

Selfies, Sentiment and Sport

Summer Project 2016

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January 2017

Sooo this is what we gon' chat about:

- ▶ Premise
- ▶ Process
 - ▶ Data Collection
 - ▶ Analysis
- ▶ Results
- ▶ Tobin's Free Time

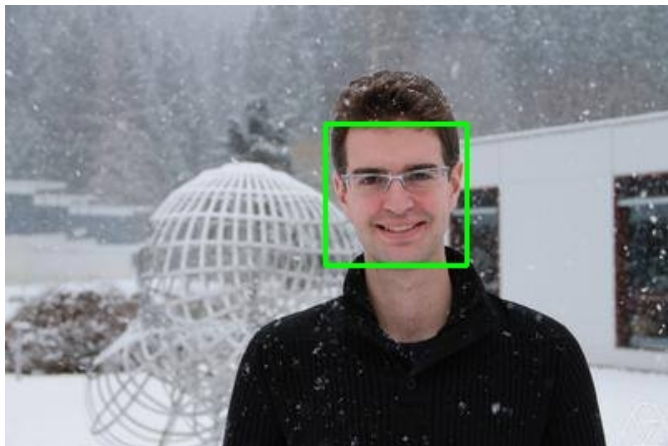
Premise

- ▶ *Time to turn the other cheek?* (Lindell & Savill)
 - ▶ Facial orientation appeared to be major factor in prediction of a person's career
- ▶ *How Academics Face the world* (Churches et al.)
 - ▶ Analysis of 5829 academic profiles
 - ▶ Indicated correlation between facial orientation and nature of research
 - ▶ English academics
Tend to face left cheek to camera
 - ▶ Scientific academics
tend to face right cheek to camera
- ▶ Additional studies established physiological viability of observations

Data Collection

- ▶ Data Scrape:
 - ▶ Twitter Search API used to access tweets containing the term *'selfie'*
- ▶ Data Scrub:
 - ▶ ReTweets
 - ▶ Tweets without images
 - ▶ Images without faces
- ▶ Categorisation remaining images (left/right facing)
- ▶ Access previous tweets from relevant users

Results!



Analysis

► Sentiment Analysis

- Up to 1000 of the most recent tweets for each relevant user were accessed
- Carried out sentiment analysis on each user
- Each user is assigned a value reflecting the average sentiment.

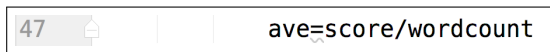
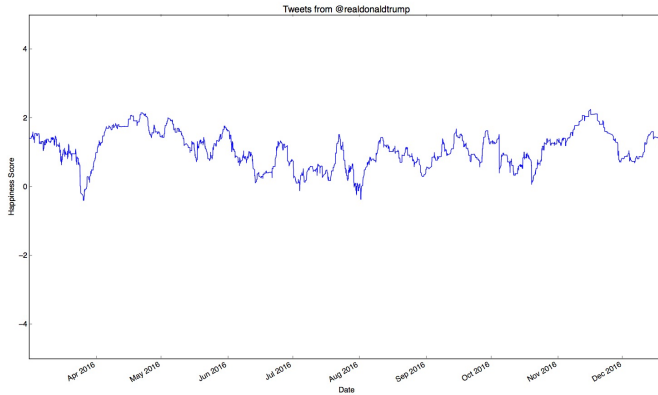
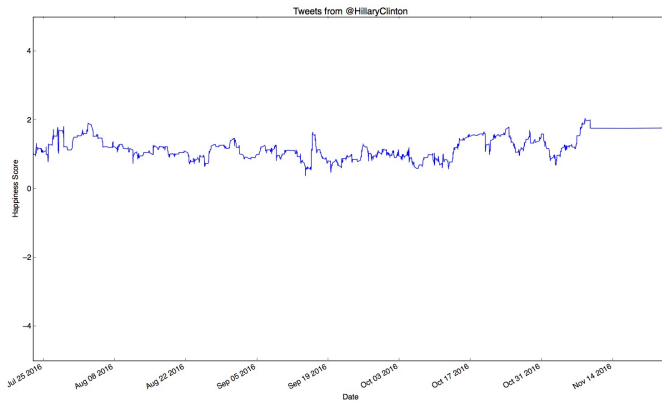


