Social Media Data analysis of NBA Players

Group: Spring

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Github Link: https://github.com/wenquan1996/Info-6210-Spring-Project-Repository

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ABSTRACT

People nowadays are curious about famous NBA players life behind the screen. However there are too much social media sites that different people talks about different topics of these players, which can may cause misunderstanding of these players. We scraping information of NBA players and their fans from Twitter, Instagram, Reddit. And then, we construct a particular database in SQL and finish normalization of these data. As a result, people may know popular topics of these NBA players and may get a clear view about players' social media data in a more efficient way by using our database

Keywords: Database · Normalization · More

1 Introduction

We use API method to get information of posts which are posted by NBA players and their fans from Twitter, Instagram, Reddit, which can indicate social influence of NBA players. We use SQL to normalize these data so that they are in Three Normal Form.

We construct a particular database for NBA players so that people can understand what others' opinion of these NBA players, the popularity of posts of NBA players, what posts are likely to be interesting to them, what users post are similar to each other, what kind of people they should follow so that they can have a better understanding of NBA players, what kind of topics are trending of NBA players, what kind of keywords they should add to their posts, etc.

2 Social Media Scraping

Reddit Scraping:

Reddit is consisted with topics which is regarded as subreddit. We use players' name as subreddit to search for posts. Each player has his own subreddit and we scrape every posts in the subreddit and other attributes of subreddit.

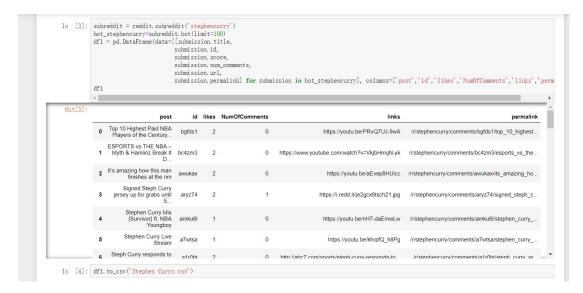


Figure 1: Python Code View of Reddit Scraping

Twitter Scraping:

We select NBA players personal account as players' own information and we scrape posts whose hashtags contain these players names. Every posts will be scraped with its own attributes such as data, favorites, retweets, etc.

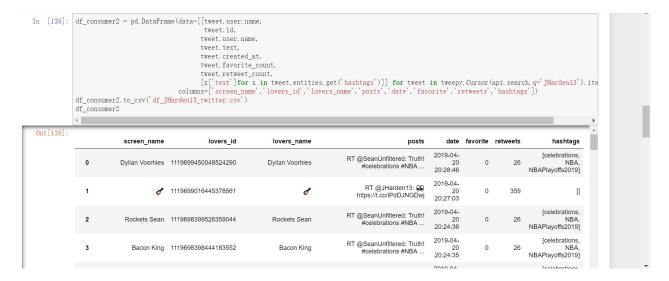


Figure 2: Python Code View of Twitter Scraping

Instagram Scraping:

We scrape posts which are posted by NBA players throw players' personal account and posts which contain keywords of players' name.



Figure 3: Python Code View of Instagram Scraping

3 ER Diagram

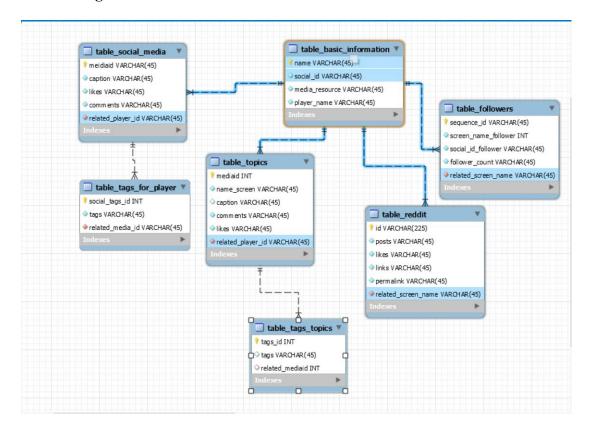


Figure 4: ER Diagram in SQL Workbench

We extract a plenty of data from every social media sites. After exporting csv file of these tables we import these files into SQL workbench and divide these table into several tables which have more specific information. According to ER Diagram, we construct a domain table which is called table_basic_information. Table_basic_information contains NBA players' name, players' social account id, their social media name and the resources name of their social media name.

