



DIGITAL & SOCIAL MEDIA ANALYTICS

Individual Assignment Report

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DSMA Individual Assignment Report

Topic selection for Reddit

I have chosen the chairs community in Reddit, to look for people having conversation on ergonomic chairs.

Data Extraction from Reddit

I have used "praw" package of python to extract data from reddit. A function is created that can read all comments and replies for a particular post.

Identifying keyword and influencers

I have done this activity per sub-community that I identified from the graph created on the basis of conversations. Below is a list of top 2 influencer per sub-community

Influencer List per sub-community

community no.	member count	name	Degree
14	91	thisisfiner	84
		Geekberry	21
0	29	omeggga	44
		tsunami_forever	14
15	29	Twenty-Three23	22
		TheCeleryIsReal	13
22	28	VettedBot	24
		NarutoNamii	16
23	20	Ok-Orchid2926	16
		Nooblakahn	9
21	19	Egg_Mediocre	12
		Amitsouko	11
17	18	Alarmed_Toe_5687	15
		JustForKickz	12
19	16	happyandhealthy2023	15
		ItAllStartsRn	9
28	12	jason_613	14
		furosuto81	12
18	10	Superficiall	17
		Salookin	10
10	8	AllTurtlesDown	11
		wingson010	3
20	7	sto_bm	13
		Watching00bserver	2
16	7	CosmicTurtle504	9
		SymbolOfRock	7
12	6	SansevieraEtMaranta	4
		Remarkable_Fly_5626	4

Community no.: 14
community member count: 91



Topic ID: 0

Words: 0.039*"chair" + 0.009*".." + 0.008*"n't" + 0.008*"cost" + 0.007*"office" + 0.007*"like" + 0.007*"would" + 0.006*"one" + 0.005*""" + 0.005*"good"

Topic ID: 1

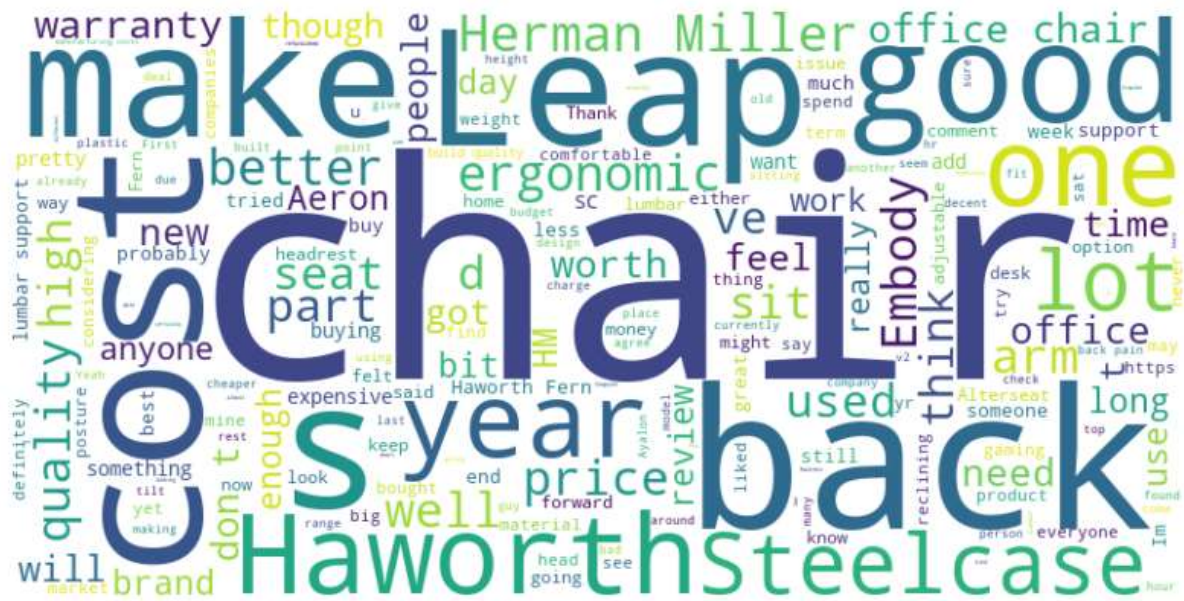
Words: 0.035**"chair" + 0.011**"like" + 0.010***"s" + 0.009**"year" + 0.008**"n't" + 0.007**"on
e" + 0.006**"good" + 0.006**"would" + 0.006**"used"

