

## **Introduction - About the dataset used**

In this comprehensive listening campaign, we delved into the expansive world of Gadgets with a specific focus on iPhones. The primary objective was to draw insights from discussions and interactions on Reddit, a prominent online platform known for its diverse user base and vibrant communities. By leveraging Reddit data, we aimed to extract valuable information about iPhone-related conversations, sentiments, and trends over the course of a year.

## **Dataset Overview**

The dataset comprises key attributes related to Reddit posts discussing iPhone-related topics. Here's a glimpse of the data collected:

- **Post\_ID:** Unique identifier for each Reddit post.
- **Title:** Post title capturing the essence of the discussion.
- **Comment:** Insights and opinions shared by users in the comments section.
- **Author:** Reddit username of the individual contributing to the discussion.
- **Upvote\_ratio:** Ratio of upvotes to total votes, indicating community approval.
- **Score:** Cumulative score reflecting the post's popularity and impact.
- **Upvotes:** Number of upvotes received by the post.
- **Text:** Full text of the post.
- **Tokens:** Tokenized representation of the post for analysis.
- **Sentiment:** Numeric sentiment score reflecting the emotional tone of the post.
- **Sentiment\_Category:** Categorization of sentiment as Positive, Negative, or Neutral.
- **Processed\_Text:** Text after preprocessing, ready for advanced analysis.
- **Dominant\_Topic:** The main topic addressed in the post based on the content.

## **Emphasis on iPhones**

Given the widespread popularity and influence of iPhones in the Gadgets landscape, we concentrated our efforts on extracting meaningful insights related specifically to iPhones. The dataset allows us to explore sentiments, opinions, and trends surrounding iPhone casings, production quality, and various aspects of the iPhone user experience.

Our analysis aims to uncover patterns, sentiments, and discussions that can inform strategic decisions for the brand, offering valuable guidance for enhancing their social media strategy in the dynamic world of gadgets, particularly iPhones. The following sections will detail our findings and provide actionable recommendations for the brand's social media strategy.

## **Keyword, Hashtag, and Influencer Analysis**

The keywords and hashtags indicate the core subjects of discussion:

- **'iphone', 'apple', 'phone', 'iphones':** These are direct references to the brand and its products. They would be central in any conversation about the company's offerings.
- **'like', 'people':** These more generic terms may relate to opinions and user experiences, suggesting a subjective discussion around the brand and its products.

- 'charging', 'battery', 'port': These terms suggest specific focus areas within the iPhone conversation, likely relating to user concerns or interests in the practical aspects of iPhone usage.
- 'year', 'years': These could refer to product cycles, updates, or longevity of devices, which are common points of interest in technology discussions.

### Top Influencers:

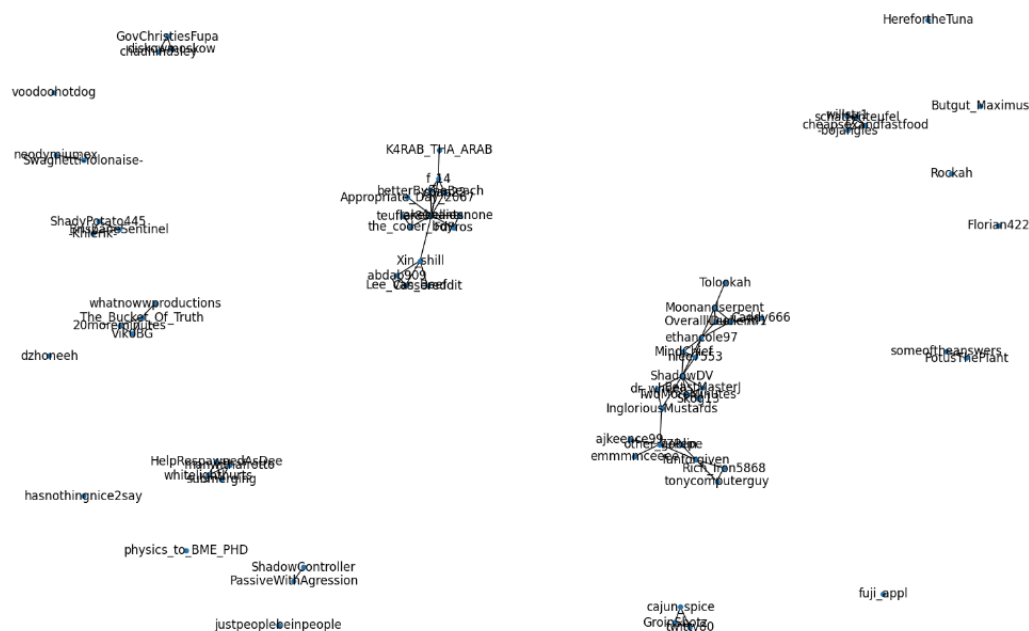
The mentioned influencers are individuals who likely have significant followings and credibility within the tech and gadget communities:

