

Who cited the keyword « Airbus » the most on Twitter ?

(for tweets published from April 14th to April 24th, 2019)

Disclaimer :

The tools used here are open source (R programming language and Gephi software for network visualization) but the code written cannot be shared for obvious deontological reasons.

The following slides intend to give an example of what my current work on social network analytics involves and what could be the output.

Methodology :

- 1- All the tweets containing the keyword « Airbus » were downloaded through the Twitter API.
- 2- With the data downloaded for each tweet, it is possible to compute which accounts are the most cited among all these tweets and which accounts are the most active (these accounts mention many Twitter names in their own tweets)



SN Spotter @SNspotter53 · 53m

A SQ A350 taking off from SFO!

Singapore Airlines @SingaporeAir #Singapore

San Francisco International Airport @flySFO #SFO #SanFrancisco

@Airbus @A350_Production @A350Blog @A350fans #a350xwb #A350

#planespotting #avgeek #aviation #aviationlovers #aviationphotography

- 3- Once the data organized, it is possible to load it inot Gephi and apply a spatialization algorithm.
- 4- By attaching the right criteria the right design option (the label size being proportional to the number of mentions for instance), the important information gets highlighted.

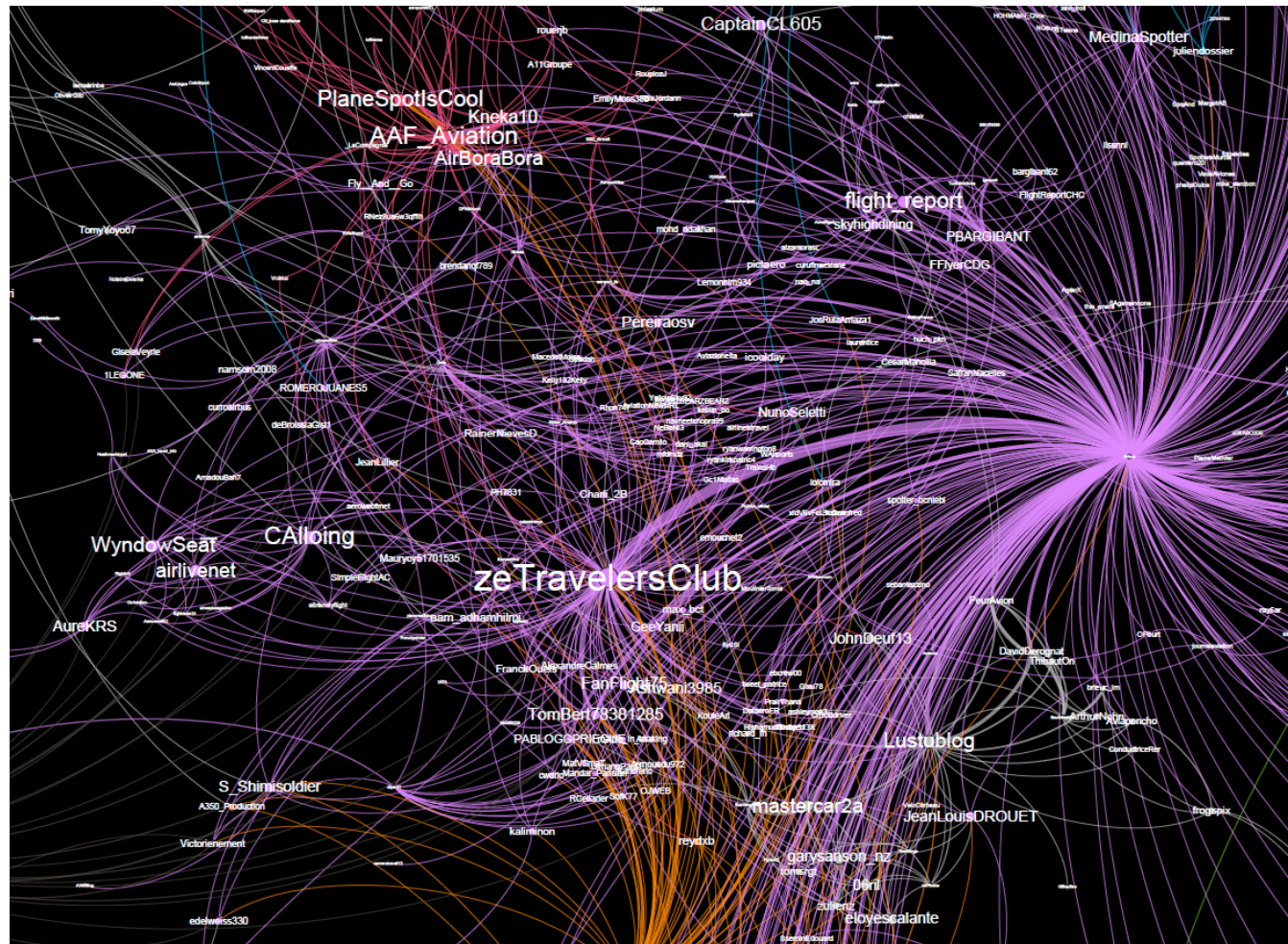
The screenshot below shows the Twitter accounts the most mentioned among the tweets. With no surprise, @Airbus comes first. We then see @AirFranceFR and @airplusnews.

Interpretation : Among the tweets, @AirFranceFr, @airplusnews et @AvgeeksFR are the most cited along with the keyword « Airbus ».



Despite being the biggest name, @Airbus is not so interesting here. Because of the twitter API settings, a tweets search based on the word « Airbus » will lead to collect all the tweets simply mentioning @Airbus.

The screenshot below shows the most active twitter accounts with larger labels :
@zeTravelersClub, @PlaneSpotsCool, @flight_report, @lustublog.
Interpretation : These accounts published the highest number of tweets with the keyword « Airbus ».



How and when it is useful ?

This analysis becomes useful in case of controversy. When we want to identify who is associated with the controversy (or fake news), a graph like the one on the top right corner will highlight the main target but also the « second targets ».

The graph on the bottom will mostly give insights about which accounts spread around the controversy by tagging other accounts.

