A Twitter Network Graph To Highlight Key Influencers Within The Network

Degree Range of 50

Scaled by Indegree

Giant Component

4

Are You Talking To Me?

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Social Media is a key medium used by journalists and news organisations to propagate developing news stories. It may also be used to discuss topics surrounding the news. In this investigation we aim to establish how personal journalist accounts may differ from news organisation accounts and also how communicative these users are with those outside their communities.

We Collected	Yielding	From	Writing For
10M	**1.9M**	**4.7K**	**35**
Tweets	User Interactions	Journalists	New Outlets

LET'S BREAK IT DOWN

Tweet Activity

Monday 14%
16.8%
18.1%
Wednesday
17.5%
15.3%
9.5%
8.7%
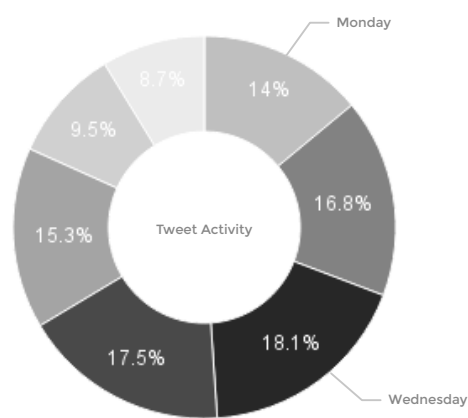
Wednesdays saw the greatest number of tweets.

With approximately 18.1% of the tweets that were collected, and authored by a journalist or news organisation of interest to the study, being created on a Wednesday.

Journalist Tweet Activity

News Organisation Tweet Activity
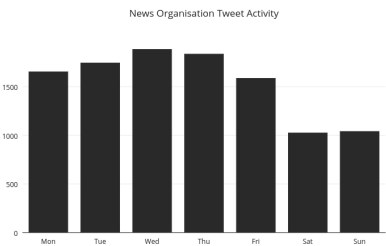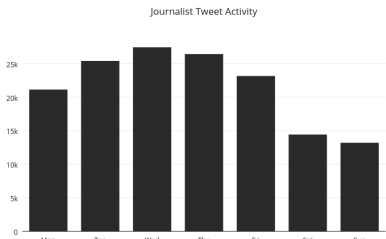
ORIGINALS

260K

In 3.5 Weeks

An original tweet is one that is not a retweet nor a reply. Of the 10M collected tweets, 260K original tweets were created by the journalists and news organisations being followed.

RETWEETS
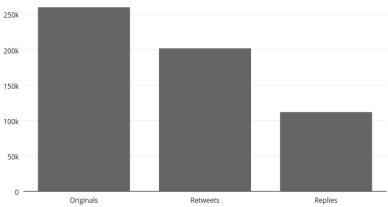
202K

In 3.5 Weeks

Of the 10M collected tweets, 202K retweets were created by the journalists and news organisations being followed.

REPLIES

112K

In 3.5 Weeks

A reply is a tweet which is created in response to another. Of the 10M collected tweets, 112K replies were created by the journalists and news organisations being followed.

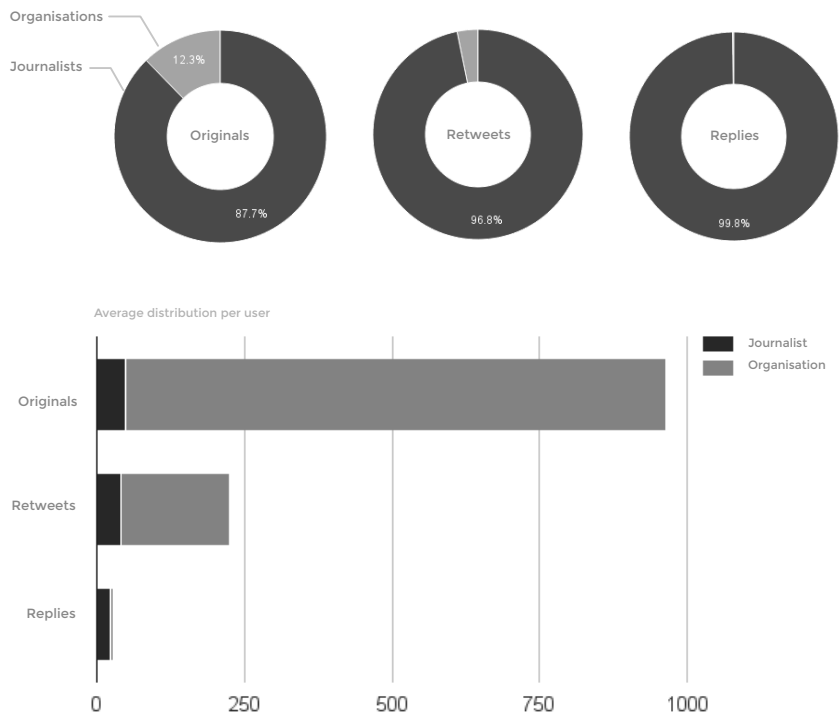### Interestingly, original Tweets had the largest volume.

