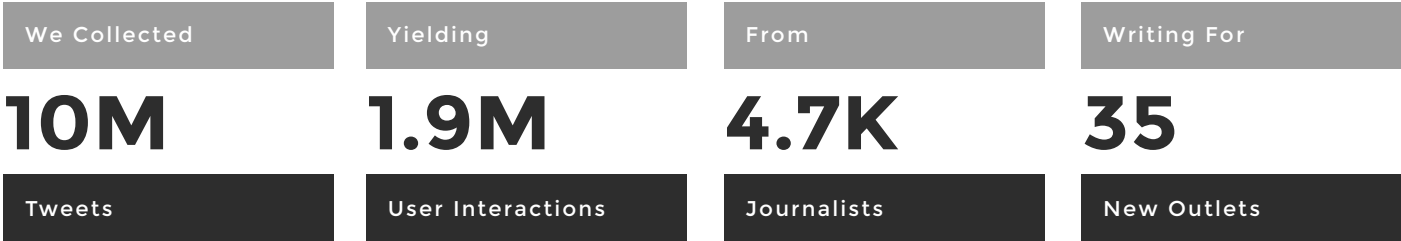
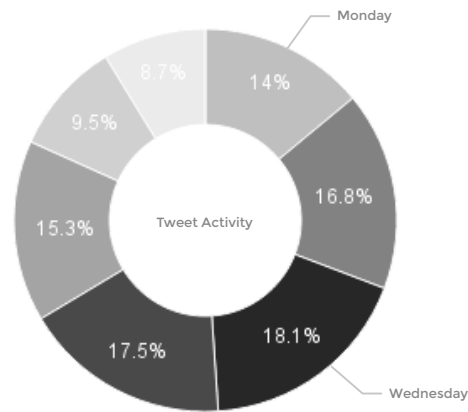


# Are You Talking To Me?

Research by Taylor Rees (@tjmrees)

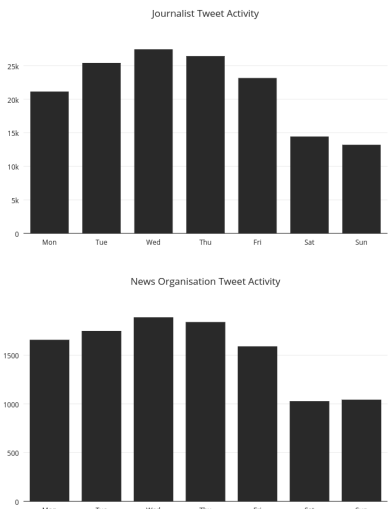


## LET'S BREAK IT DOWN



Wednesday's saw the greatest number of tweets.

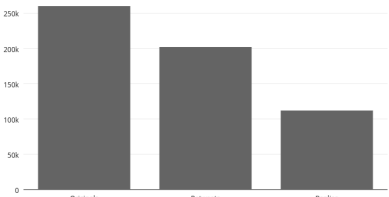
With approximately 18.1% of the tweets that were collected, and authored by a journalist or news organisation of interest to the study, being created on a Wednesday.



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.

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

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.

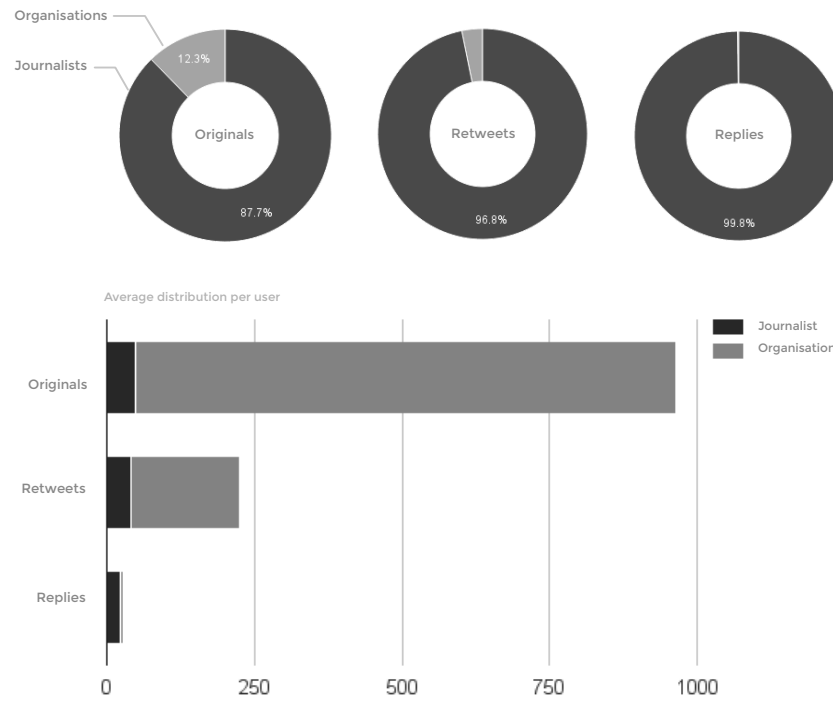
Suggesting that the accounts being followed created more content than they shared during the period of monitoring.

