

Analyzing the duality of comments under Jayson Tatum Championship

Twitter (X) Posts (1381 words)

Background

On June 17th, 2024 the Boston Celtics won their 18th championship, beating the Dallas Mavericks to become NBA Champions. This was their first championship since 2008 and the first championship for their superstar Jayson Tatum who led the team in points, rebounds, and assists and contributed heavily in the closeout game with thirty-one points, eleven assists, and eight rebounds. However, soon after winning, instead of receiving praise, he received a lot of negative comments on social media.

According to Juliana Shroeder, one of the main reasons for why people tend to argue on social media is the medium at which people argue. “We may end up taking a very different idea of an argument while reading than that of while watching or listening to that exact same thing” (Mohajon). Because of this, Mohajon states that it is easier to have disagreements because of misinterpreting the context of a post due to not having much knowledge of the situation. In the case of Jayson Tatum winning a championship, people may have disagreed on his role/impact of winning a championship because they don’t know what happened behind the story of the Celtics winning their 18th championship. According to Amanda Baughan, she mentions that people can spend a ton of time on social media apps such as Twitter, Facebook, etc and find it nearly impossible to avoid arguments and this may have to do with the amount of time people spend on the app and what platforms they are using (Baughan). In regards to the Celtics winning the title and Jayson Tatum winning his first championship, just based off of human psychology its

possible that sometimes the negative comments are posted because human nature is to not avoid arguments on social media.

Research Question

How is the perception of Jayson Tatum different between Celtics fans and other NBA fans after winning a championship?

Method

For the methodology of this analysis, what I did is first analyze the comments first as negative or positive comments regarding Jayson Tatum. This was done through my interpretation. I then take both sides of comments and split them further so that we have four categories of comments. C1- Blatant Negative comments with no reason, C2- Negative comments with reason, C3- Positive comments without reason/no basketball analysis, C4- Positive comments with reason/basketball analysis. I then went further into detail by analyzing why a comment was negative or positive and also provided the specific reason for why that comment gave a negative/positive indication.

Data

In order to collect data from X (Twitter), in the search bar type “Jayson Tatum Championship”. From there I took the first ten posts under the “Top” column of X related to Tatum winning the championship and the timeframe will be within five days after June 17th. I then randomly select two posts from the ten that were originally selected using a random generator. And then using those two posts, I selected the first twenty five most liked comments and analyzed them. I believe that this is a justified way to collect data since these are the posts under X that gained the most traction and even though there is some convenience involved, I am still randomly selecting two of the ten most “Top” posts from X. In my case the two posts that

were randomly selected was a post from ESPN, in which Jayson Tatum was celebrating winning his first ring post game in which he yelled “WE DID IT!”. The second post that was randomly selected was from a twitter account called “CelticsUnite” in which his accolades were posted after winning the Finals. In my opinion this random selection is perfect because after looking at the comments/data we will clearly see a distinction between Celtics fans (positive comments) and anti-Celtics fans (negative comments).

Analysis

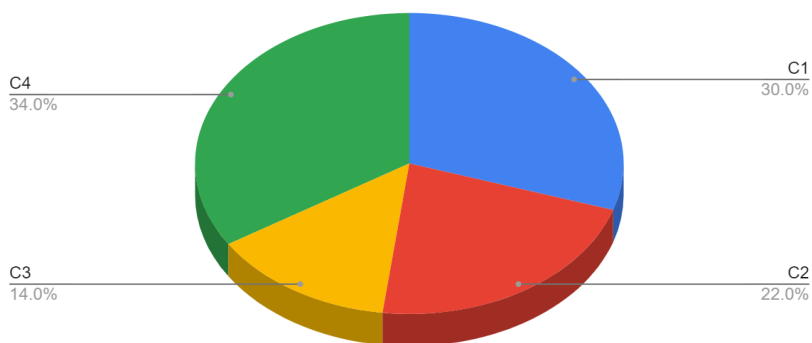
As mentioned in the method and data section, I gathered the top 25 liked comments in both of the randomly selected posts. I then gathered all of the comments and sorted them in an excel spreadsheet by which post they were commented under. The first analysis I did was sorting the comments into the categories mentioned in the Data section. As I put the comments into categories, I created a column to give a reason for why I believe the comment fits into those categories. A list of reasons I gave for all the comments includes:

