Evolution of Retweet Rates in Twitter User Careers: Analysis and Model

Retweets

time
(user 'career')
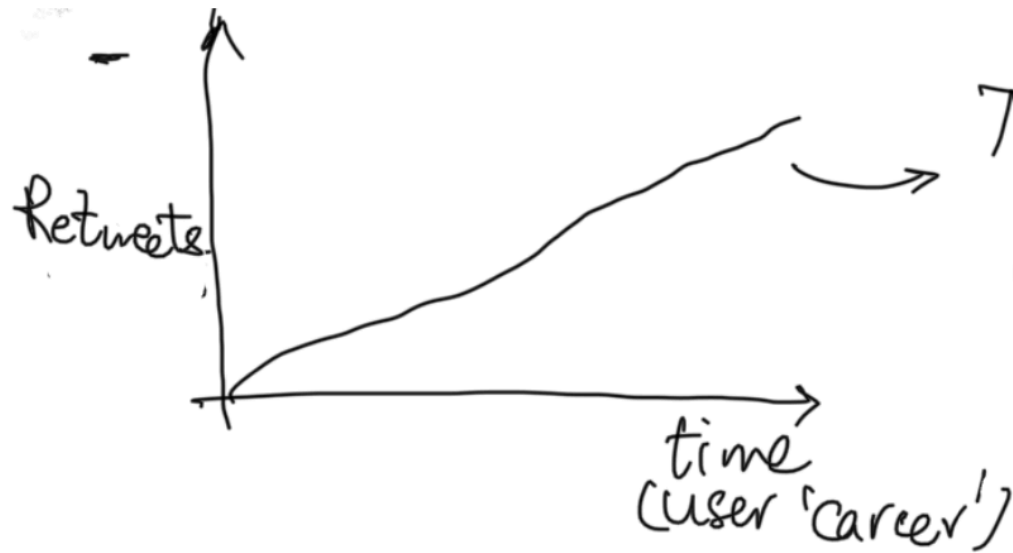
The number of retweets a user gets increases over a user's career on Twitter

Retweets per follower

time
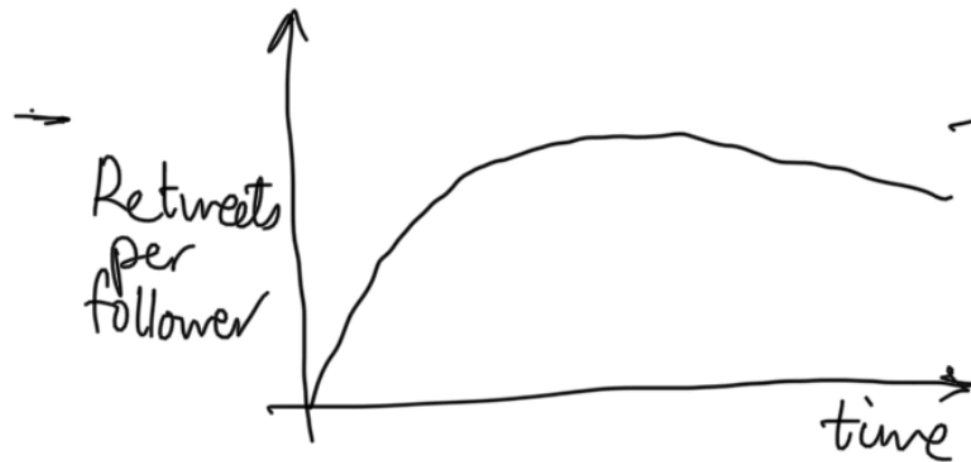
However, the retweets per follower peaks at a certain point after which it does not increase

- We present a model to to explain this behavior.
- This pattern generalizes beyond twitter, to instagram & youtube.