'nicuramar', 'SUPRVLLAN', 'Sylvurphlame', 'Pubelication', 'Deep90': Engaging with these influencers could be a strategic move for any campaign or promotional activity by Apple or third-party accessory manufacturers. Their content likely sways public opinion and consumer decisions.

'gadgets': Subscribers to this subreddit are probably tech-savvy users who are interested in the latest technological innovations, updates, and gadget reviews. This group would be particularly responsive to new releases, updates, and technical improvements in iPhones.

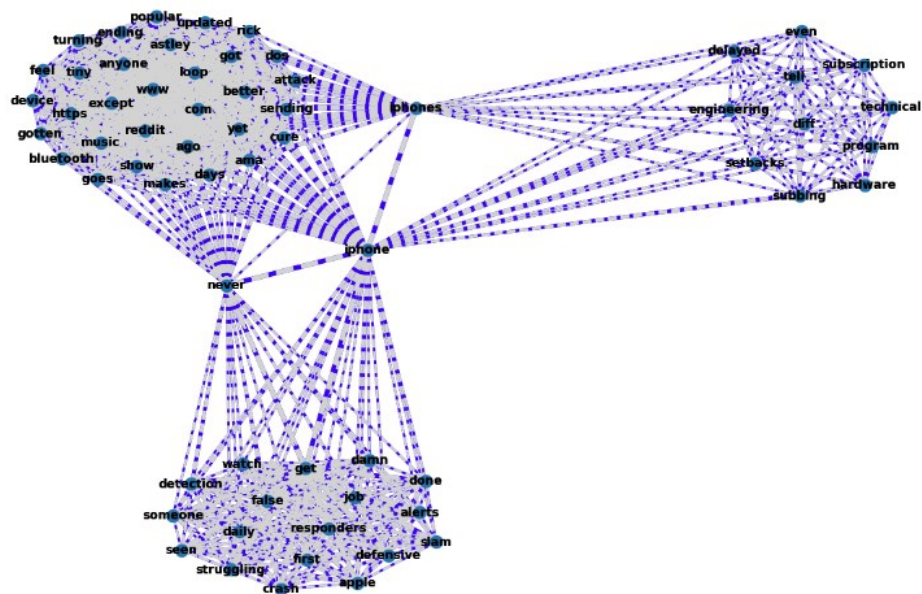
	Author	Degree	Centrality
1854	nicuramar		0.449743
952	SUPRVLLAN		0.437739
2977	alc4pwned		0.324100
1531	Deep90		0.317966
608	LucyBowels		0.314734
875	turbo_nudist		0.303324
1269	Pubelication		0.292639
3709	ken2441		0.247461
3118	AutoModerator		0.241195
1853	Sylvrphlame		0.232819

