GDAT 622 Investigation 6

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I will be pulling and looking at the last 500 tweets of Nike.

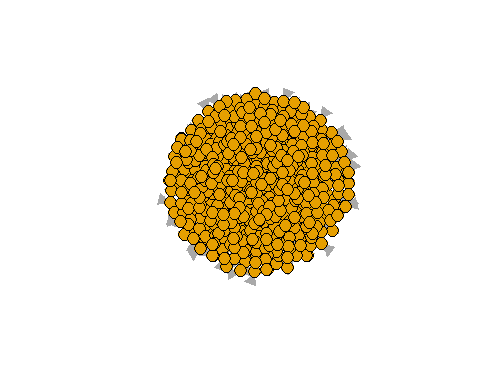
get\_timeline(c("Nike"), n = 500) -> nike

Keeping only the reply screen name and tweet text replied with.

nike %>%  
 select(., reply\_to\_screen\_name, text) %>%   
 na.omit(.) %>%  
 distinct(.) -> nike

Plot

graph.data.frame(nike) -> nike\_graph  
plot(nike\_graph, vertex.label = NA)



Pull Nike’s following list in order to better understand interactions.

get\_friends(415859364) -> nike\_following

Get following lists of some of Nike’s following.

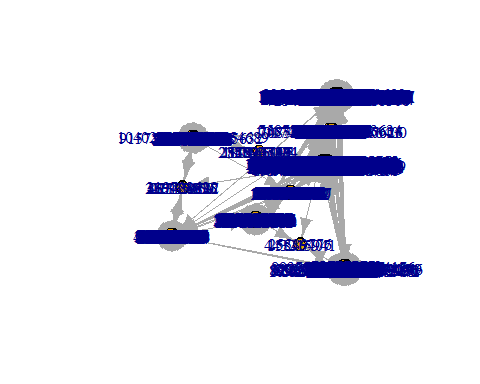
get\_friends(23151437) -> following1  
get\_friends(2511477648) -> following2  
get\_friends(21870081) -> following3  
get\_friends(184241421) -> following4  
get\_friends(69347129) -> following5

Combine following lists

bind\_rows(nike\_following, following1, following2, following3, following4, following5) -> following\_combined

Plot

graph.data.frame(following\_combined) -> following\_combined\_graph  
plot(following\_combined\_graph)



Look up one of the connections

lookup\_users("71026122")

## # A tibble: 1 x 90  
## user\_id status\_id created\_at screen\_name text source  
## <chr> <chr> <dttm> <chr> <chr> <chr>   
## 1 710261~ 12799729~ 2020-07-06 02:58:37 McDonalds @bre~ Sprin~  
## # ... with 84 more variables: display\_text\_width <int>,  
## # reply\_to\_status\_id <chr>, reply\_to\_user\_id <chr>,  
## # reply\_to\_screen\_name <chr>, is\_quote <lgl>, is\_retweet <lgl>,  
## # favorite\_count <int>, retweet\_count <int>, quote\_count <int>,  
## # reply\_count <int>, hashtags <list>, symbols <list>, urls\_url <list>,  
## # urls\_t.co <list>, urls\_expanded\_url <list>, media\_url <list>,  
## # media\_t.co <list>, media\_expanded\_url <list>, media\_type <list>,  
## # ext\_media\_url <list>, ext\_media\_t.co <list>,  
## # ext\_media\_expanded\_url <list>, ext\_media\_type <chr>,  
## # mentions\_user\_id <list>, mentions\_screen\_name <list>, lang <chr>,  
## # quoted\_status\_id <chr>, quoted\_text <chr>, quoted\_created\_at <dttm>,  
## # quoted\_source <chr>, quoted\_favorite\_count <int>,  
## # quoted\_retweet\_count <int>, quoted\_user\_id <chr>,  
## # quoted\_screen\_name <chr>, quoted\_name <chr>,  
## # quoted\_followers\_count <int>, quoted\_friends\_count <int>,  
## # quoted\_statuses\_count <int>, quoted\_location <chr>,  
## # quoted\_description <chr>, quoted\_verified <lgl>,  
## # retweet\_status\_id <chr>, retweet\_text <chr>,  
## # retweet\_created\_at <dttm>, retweet\_source <chr>,  
## # retweet\_favorite\_count <int>, retweet\_retweet\_count <int>,  
## # retweet\_user\_id <chr>, retweet\_screen\_name <chr>, retweet\_name <chr>,  
## # retweet\_followers\_count <int>, retweet\_friends\_count <int>,  
## # retweet\_statuses\_count <int>, retweet\_location <chr>,  
## # retweet\_description <chr>, retweet\_verified <lgl>, place\_url <chr>,  
## # place\_name <chr>, place\_full\_name <chr>, place\_type <chr>,  
## # country <chr>, country\_code <chr>, geo\_coords <list>,  
## # coords\_coords <list>, bbox\_coords <list>, status\_url <chr>,  
## # name <chr>, location <chr>, description <chr>, url <chr>,  
## # protected <lgl>, followers\_count <int>, friends\_count <int>,  
## # listed\_count <int>, statuses\_count <int>, favourites\_count <int>,  
## # account\_created\_at <dttm>, verified <lgl>, profile\_url <chr>,  
## # profile\_expanded\_url <chr>, account\_lang <lgl>,  
## # profile\_banner\_url <chr>, profile\_background\_url <chr>,  
## # profile\_image\_url <chr>

Funnily enough, it appears that the McDonald’s twitter account has some connections to some of the same accounts as Nike’s twitter. Wouldn’t have expected a fast food chain to have connections with an athletic company.