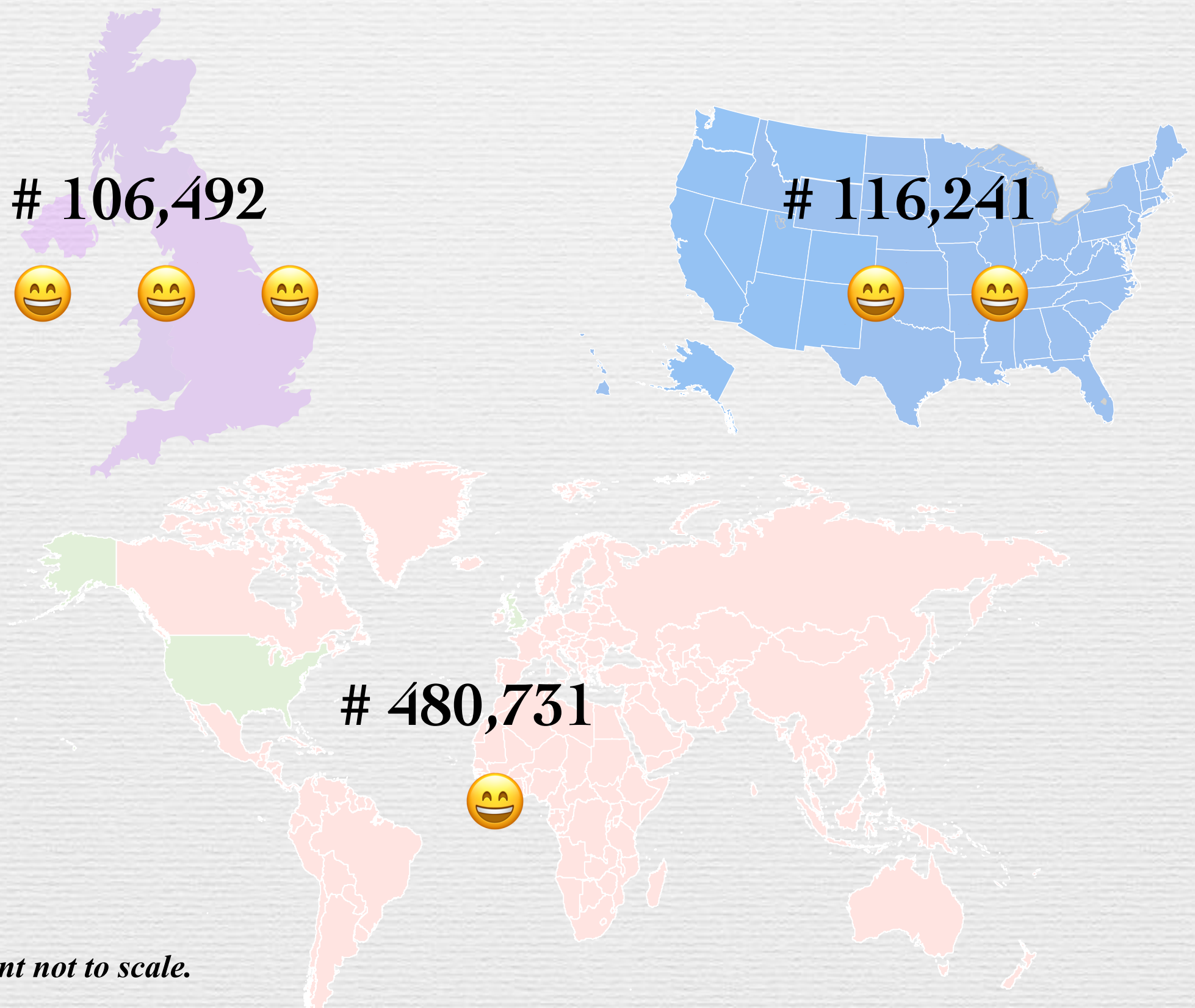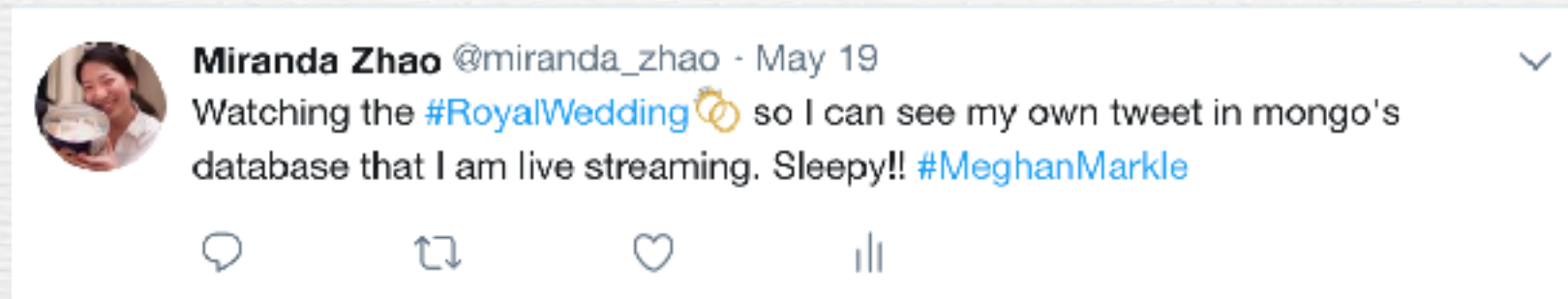 - Royal Family (Megan's Identity)

Topic Analysis - Volume

Number of Tweets by Topic - Hourly

Legend:
- Wedding & Queen
- Wedding Guests
- Congrats Meghan & Harry
- The Royal Family
- Bishop Curry's Sermon & Love

Y-axis: Number of Tweets (0, 20000, 40000, 60000, 80000)

X-axis: Day and Hour (19-0, 19-03, 19-06, 19-09, 19-12, 19-15, 19-18, 19-21, 20-0, 20-03, 20-06, 20-09, 20-12, 20-15, 20-18, 20-21, 21-0, 21-03, 21-06, 21-09, 21-12, 21-15, 21-18, 21-21)

KMeans Clustering (k=6)

Who's Tweeting?