### The degree of centrality

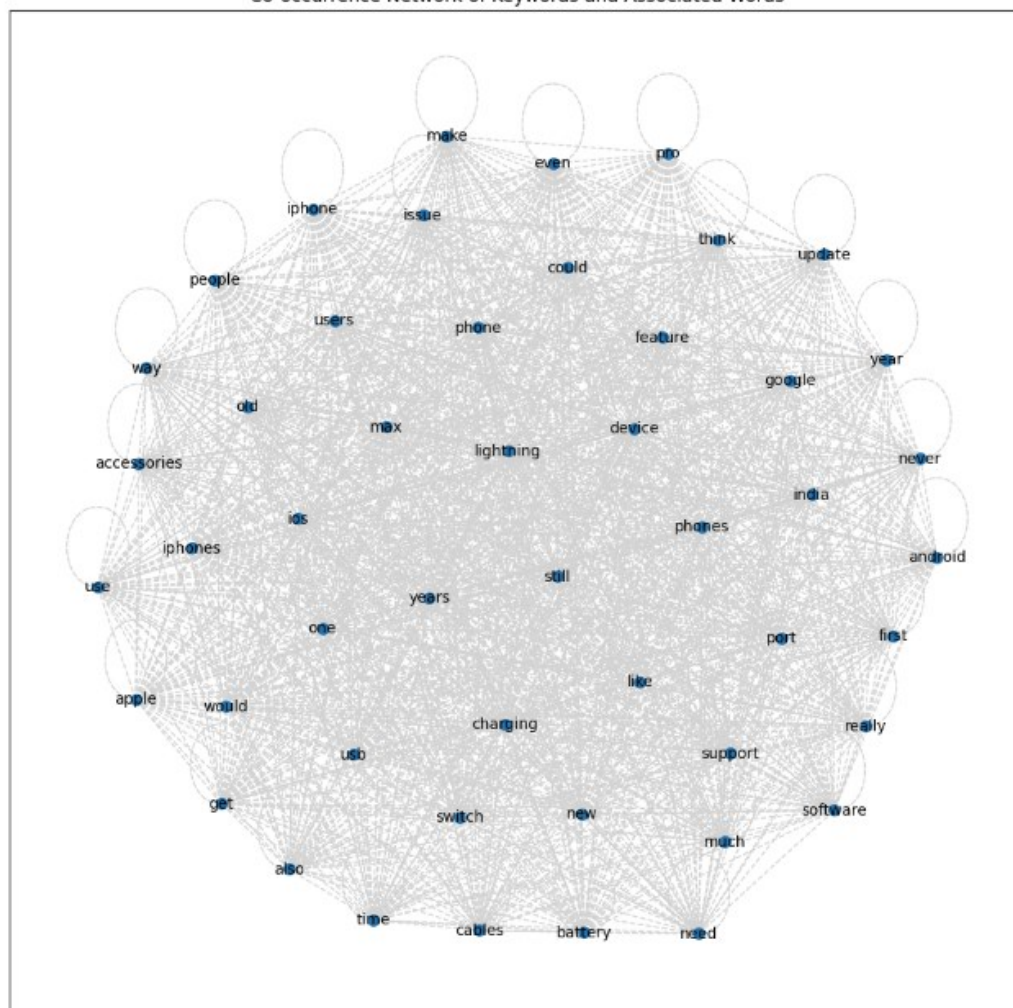




Keyword Co-occurrence Network for Comments



#### Co-occurrence Network of Keywords and Associated Words



## Keyword Co-occurrence Network for Comments

### Image Analysis

- **Central Nodes:** In the network, terms like "iPhone," "Apple," "Pro" and "Max" are central nodes given their high frequency and importance in discussions. These central nodes serve as hubs, indicating key focal points of conversation.
- **Peripheral Nodes:** Words that appear on the periphery of the network are mentioned less frequently or are less centrally connected to the main topics of conversation but may represent niche or emerging topics.
- **Clusters:** Groups of closely interlinked terms suggest subtopics or themes within the discussion. For example, there might be clusters around manufacturing locations like "India," hardware features like "battery" and "USB port," and competitive comparisons with "Google," "Android," and "Samsung."

### Discussion Insights

- **Model Focus:** The "Max" model of the iPhone seems to generate a lot of discussion. It could be due to its features, price point, or how it stacks up against competitors.
- **Manufacturing and Market:** The mention of "India" alongside "manufacturing" and "market" suggests conversations about Apple's global supply chain and market strategy, possibly influenced by local manufacturing initiatives.
- **Feature Feedback:** Terms like "fast charging," "battery," "USB," and "lightning" imply a focus on the device's charging capabilities and connector types. The feedback may revolve around the efficiency of charging and the lack of a USB Type-C port, which is a standard in many modern devices.
- **Software and Updates:** Words like "software" and "updates" being close to terms like "poor" can indicate dissatisfaction with the frequency, quality, or security of the software updates provided by Apple.
- **Competitive Comparison:** The network shows a comparison with "Samsung" and other "Android" devices, highlighting debates or discussions on how iPhone models stack up against the broader smartphone market in terms of features like Bluetooth connectivity, reparability, and hardware components like chips.