- Negative Comment due to critique of Tatum's celebration
- Negative comment due to word usage
- Negative Comment due to sarcastic nature of comment
- Negative comment due to critique of Tatum's performance in the finals
- Negative comment due to critique of Celtics playoff path to a finals win
- Negative Comment due to Mavs propaganda (Team the Celtics beat)
- Positive comment due to support for Boston
- Positive comment due to support for Boston's trade moves that helped them win a championship

- Negative Comment due to sarcastic nature of comment and critique of Celtics path to the finals
- Positive comment due to support for Boston and excitement for Banner 18
- Negative Comment due to Tatum's performance in the NBA Finals
- Positive Comment due to praise for Tatum and his career
- Positive Comment due to praise for Tatum's career stats
- Positive Comment due to praise for Tatum and his career accomplishments
- Positive Comment due to amazement of Tatum's accomplishments
- Positive comment due to positive sarcasm joke about Tatum
- Negative comment due to Tatum's performances in the NBA playoffs
- Positive Comment due to praise for Tatum and his performance in the NBA Finals
- Negative comment due to critique of players on the Celtics

Results

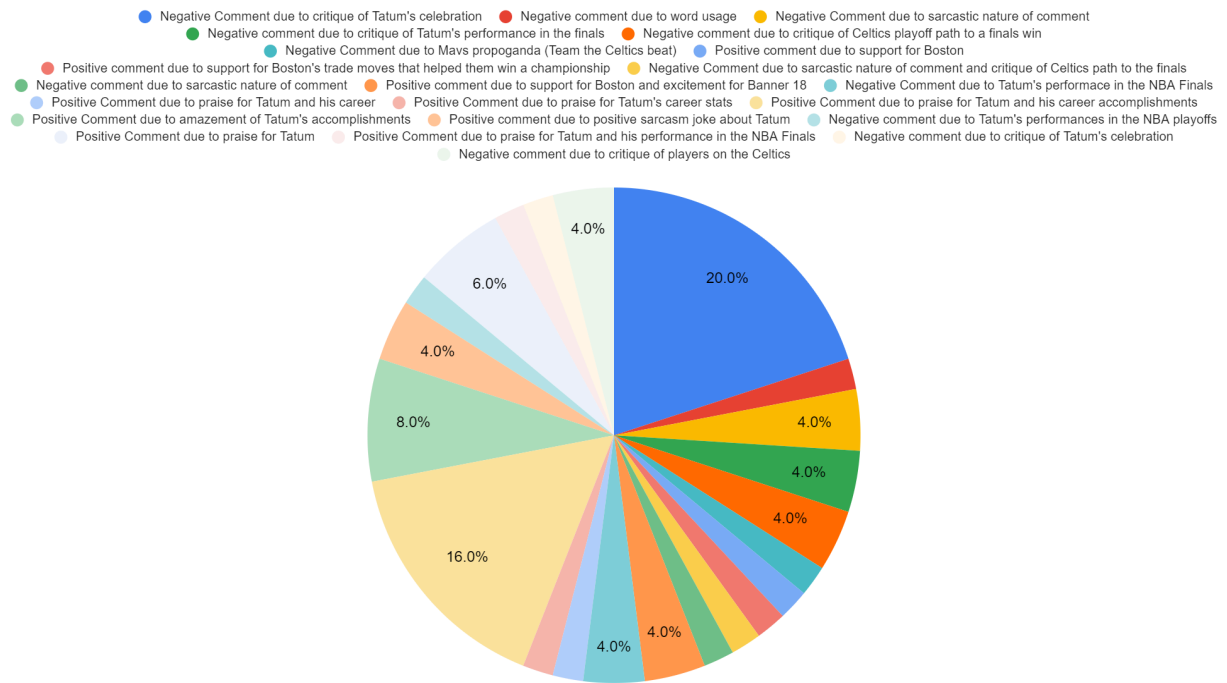
Comment Section Categories (ALL)



- C1- Blatant Negative comments with no reason,
- C2- Negative comments with reason,
- C3- Positive comments without reason/no basketball analysis,
- C4- Positive comments with reason/basketball analysis