Suggesting that the accounts being followed created more content than they shared during the period of monitoring.

INSPECTING TWEET DISTRIBUTION

Looking at the dataset as a whole and extracting only the tweets created by the journalists and news organisations of interest to the study, we get the following distributions.

While it initially looks as though journalists are far more active than their parent organisations, we must consider that we are following 4.7K journalist accounts and only 35 news organisations.

When we look at the mean distribution of tweets per user we can begin to establish the nature of the accounts. It is becoming clear here that the organisation accounts are broadcast oriented.
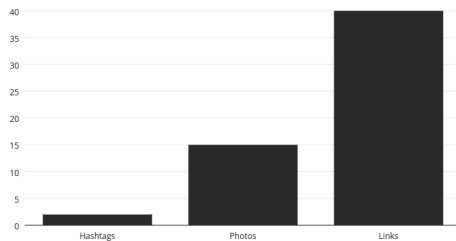
Organisations

Journalists

12.3%

Originals

87.7%

Retweets

96.8%

Replies

99.8%

Average distribution per user

■ Journalist
■ Organisation

Originals

Retweets

Replies

0   250   500   750   1000

ORGANISATION DAILY OVERVIEW

34
Originals

7
Retweets

40
35
30
25
20
15
10
5
0
Hashtags   Photos   Links

News organisations share more original content.

From this data we can begin to appreciate that the average number of original tweets created by news organisations far outweighs the average number of retweets.

We can also see that entities such as links and images feature heavily in the tweets of the news organisations, with the average number of links shared per day being greater than the average number of original tweets.
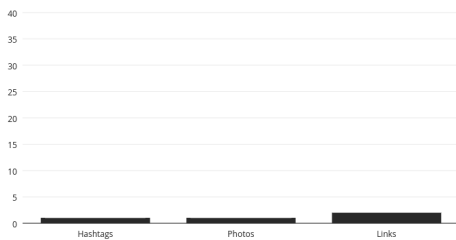

JOURNALIST DAILY OVERVIEW

2
Originals

2
Retweets

40
35
30
25
20
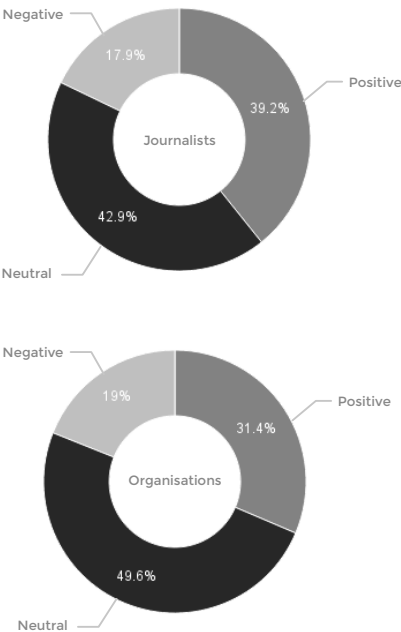15
10
5
0
Hashtags   Photos   Links

Journalists create and share an equal volume of content.

If we assume that a retweet is the act of sharing another user's content, then it can be said that a journalist creates and shares an equal number of tweets per day.

We can also see that approximately half the number of tweets from journalists contained some entity such as an image or link.

SENTIMENT OF ORIGINALS

Journalists
Negative 17.9%
Positive 39.2%
Neutral 42.9%

Organisations
Negative 19%
Positive 31.4%
Neutral 49.6%

JOURNALIST DISCUSSIONS

In an attempt to establish whether journalists converse mostly amongst themselves, or with those who are not journalists, we attempted to identify discussions within our dataset.

We established discussions between users who had created a tweet that had been stored within the dataset who had also been mentioned or replied to by another user within the dataset.

Journalist to Journalist
Journalist to Non-Journalist
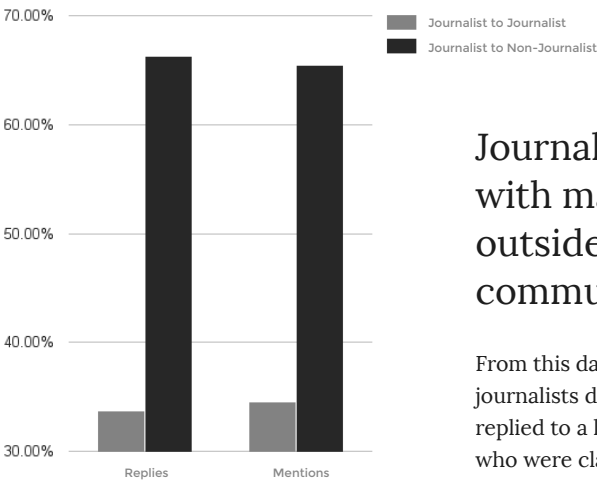
Journalists converse with mainly those outside their community.

From this data we can see that journalists directly mentioned and replied to a larger number of users who were classified as non-journalists.

All figures have been rounded for display purposes.

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PROJECT LINK

github.com/taylorrees/penemue