## INSPECTING TWEET DISTRIBUTION

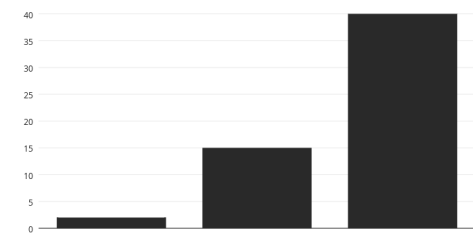
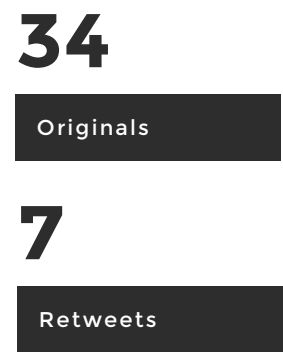
Looking at the dataset as a whole and extracting only the tweets created by the journalists and news organisations of interest to the study, we get the following distributions.

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.



## ORGANISATION DAILY OVERVIEW

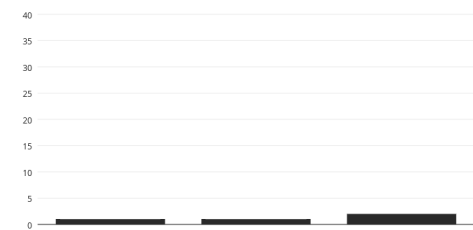
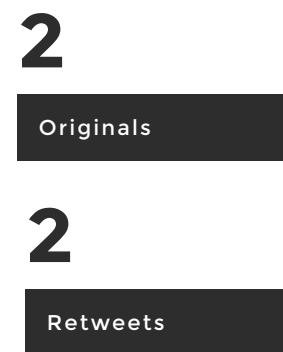


News organisations share more original content.

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

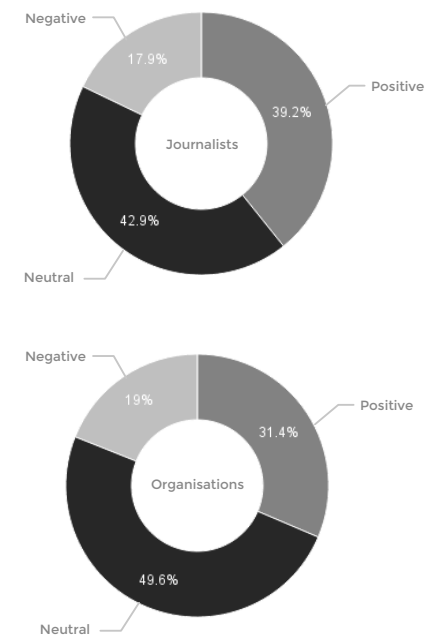


Journalists create and share an equal volume of content.

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.

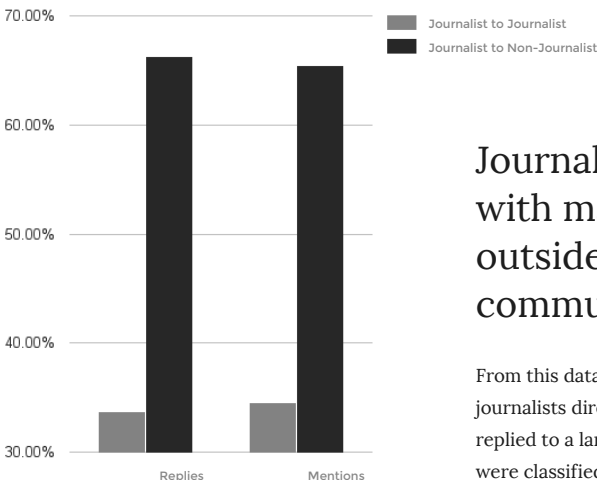
We can also see that approximately half the number of tweets from journalists contained some entity such as an image or link.

## SENTIMENT OF ORIGINALS



## 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.

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.

\*Figures have been rounded for display purposes.