Topic ID: 2

Words: 0.027*"" + 0.020*"chair" + 0.017*"back" + 0.011*"seat" + 0.010*"s" + 0.008*"lumbar" + 0.007*"li
ke" + 0.007*"support" + 0.007*"n't" + 0.006*"one"

Analysis: In this community is members are mostly speaking of good chairs that have lumbar support and not necessarily be new.

community member count: 29



LDA Topics:

Topic ID: 0

Words: 0.038**"chair" + 0.025**"" + 0.010**"back" + 0.008**"quality" + 0.007**"year" + 0.007**"office" + 0.007**"leap" + 0.007**"one" + 0.006**"good" + 0.006**"steelcase"

Topic ID: 1

Words: 0.011*"like" + 0.010*"arm" + 0.009*"chair" + 0.008*"better" + 0.008*"leap" + 0.007*"seat" + 0.007*"embody" + 0.007*"s" + 0.007*"back" + 0.007*"would"

Topic ID: 2

Words: 0.032**"chair" + 0.022**"cost" + 0.015**"" + 0.011**"make" + 0.010**"like" + 0.008**"back" + 0.008**"h
aworth" + 0.006**"part" + 0.006**"s" + 0.006**"."

Analysis: Members are speaking of good quality arm chairs that can be used in office.

community member count: 29



LDA Topics:

Topic ID: 0

Words: 0.040**"chair" + 0.013**"" + 0.008**"would" + 0.008**"one" + 0.007**"support" + 0.007**"good" + 0.007**"s" + 0.006**"lumbar" + 0.006**"back" + 0.006**"great"

Topic ID: 1

Words: 0.018*"chair" + 0.017*"" + 0.011*"s" + 0.008*"one" + 0.008*"got" + 0.008*"would" + 0.007*"get" + 0.007*"way" + 0.007*"steelcase" + 0.006*"leap"

Topic ID: 2

Words: 0.014*"" + 0.012*"chair" + 0.009*"gesture" + 0.008*"http" + 0.008*"lumbar" + 0.008*"steelcase" + 0.008*"dexley" + 0.007*"n't" + 0.007*"seat" + 0.007*"s"

Analysis: Members are speaking about ergonomic chairs that are comfortable and has lumbar support.

Community no.: 22

community member count: 28



LDA Topics:

Topic ID: 0

Words: $0.028 \times \text{"chair"} + 0.011 \times \text{"s"} + 0.011 \times \text{"comment"} + 0.010 \times \text{"like"} + 0.009 \times \text{"backed"} + 0.008 \times \text{"aeron"} + 0.008 \times \text{"s"} + 0.008 \times \text{"herman"} + 0.008 \times \text{"miller"} + 0.007 \times \text{"one"}$

Topic ID: 1

Words: $0.031 \times \text{"chair"} + 0.016 \times \text{"s"} + 0.012 \times \text{"s"} + 0.011 \times \text{"n't"} + 0.009 \times \text{"one"} + 0.009 \times \text{"like"} + 0.008 \times \text{"back"} + 0.007 \times \text{"m"} + 0.007 \times \text{"good"} + 0.006 \times \text{"posture"}$

Topic ID: 2

Words: $0.014 \times \text{"n't"} + 0.014 \times \text{"chair"} + 0.011 \times \text{"embody"} + 0.010 \times \text{"think"} + 0.010 \times \text{"smart"} + 0.008 \times \text{"leap"} + 0.008 \times \text{"liberty"} + 0.007 \times \text{"s"} + 0.006 \times \text{"like"} + 0.006 \times \text{"s"}$

Analysis: Members are speaking of good ergonomic chairs with headrest and have a great price.

community member count: 20



Words: 0.028*"chair" + 0.008*"back" + 0.007*"leap" + 0.007*"steelcase" + 0.007*"new" + 0.007*"used" + 0.007*"office" + 0.007*"one" + 0.007*"n't" + 0.006*"support"

Words: 0.030*"chair" + 0.024*" + 0.010*"get" + 0.009*"year" + 0.009*"good" + 0.009*"leap" + 0.009*"back" + 0.008*"one" + 0.007*"v2" + 0.007*"s"