Figure: Lots analysis, very math

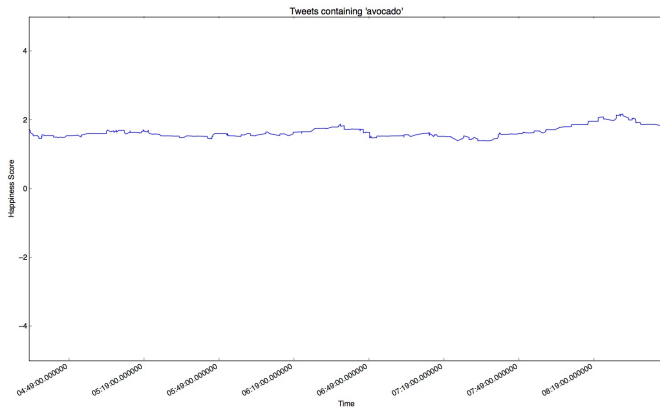
Sentiment Analysis



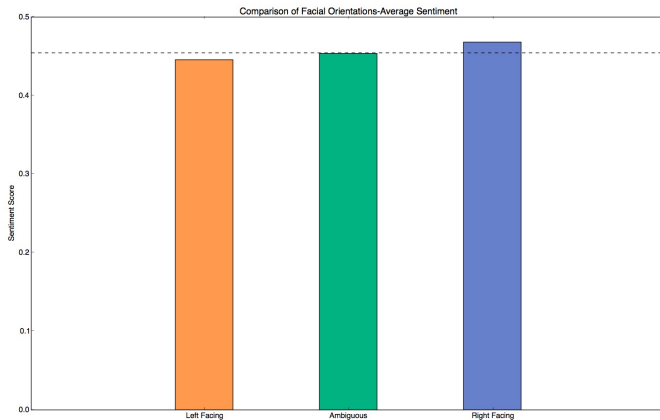
Sentiment Analysis



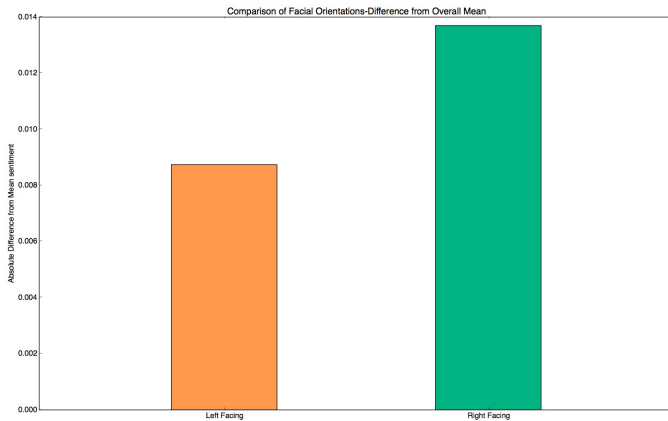
Sentiment Analysis



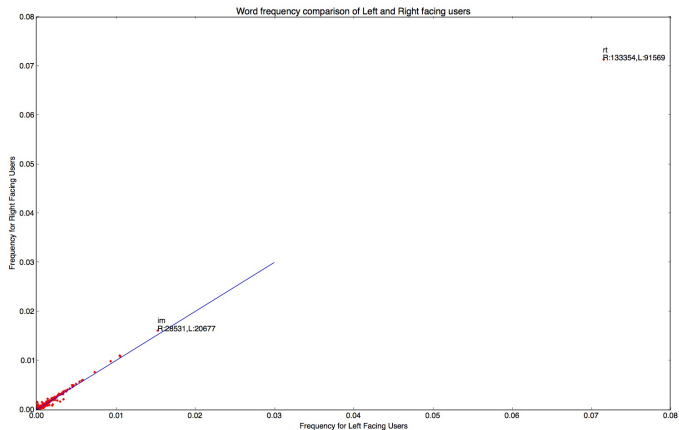
Results!



