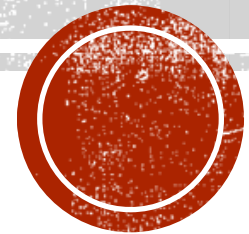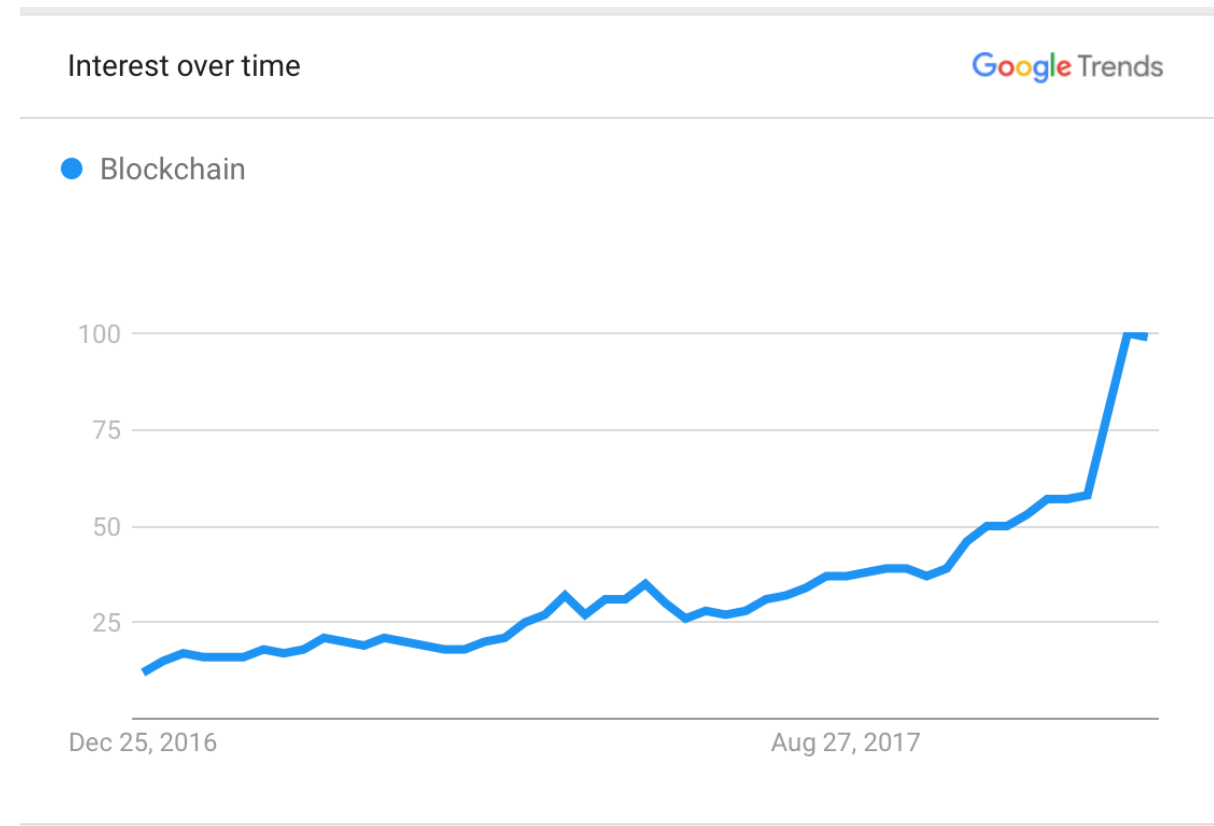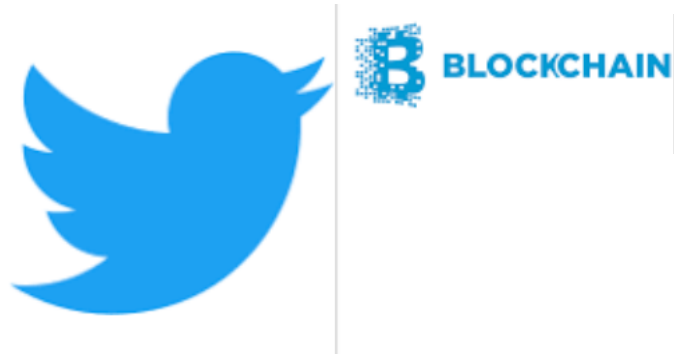# BLOCK CHAIN ON TWITTER

Shan Shan

2017/12/18

BLOCK-CHAIN

- Blockchain is the world's leading software platform for digital assets

- Google Trends shows that Blockchain has a boost in the year 2017

- What is Twitterers attitudes toward blockchain?