Words: 0.030**chair" + 0.019**"" + 0.011**back" + 0.010**office" + 0.008***s" + 0.007**sayl" + 0.007**bone" + 0.006**headrest" + 0.006**used" + 0.005***m"

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community member count: 19



LDA Topics:

Topic ID: 0

Words: 0.024*"chair" + 0.018*" + 0.016*"one" + 0.011*"like" + 0.008*"back" + 0.008*"s" + 0.007*"support" + 0.006*"feel" + 0.006*"day" + 0.005*"arm"

Topic ID: 1

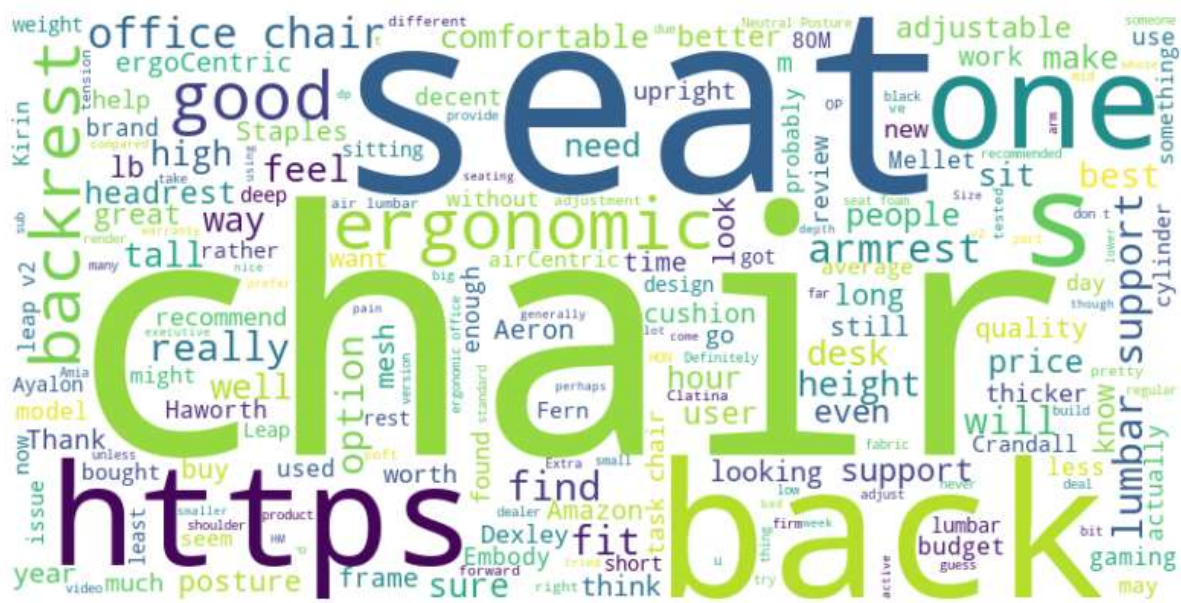
Words: 0.037*"chair" + 0.021*""" + 0.016*"leap" + 0.012*"like" + 0.010*"better" + 0.009*"fern" + 0.007*"would" + 0.007*"v2" + 0.006*"people" + 0.006*"find"

Topic ID: 2

Words: 0.027*"chair" + 0.010*"1" + 0.010*"back" + 0.010*"gesture" + 0.008*"like" + 0.008*"get" + 0.008*"steelcase" + 0.007*"seat" + 0.007*"n't" + 0.007*"comfortable"

Analysis: Members are speaking of Comfortable chairs with better back support

community member count: 18



Topic ID: 0

Topic ID: 1

Topic ID: 2

Words: 0.031*"chair" + 0.018*" + 0.015*"seat" + 0.013*"n't" + 0.010*"s" + 0.008*"lumbar" + 0.008*"back" + 0.007*"like" + 0.007*"http" + 0.007*"support"

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community member count: 16



LDA Topics:

Topic ID: 0

Words: 0.020**"chair" + 0.010**"like" + 0.009**"product" + 0.009**"good" + 0.009**"office" + 0.008**"best" + 0.008**"steelcase" + 0.007**"looking" + 0.007**"one" + 0.007**"back"