## Co-occurrence Network Centered on 'iPhone' with Minimum 3 Connections

### Image Analysis

- **Focused Discussion:** This visualization filters the network to show only terms that have at least three connections, which likely highlights the most robust and recurring themes in the conversation about the iPhone.
- **Dense Connectivity:** The strong interconnectivity around the term "iPhone" underscores its central role in the discussions. Terms that are directly connected to "iPhone" could be defining aspects of the device or the most frequently addressed concerns and features.
- **Discussion Insights**
- **Comparative Analysis:** Terms like "market," "Google," and "Android" in close proximity to "iPhone" suggest comparative discussions, potentially about market share, features, or user preferences.



## Analysis of Network Centered on "iPhone"

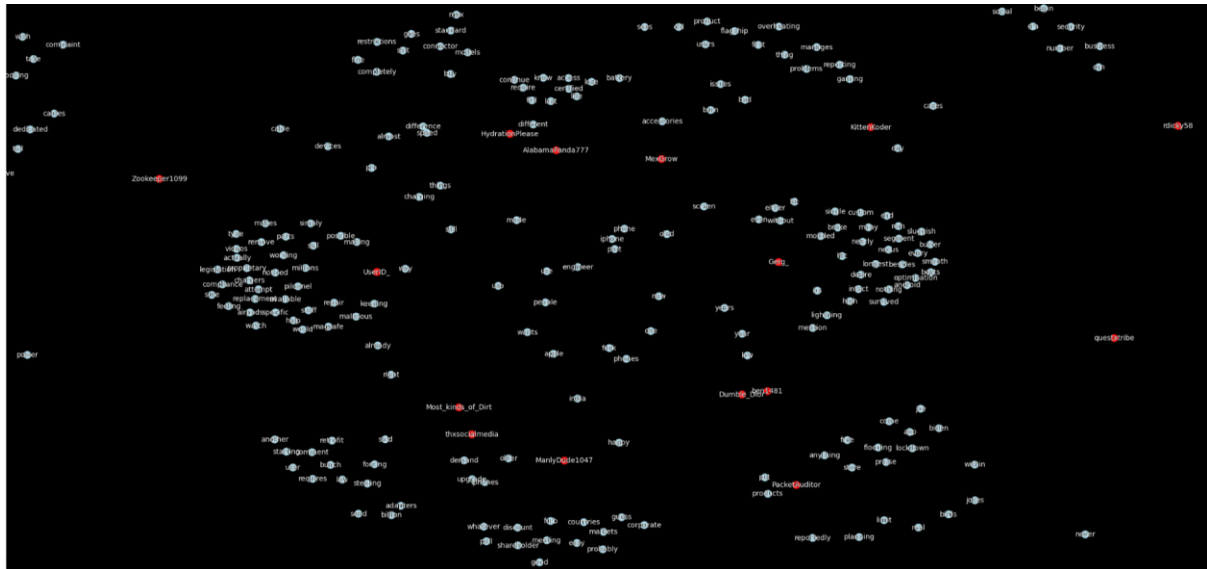
### Central Themes

- "iPhone": As the central node, it's the primary subject of the discussion. The proximity of other terms to "iPhone" suggests their relative importance or frequency in the conversation.
- "Apple" and "Pro": These terms near the "iPhone" node indicate a focus on the brand and potentially the iPhone Pro models, which could be discussions around higher-end features or comparisons within the iPhone range.
- Surrounding Keywords and Buzz
- Hardware Components: Words like "parts," "case," "titanium," and "satellite" imply a discussion around the physical aspects of iPhones. "Titanium" may refer to build materials, and "satellite" could be related to connectivity features.
- Functionality and Features: "Charge," "speed," "iOS," "accessories," "quality," "features," and "repair" are indicative of users discussing the functionality, software, and service aspects of the iPhone. This might include battery life, operating system functionality, the range and quality of accessories, and repairability.
- Market and Manufacturing: Terms such as "making," "standard," "market," "original," and "engineers" suggest conversations about the iPhone's position in the market, manufacturing standards, and engineering quality.
- Consumer Concerns: "Need," "pay," "price," and "expensive" reflect consumer sentiment around the cost and perceived value of iPhones.
- Competition and Comparison: The presence of "Google," "Android," and comparisons with other "devices" show that discussions often compare the iPhone to its competitors, likely in terms of features, user experience, and value for money.
- Innovation and Development: "New," "models," "design," and "features" indicate a focus on the latest developments, design choices, and feature sets in new iPhone models.
- Durability and Materials: "Titanium" and "case" suggest that there is a conversation around the materials used in iPhones, possibly discussing their durability and premium feel.
- Connectivity and Technology: "Port," "Bluetooth," "satellite," and "speed" point to discussions about the various connectivity options and performance aspects of the iPhone.
- Service and Support: "Repair" and "quality" indicate concerns or commendations regarding the iPhone's build quality and the ease of getting it serviced or repaired.

### Implications

This network visualization reveals the multifaceted nature of iPhone-related discussions. Consumers are not only interested in the specifications and features of the iPhone but also in its market position, cost, and comparison with competitors. The discussions around "making" and "engineers" could also touch upon Apple's brand reputation for quality and innovation.