Interest over time

Google Trends

● Blockchain

100

75

50

25

Dec 25, 2016   Aug 27, 2017
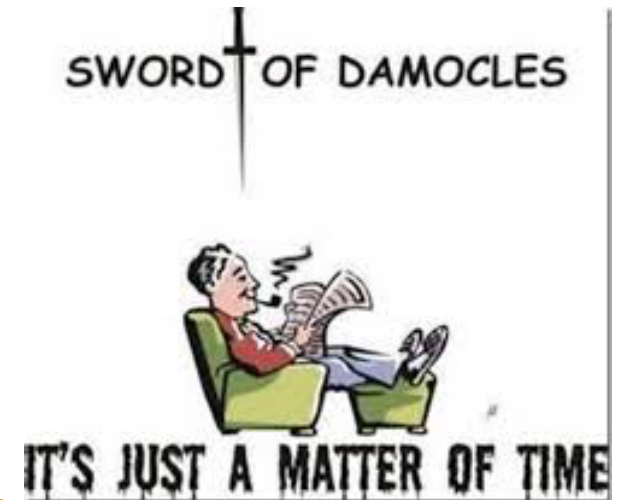
A HELICOPTER VIEW

- My project analyzes Twitter data with the keyword 'blockchain' from 2017-01-01 to 2017-12-18. To explore the brand perception of "blockchain" on Twitter. Word frequency analysis, sentiment analysis, mapping analysis are conducted for exploring people's attitudes.
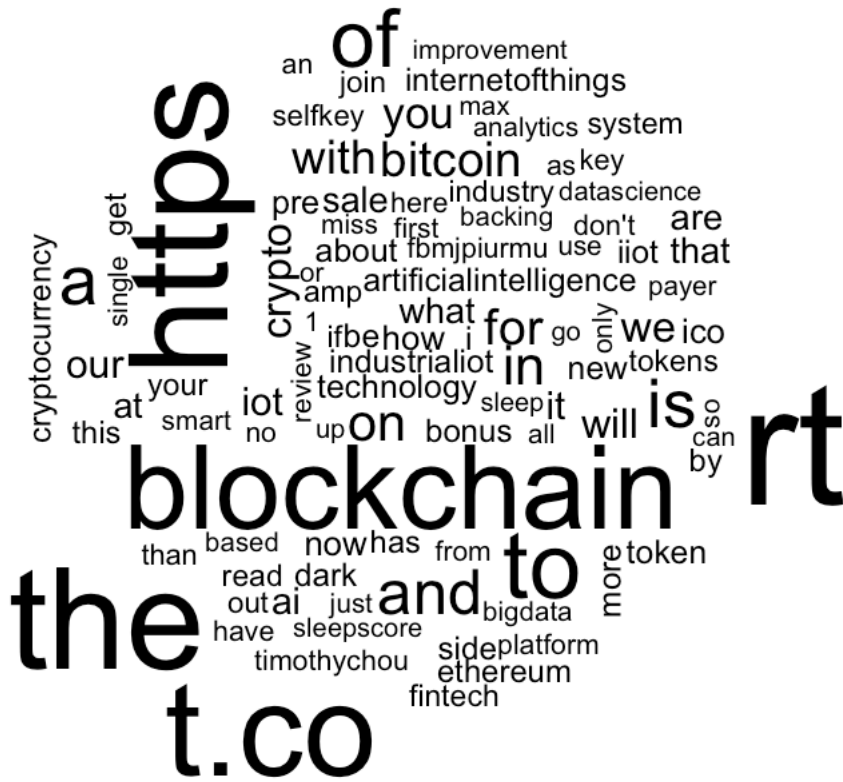
BLOCKCHAIN -- SWORD OF DAMOCLES?

- WHAT IS PEOPLE'S ATTITUDES TOWARDS BLOCKCHAIN?

- Some people regards Blockchain as a innovation
  - Blockchain: Shifting From Internet of Information to Internet of Value