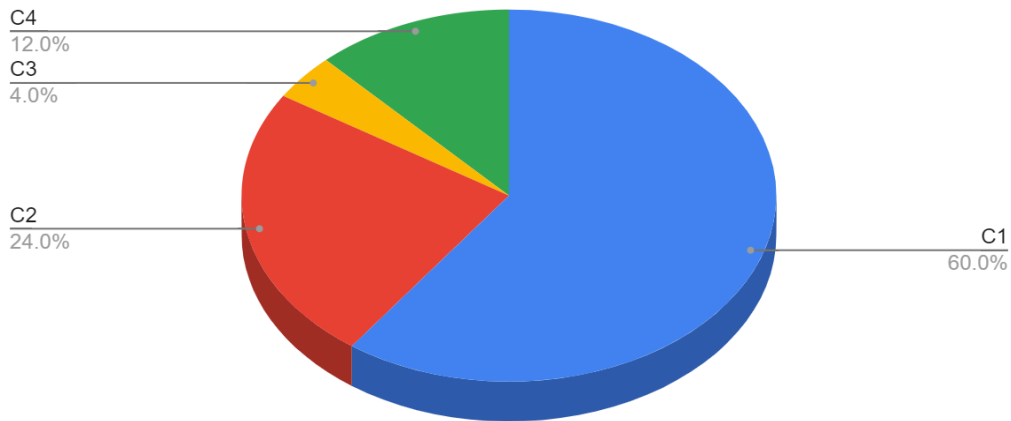
When looking at a broad glimpse of the category of comments from both posts combined, we can see that it is almost a 50/50 split of positive and negative comments which for a celebration of a Finals Championship seems off.

Count of Reason for Category Selection



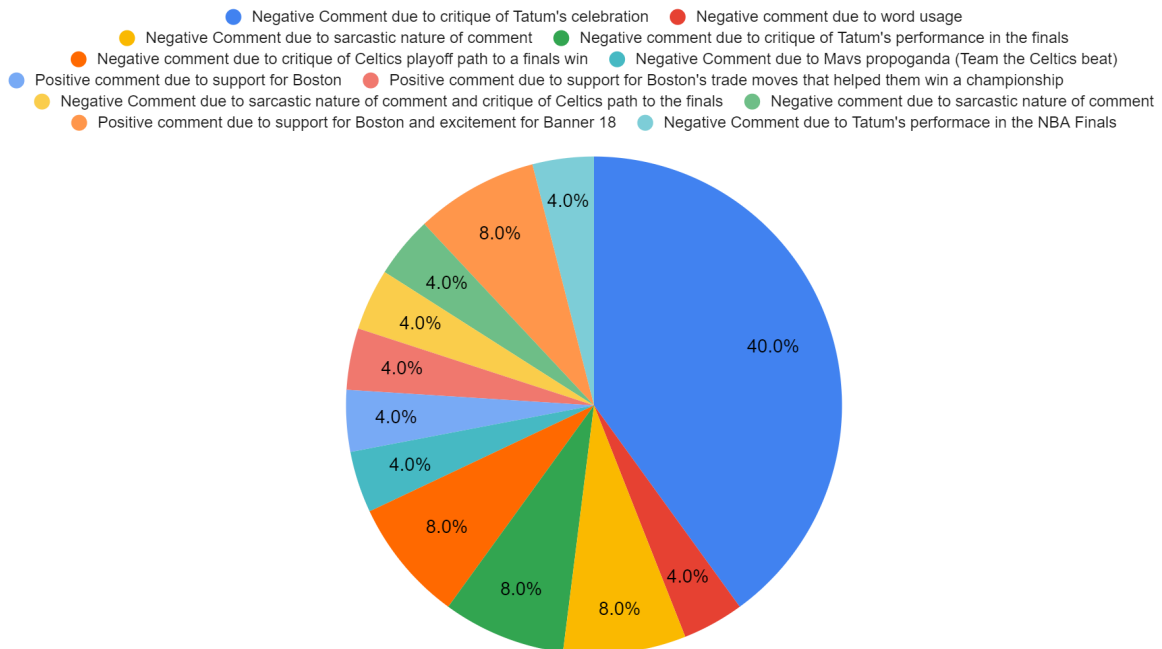
When we take a look at the reasons for why a comment was deemed negative/positive, 2 categories stand out. Negative comment due to Tatum's celebration from winning the finals and positive comments praising Tatum and his career accomplishments. These two categories themselves account for 36% of the total comments (18).