The prominence of "parts" and "repair" might reflect a community interest in the right-to-repair movement or concerns about the longevity and maintainability of iPhones. Additionally, the discussion of materials like "titanium" may indicate a specific interest in the premium build quality of the phones.



## Analysis of Conversation Clusters

### Beeper1099

- Topics: Seems to discuss technical aspects such as "type," "makes," "cable," "devices," "parts," "remove," and "actually." The mention of "videos" suggests multimedia content or tutorials might be part of the conversation.
- Insights: This author may be focused on the technical specifications, types of cables and parts, or DIY aspects related to iPhones.

### UserID\_

- Topics: Discusses "repair," "malicious," "MagSafe," and "help," along with "millions" and "stuff."
- Insights: The conversation likely revolves around repairability, security concerns, or the utility of iPhone accessories like MagSafe.

### Authors Near the Bottom (Most\_kinds\_of\_Dirt, Dumble\_Dior, ben\_1481)

- Topics: The discussion centers on "India," "Apple," "phone," "wants," "people," "use," "engineer," "low," "year."
- Insights: These authors might be discussing Apple's presence in India, engineering aspects, user desires, affordability, and product lifecycle.

### Authors at the Top (HydrationPlease, AlabamaPanda777, MexGrow)

- Topics: They are associated with terms like "difference speed," "accessories," "battery," "screen," "ports," "made," "models," "connectors."
- Insights: This group seems to focus on the performance of the iPhone, its components like batteries and screens, and perhaps issues or preferences regarding models and manufacturing details.

### KittenKoder



- Topics: Comments on "gaming," "reporting," "problems," "managing," "things," "cases," "custom made," "evergreen."
- Insights: KittenKoder's conversation might be around gaming performance on iPhones, problem reporting, case management, and possibly the longevity or sustainability of devices.

Greg\_

- Topics: Talks about "mobile," "desire," "intact," "mention," "serviced," "android," "optimization," "segment," "smooth."
- Insights: Greg\_ is potentially discussing comparative aspects of iPhone versus Android, focusing on performance optimization and user experience.

General Insights

- Technical Specifications: There's a notable discussion around the physical and technical aspects of the iPhone, such as parts and accessories.
- Repair and Security: Repairability, security concerns, and the functionality of features like MagSafe are significant to these users.
- Market Specifics: Some authors are discussing market-specific details like manufacturing locations and product availability in countries like India.
- Performance: Issues like speed, battery life, and gaming performance are prevalent topics, highlighting user experience concerns.
- Competition: Comparisons between iPhone and Android suggest a debate over ecosystem preference and device performance.

The network graph illustrates a vibrant community engaging in diverse discussions around the iPhone. These range from technical teardowns and repairs to market analysis and performance comparisons. Each author or group of authors seems to focus on different aspects of the iPhone ecosystem, revealing the multifaceted interests of consumers and tech enthusiasts.