Topic ID: 1

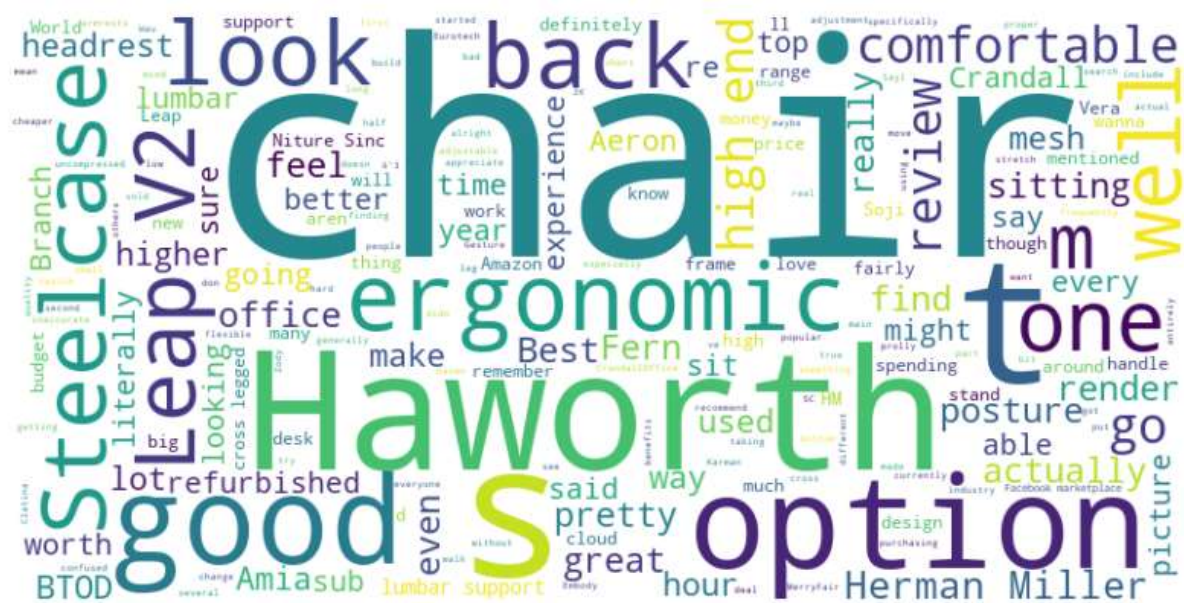
Words: 0.029**chair" + 0.026**"" + 0.012**office" + 0.008**find" + 0.007**used" + 0.006**like" + 0.006**v
2" + 0.006**leather" + 0.006**price" + 0.006**best"

Topic ID: 2

Words: 0.045*"chair" + 0.009*"office" + 0.008*"m" + 0.008*"n't" + 0.007*"..." + 0.006*"best" + 0.006*"year" + 0.006*"need" + 0.006*"around" + 0.005*"like"

Analysis: Members are speaking of Good ergonomic office chairs

community member count: 12



Topic ID: 0

Topic ID: 1

Topic ID: 2

Analysis: Members are speaking of Comfortable ergonomic chairs with headrest

community member count: 10



LDA Topics:

Topic ID: 0

Words: 0.034**"chair" + 0.012**"one" + 0.012**"n't" + 0.012**"office" + 0.012**"long" + 0.012**"m" + 0.009**"embody" + 0.009**"best" + 0.009**"place" + 0.009**"talking"

Topic ID: 1

Words: 0.020*"chair" + 0.020*"" + 0.016*"steelcase" + 0.012*"s" + 0.012*"looking" + 0.012*"id" + 0.009*"around" + 0.009*"ergonomic" + 0.009*"body" + 0.009*"try"

Topic ID: 2

Words: 0.025**"chair" + 0.019**"fern" + 0.016**"year" + 0.016**"leap" + 0.010**"got" + 0.010**"get" + 0.010**"aeron" + 0.010**"quality" + 0.010**"n't" + 0.010**"like"

Analysis: Members are speaking of Ergonomic Chairs that are worth the price,

community member count: 8



LDA Topics:

Topic ID: 0

Words: 0.044*"chair" + 0.013*"ergonomic" + 0.009*"used" + 0.009*"n't" + 0.009*"good" + 0.009*"buying" + 0.009*"find" + 0.009*"hard" + 0.009*"experience" + 0.009*"marketplace"

Topic ID: 1

Words: 0.032**"chair" + 0.010**"really" + 0.010**"best" + 0.010**"" + 0.010**"price" + 0.010**"year" + 0.010**"part" + 0.010**"repair" + 0.007**"company" + 0.007**"availability"