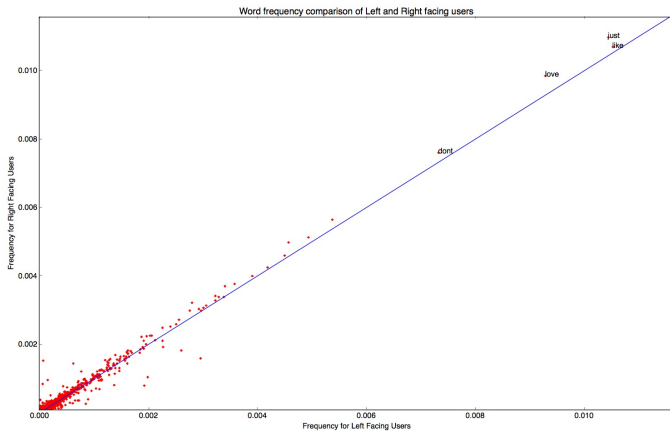
Results!



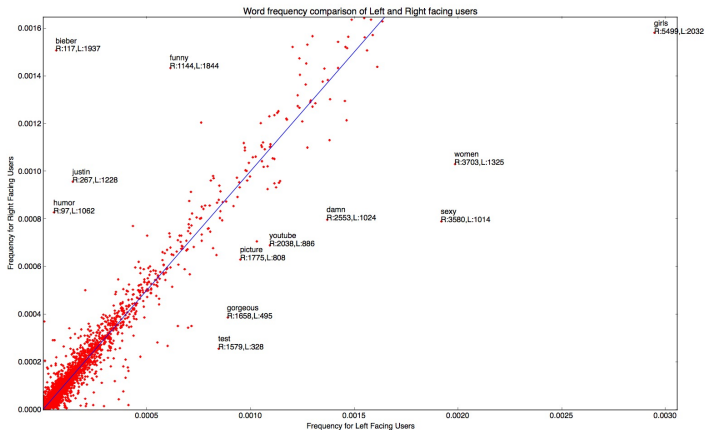
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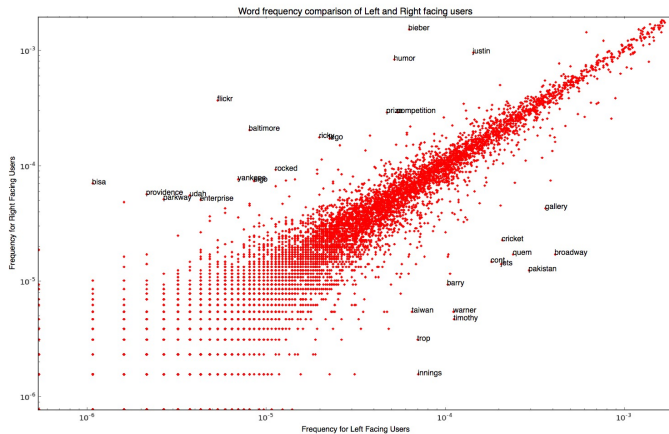
Results!



Results!



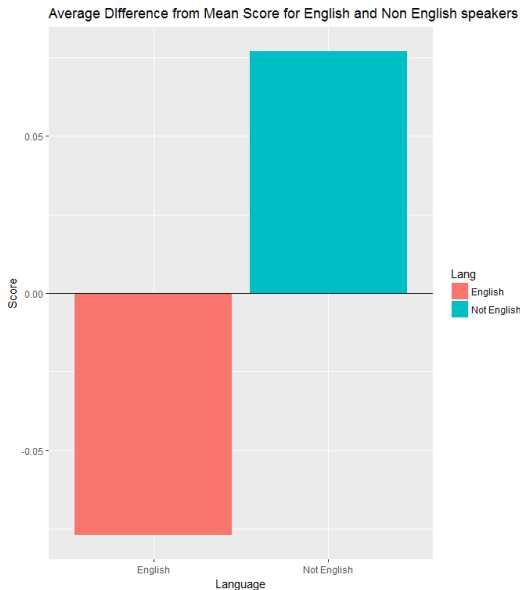
Results!