### Key Observations:

**Device Models:** The prominence of words like "Max" and "Pro" suggests that there is significant discussion around the higher-end models of the iPhone, which often come with more advanced features.

**Features and Specifications:** "USB" is quite prominent, likely referring to the type of charging port or connectivity options. The term "Bluetooth" also stands out, which is an essential wireless connectivity feature.

"Port," "charging," "wireless," and "cable" indicate a focus on how the device is charged and connected to other devices or accessories.

**User Experience:** Words like "use," "need," "make," "work," and "support" reflect the practical and functional aspects of the iPhone that users are concerned with.

**Comparisons:** There are comparisons being made between "Apple" and "Android," suggesting debates or discussions about the operating systems, user experience, or brand loyalty.



Technical Aspects: "Cable," "update," "system," "mini," "port," and "charge" likely pertain to the technical and hardware aspects of iPhones. There could be discussions around charging methods, port types, software updates, and system performance.

Comparative Discussion: The presence of "Android" along with "Apple" implies a comparison between the two operating systems or perhaps between iPhones and Android devices in general.

Community and Authors: The prominent display of usernames such as "SUPRVLLAN," "Deep90," "LucyBowels," "Sylvurphlame," among others, suggests that these individuals are particularly active or influential in discussions about the iPhone. Their prominence in the word cloud indicates they could be key opinion leaders or prolific contributors in the community.

```

1 # Subdataset 1: Author, Sentiment, Title
2 subdataset_1 = iphone_comments_df[['Author', 'Sentiment_Category', 'Title']].copy()
3
4 # Subdataset 2: Author, Sentiment, Comment
5 subdataset_2 = iphone_comments_df[['Author', 'Sentiment_Category', 'Comment']].copy()
6
7 # Subdataset 3: Title, Sentiment, List of Authors
8 subdataset_3 = iphone_comments_df.groupby(['Title', 'Sentiment_Category'])['Author'].unique().reset_index()
9 subdataset_3['Authors_List'] = subdataset_3['Author'].apply(lambda x: ', '.join(x))
10
11 titles_data = subdataset_3['Title'].tolist()
12
13 # Preprocess the titles by removing stop words and tokenizing
14 stop_words = set(stopwords.words('english'))
15
16 tokenized_titles = [
17     [word.lower() for word in word_tokenize(title) if word.isalpha() and word.lower() not in stop_words]
18     for title in titles_data
19 ]
20
21 # Create a dictionary representation of the titles
22 dictionary = corpora.Dictionary(tokenized_titles)
23
24 # Convert the titles into a bag-of-words representation
25 corpus = [dictionary.doc2bow(tokens) for tokens in tokenized_titles]
26
27 # Build the LDA model
28 lda_model = models.LdaModel(corpus, num_topics=5, id2word=dictionary, passes=15)
29
30 # Print the topics and associated words
31 topics = lda_model.print_topics(num_words=5)
32 for topic in topics:
33     print(topic)

```

```

(0, '0.082*iphone' + 0.041*pro' + 0.037*apple' + 0.021*new' + 0.013*max'')
(1, '0.082*iphone' + 0.054*apple' + 0.018*new' + 0.014*charging' + 0.014*radiation'')
(2, '0.079*iphone' + 0.040*apple' + 0.032*users' + 0.016*update' + 0.016*satellite'')
(3, '0.108*iphone' + 0.057*pro' + 0.033*apple' + 0.029*max' + 0.017*feature'')
(4, '0.056*apple' + 0.056*iphone' + 0.041*iphones' + 0.011*india' + 0.011*charging'')

```

Based on the listening campaign data, sentiment analysis, and the topics identified in the LDA model, here are several recommendations for the brand's social media strategy:

### 1. Leverage Positive Sentiment

With a considerable number of positive sentiments, the brand should capitalize on this by:

Sharing customer success stories and testimonials.

Highlighting positive reviews, particularly those that mention the keywords from the LDA topics like "pro," "new," "max," and "feature."

Encouraging user-generated content where customers share their experiences with the latest models.

## **2. Address Neutral Sentiments**

Neutral sentiment can be swayed either way, so the brand should:

Engage with this audience by providing more information on the features and benefits of the iPhone.