106,492

😄 😄 😄

116,241

😄 😄

480,731

😄

✦ *Note: Sentiment not to scale.*

What about my tweet?🧑🏻

> **Miranda Zhao** @miranda_zhao · May 19
> Watching the #RoyalWedding 💍 so I can see my own tweet in mongo's database that I am live streaming. Sleepy!! #MeghanMarkle

From KMeans - Cluster 1:

0.0398*Topic0 + 0.0004*Topic1 + 0.0019*Topic2 + **0.0031***Topic3 + 0.0017*Topic4

💂🏼 ❤️ 👰🏽   🤴 👸🏼
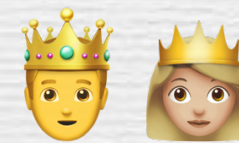
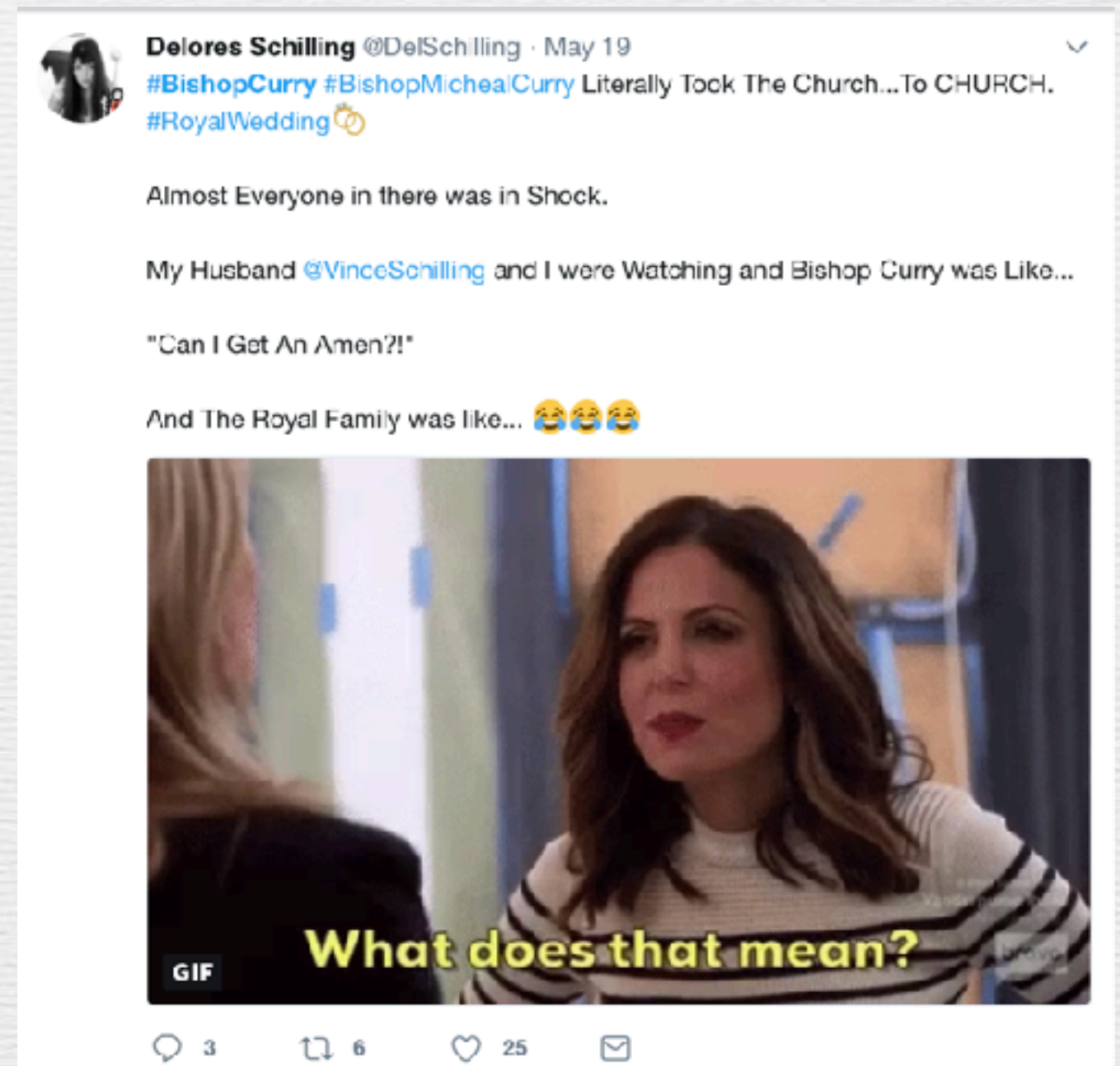# Next Steps & Applications

- Capture Meme and Understand it
- Gather tweets prior to the event

Applications

- Analyze reactions by different geographic location (e.g. tariffs on steel and aluminum)

All the Best!