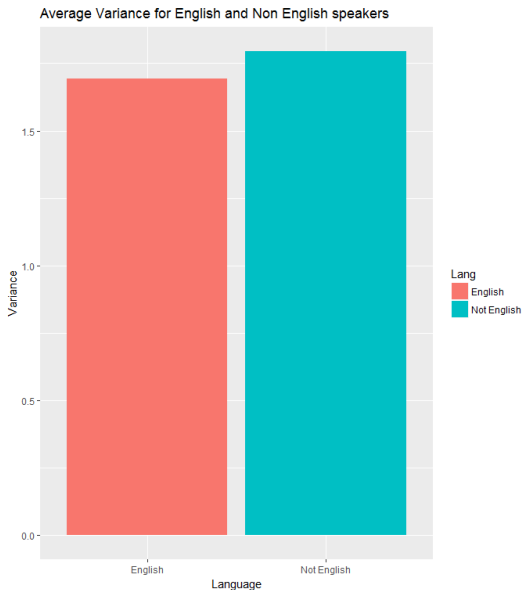
LabMT Analysis

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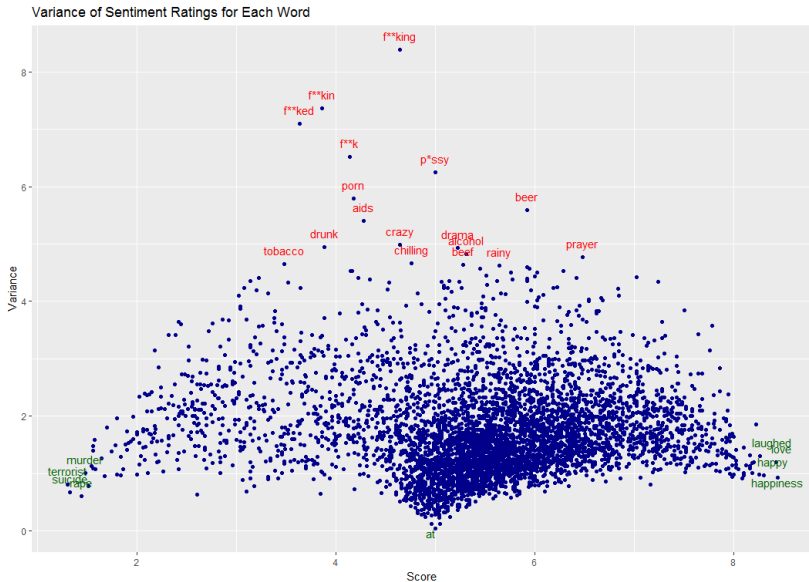
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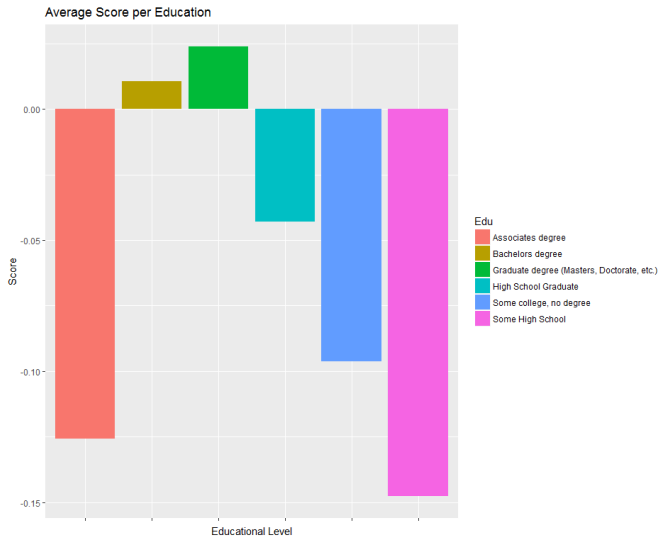
LabMT Analysis



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