- Some people regards Blockchain negatively and indicates its risks:
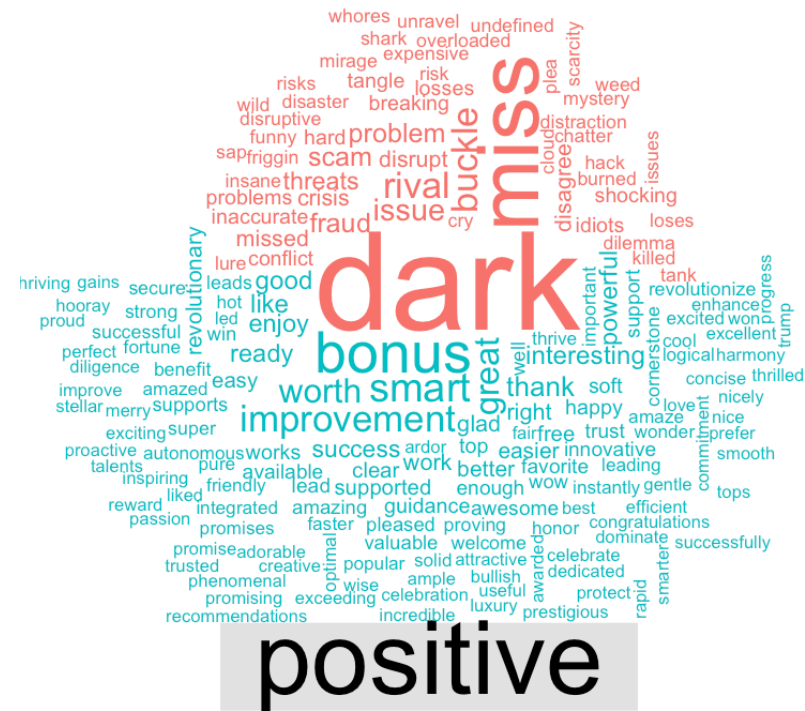 - The Dark Side of The Blockchain: What You Should Know About ICOs and the Ethereum Bubble

Pic source:http://www.bikaifa.com/eth-might-be-the-sword-of-damocles-to-bitcoin-while-market-cap-reaches-100-billion
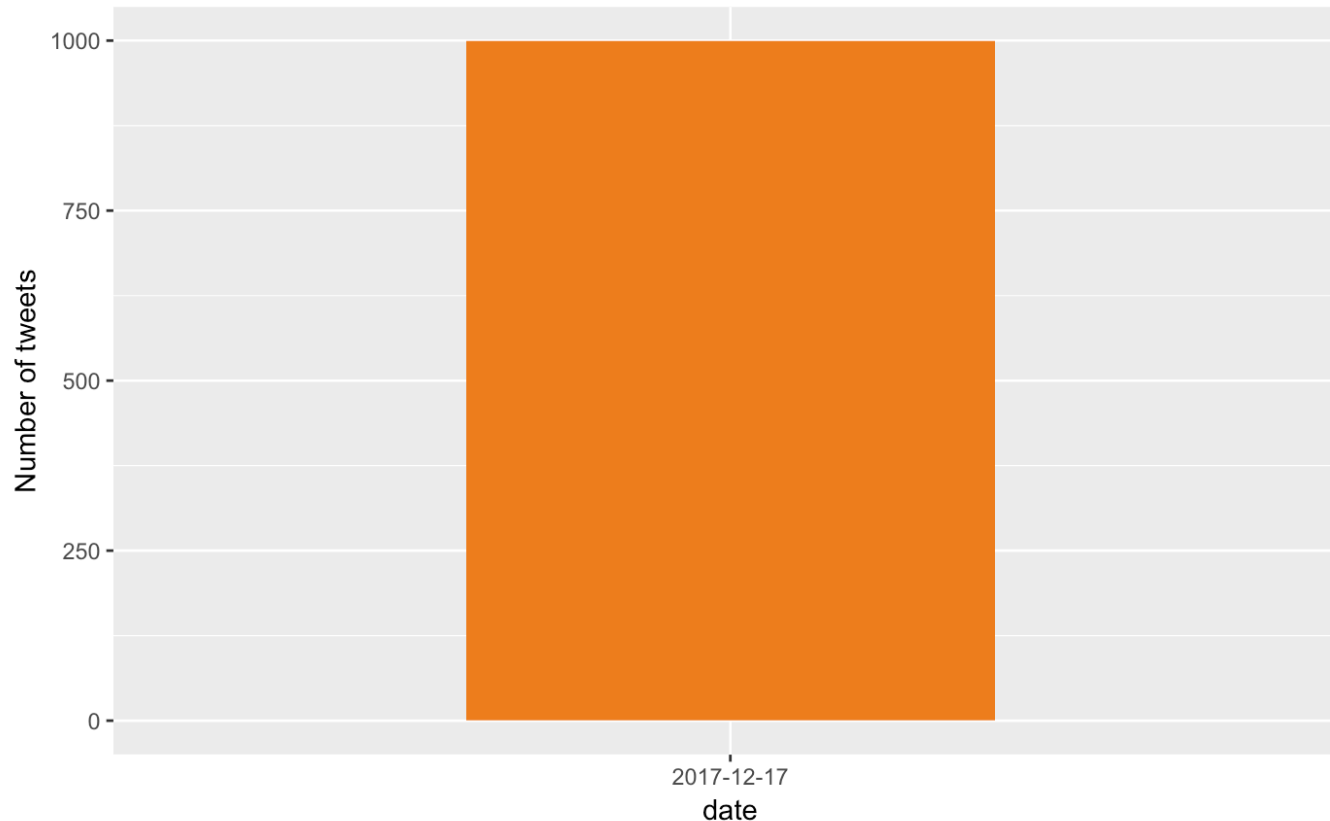
SENTIMENT ANALYSIS

FINDINGS

- From the twitters, the word "dark" are mentioned is 61 times, indicating it is an impressive negative sentiment of people towards blockchain. The word "bonus" appeared over 60 times. This is also an important sentiment here. Words like "glad", and "easier" may indicate something about people's expectaiton of blockchain.