Comment Section Categories (ESPN Post)



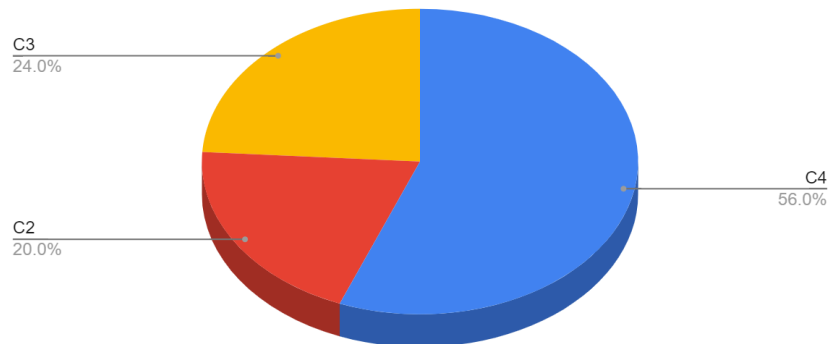
When we take a look at the category distribution for the ESPN post, we can see 84 percent of the top 25 liked comments were negative comments and 60% of the comments did not even include any negativity relating to basketball analysis at all.

Count of Reason for Category Selection (ESPN)



If we take a closer look at the reason for category selection, we can see 10 out of the 25 comments had a negative connotation because of Tatum's celebration. And as previously mentioned only 4 out of the top 25 liked comments had a positive connotation.

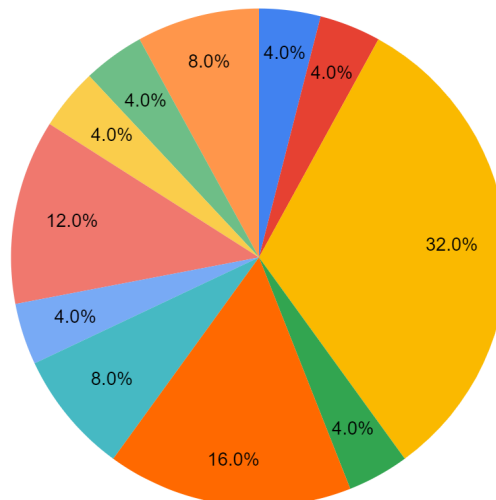
Comment Section Categories (CelticsUnite) Post



When we take a look at the category distribution for the CelticsUnite post, we can see 80 percent of the top 25 liked comments were positive comments unlike the ESPN post and 56% of the comments included positive connotation regarding basketball analysis.

Count of Reason for Category Selection (CelticsUnite)

- Positive Comment due to praise for Tatum and his career
- Positive Comment due to praise for Tatum and his career accomplishments
- Positive Comment due to amazement of Tatum's accomplishments
- Negative comment due to Tatum's performances in the NBA playoffs
- Positive Comment due to praise for Tatum and his performance in the NBA Finals
- Negative comment due to critique of players on the Celtics
- Positive Comment due to praise for Tatum's career stats
- Negative Comment due to Tatum's performance in the NBA Finals
- Positive comment due to positive sarcasm joke about Tatum
- Positive Comment due to praise for Tatum
- Negative comment due to critique of Tatum's celebration



If we take a closer look at the reason for category selection, we can see 15 out of the 25 comments had a positive connotation because of Tatum's performance in the Finals as well as his career accomplishments after winning his first championship and in general just pure praise for Tatum and the Celtics.

Conclusions and Limitations

The comments under Jayson Tatum's championship posts show a clear split between Celtics fans and other NBA fans. The majority of Celtics fans supported Tatum, celebrating him and his first Finals ring, while non-Celtics fans, particularly on the ESPN post, were more harsh and often did not have any basketball-related reasoning. This aligns with the research question by showing how fan loyalty impacts the perception of Tatum's championship win, with Celtics fans praising him and others focusing on negative aspects, such as his celebration.

However, there are limitations to this study. The sample size with only 50 comments and interpretation of comments from me, A Celtics fan may have bias. Increasing the number of posts and using more sentiment analysis techniques using code would provide a clearer understanding of this topic and more so any other topics relating to fanbases in the NBA.

Citations

Baughan, Amanda. "It's not just bad behavior. Social media was designed to infuriate people."

Fast Company, 9 July 2021,

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<https://medium.com/age-of-awareness/why-do-people-argue-on-social-media-and-should-you-stop-ba93fe52d7e4>. Accessed 13 September 2024.