Run educational campaigns that focus on the innovation and technology behind the "new" features, "satellite" capabilities, and the "charging" mechanisms.

## **3. Mitigate Negative Sentiments**

Negative sentiments should be addressed proactively by:

Responding to customer complaints and concerns promptly.

Offering solutions to common issues related to "charging" and "radiation," possibly through FAQs or tutorial videos.

Showcasing the brand's commitment to user safety and device efficiency, perhaps by discussing steps taken to minimize radiation exposure.

## **4. Content Strategy Based on LDA Topics**

Develop content pillars around the five topics identified by the LDA model:

- Topic 0 and 3 (Pro and Max Models): Create feature spotlights and comparison content that showcases the advantages of the Pro and Max models over previous versions or competitors.
- Topic 1 (Charging and Radiation): Provide clear communication about the safety and efficiency of the iPhone's charging technology. Debunk myths and provide facts about radiation levels.
- Topic 2 (User Updates and Satellite): Highlight the latest software updates and how they improve user experience. Also, provide sneak peeks or educational content on emerging technologies like satellite connectivity.
- Topic 4 (Market Focus - India): Tailor content for specific markets such as India to connect with the audience there. Share stories of local impact and relevance.

## **5. Influencer and Community Engagement**

Identify key influencers from the word cloud, such as "SUPRVLLAN," "Deep90," and others, to:

Partner with them for product reviews or feature highlights.

Involve them in discussions or Q&A sessions about the latest iPhone features and updates.

Leverage their reach to amplify the brand's messages, especially in areas where the sentiment is currently neutral or negative.

## **6. Monitor and Adapt**

Finally, it's crucial to continuously monitor the conversation and sentiment around the brand:

Use social listening tools to track shifts in sentiment or the emergence of new topics.

Be ready to adapt the strategy based on real-time feedback and trends.

Keep an open dialogue with customers, acknowledging their feedback and showing the brand's responsiveness.

By focusing on the positive, addressing the concerns represented by neutral and negative sentiments, and leveraging the data-driven insights provided by the LDA model, the brand can strengthen its relationship with its customers and enhance its presence on social media.

### **Addressing Negative Feedback**

- **Product Quality and Innovation:** Address concerns about product quality by emphasizing the brand's commitment to innovation and quality control. Use the example of the 3D Apple logo marquee as a springboard for discussing forward-thinking design elements.
- **Universal Charging Standards:** Acknowledge the discussions about USB-C and communicate any plans for future standardization. If applicable, highlight how the brand is working towards a more unified charging ecosystem.
- **Market-Specific Strategies:** Respond to criticism about market-specific strategies by explaining how the brand is catering to different markets with tailored solutions, such as Android's approach in India.
- **Environmental Efforts:** Counteract the criticism of environmental efforts by detailing the brand's comprehensive sustainability strategy. This could involve explaining how removing the charger from the box fits into a larger environmental plan.

### **Leveraging Positive Sentiments**

- **Humor and Brand Affinity:** Use humor from positive comments, like the coffee-spitting incident, to create relatable and engaging content that resonates with the audience and humanizes the brand.
- **Product Demand and Loyalty:** Highlight the anticipation and loyalty evident in users holding onto their devices for years, waiting for the perfect upgrade. This can reinforce the brand's value and customer loyalty.
- **Performance Discussions:** Capitalize on debates about performance by sharing benchmarks and testimonials that showcase the longevity and sustained performance of devices, even as batteries age.

### **Integrated Strategies**

- **Content Creation:** Develop content that showcases the high standards of production and innovation, perhaps through behind-the-scenes looks or interviews with engineers and designers.
- **Community Engagement:** Engage directly with users who have concerns, such as those needing different cables, and those expressing loyalty, like users waiting for a new mini model. Use these engagements to inform the community about current and future product features.
- **Influencer Collaborations:** Partner with influencers for honest reviews that can address both praise and criticisms in a way that's relatable to the wider audience.
- **Sustainability Campaigns:** Run campaigns that explain the environmental impact of tech products and how the brand is mitigating this, which could involve discussing recycling programs, energy-efficient manufacturing processes, and the move away from including chargers.