- Therefore, it seems that people holds a half-and-half attitudes towards blockchain.
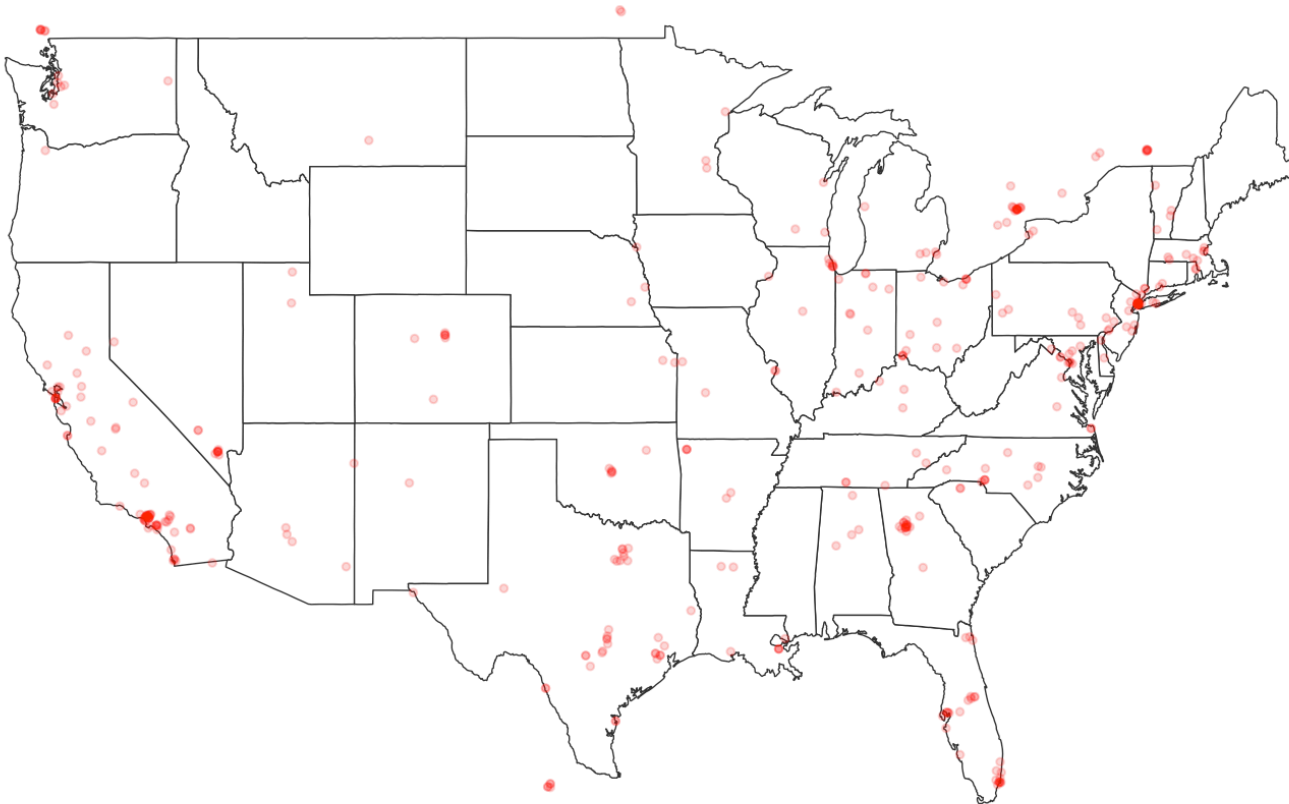
A "SUMMIT" DAY– DEC 17 2017

- The number of tweets about blockchain on December 17 reached the highest amount than other dates.

- I used the criteria (created day of Twitter)

- Time span: 2017/01/01-2017/01/18

WHERE ARE THE BLOCKCHAIN TWITTERERS?

The map displays that east part of U.S., such as New York; and the west part like California, have the most people twittering the blockchain topic

LINKS OF MY PROJECT

- SHINY APP
  - https://shshan.shinyapps.io/blockchain_on_twitter/

- GIT HUB
  - https://github.com/shan-bu-2017/Twitterers-and-Blockchain.git