Topic ID: 2

Words: 0.040*"chair" + 0.027*".." + 0.018*"would" + 0.016*"" + 0.016*"bla" + 0.009*"u" + 0.009*"shit" + 0.009*"good" + 0.009*"nice" + 0.009*"yes"

Analysis: Members are speaking of Ergonomic office chairs for good price

community member count: 7



Topic ID: 0

Topic ID: 1

Topic ID: 2

Words: 0.035**"chair" + 0.014**"s" + 0.014**"seat" + 0.013**"leap" + 0.013**" + 0.012**"office" + 0.010**"get" + 0.009**"fern" + 0.008**"new" + 0.008**"embody"

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community member count: 7



LDA Topics:

Topic ID: 0

Words: 0.025*"chair" + 0.015*"cushion" + 0.013*" " + 0.011*"big" + 0.011*"user" + 0.011*"work" + 0.009*"people" + 0.009*"desk" + 0.009*"tall" + 0.009*"sit"

Topic ID: 1

Words: 0.020**"n't" + 0.016**"one" + 0.011**"world" + 0.010**"would" + 0.010**"..." + 0.008**"100" + 0.008**"s" + 0.008**"re" + 0.008**"way" + 0.008**"back"

Topic ID: 2

Words: 0.037*" + 0.027*"chair" + 0.013*"like" + 0.013*"back" + 0.012*"would" + 0.010*"fern" + 0.010*"people" + 0.008*"sure" + 0.008*"pretty" + 0.007*"seat"

Analysis: Members are speaking of Work chairs with back cushions

community member count: 6



LDA Topics:

Topic ID: 0

Words: 0.013*"support" + 0.013*"armrest" + 0.011*"back" + 0.009*"fit" + 0.009*"mellot" + 0.009*"one" + 0.009*"chair" + 0.007*"pillow" + 0.007*"good" + 0.007*"getting"

Topic ID: 1

Words: 0.025*"chair" + 0.024*"omfortable" + 0.014*"good" + 0.012*"would" + 0.012*"also" + 0.011*"n't" + 0.009*"c
omfortable" + 0.008*"one" + 0.007*"find" + 0.007*"work"

Topic ID: 2

Words: 0.029*"chair" + 0.021*"review" + 0.012*"amazon" + 0.012*"like" + 0.011*"n't" + 0.009*"one" + 0.009*"good" + 0.007*"best" + 0.007*"s" + 0.007*"!!!!"

Analysis: Members are speaking of Chair with armrest and their review on amazon.

community member count: 5



LDA Topics:

Topic ID: 0

Words: 0.038*"chair" + 0.026*"n't" + 0.018*"s" + 0.014*"good" + 0.014*"leap" + 0.013*"much" + 0.013*"shoulder" + 0.013*"also" + 0.009*"right" + 0.009*"arm"

Topic ID: 1

Words: 0.025*"really" + 0.020*"n't" + 0.014*"gesture" + 0.014*"back" + 0.014*"like" + 0.014*"bit" + 0.014*"seat" + 0.014*"overall" + 0.014*"quite" + 0.014*"m"

Topic ID: 2

Words: 0.037**"chair" + 0.026**"got" + 0.020**"fern" + 0.019**"worth" + 0.014**"tax" + 0.014**"option" + 0.014**"aeron" + 0.014**"quality" + 0.009**"really" + 0.008**"well"

Analysis: Members are speaking of Good chairs that can keep right gestures

community member count: 5



Topic ID: 0

Topic ID: 1

Topic ID: 2

Words: 0.027*"chair" + 0.010*"time" + 0.010*"thank" + 0.008*"like" + 0.008*"ve" + 0.007*"way" + 0.006*"s" + 0.006*"option" + 0.006*"even" + 0.006*"work"

Advice to the brand on their social media strategy based on this listening campaign

Generally people are speaking of ergonomic chairs for office use that have arm rest and good lumbar support. The chairs need to be comfortable as well. People also don't mind buying a used chair, if it is good quality. This shows that the users are price sensitive and we can also see that price and budget chair discussion are everywhere. People are also using online platforms like amazon to check review. So, the advice would be to market the chairs to users that work in office or sit for long hours, also have the review of the chairs available in online shopping platforms, so that users can be influenced from them accordingly.