Table_reddit and table_topics includes information of posts of players' topics from Reddit, Instagram and Twitter, they are connected throw table_basic information. Each post is related to a player's id or name, which are indicated as related_screen_name and related_player_id in table_reddit and table_topics. Id column in table_reddit is unique and mediaid in table topics is unique in table topics.

The information of fans is mentioned in table_followers and every name of fans has a related_screen_name of an NBA player. We generate sequence_id in an ascending order so that posts posted by the same follower will be distinct to each other. There are also follower_count which can indicate the number of followers of each follower of a player. If a follower also has a large number of followers, other followers of the player should also follow this follower as there must be something different under this follower's post about this player that others show interests with this follower.

Table_social_media contains information of NBA players social personal posts and posts are grouped by particular player's id which is indicated as related player id in the table. Each post has its unique media id as their primary key.

The hashtags are sorted into table tags topics and table tags for player. Each hashtag in table tags topics and

table_tags_for_player is related to a particular mediaid which is the id of post in the table_topics and table social media

4 Normalization

4.1 Check that tables are in First normal form (1NF)

Each table has a primary key which can uniquely identify a record in each tableThe values in each column of the four tables are atomic. There are no repeating groups in each table

4.2 A check that tables are in Second normal form (2NF)

All players data are divided in several tables. Table_social_media contains NBA players personal posts. Table_topics and table_reddit contains topics about NBA Players sent by fans. The information of fans are encapsulated in table_followers. There are no partial dependencies and calculated data in these tables and these tables are already in 1NF.

4.3. A check that your tables are in Third normal form (3NF)

As one player has several post and one post may have several hashtags. We stored player's information in table_basic_information and information of players posts in table_social_media and information of hashtags in table_tags_for_player. As one player has several followers' posts, these posts are stored in table_followers. There are no fields that do not directly depend on the primary key in these tables and these tables are already in 2NF.

5 Output of SQL

table_basic_information: Includes players' social media name, social id, media, media resource and player name

table_followers: Includes social_id of fans, the screen name of fans and the number of NBA fans and related Player name

table_reddit: Includes posts of fans in reddit, id, likes, links, permalink, link in the post and related player name of the post

table_social_media: Includes media id, caption, likes, comments of posts about players topics and related players id

table tags for player: Includes social tags id, post of tags and related player name

table tags topics: Includes tags id and post of tags and related player name

table_topics: Includes media id, caption, comments, likes, poster name(name_screen) of each post and related player id

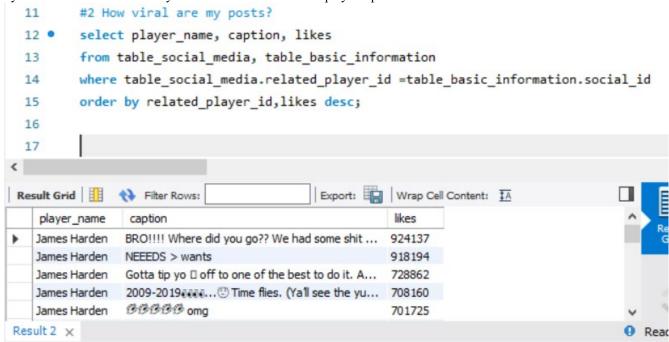
5.1 Question 1 what are people saying about me?

We select fans' id, post, related_screen_name, player_name from table_reddit, table_basic_information and union posts which represent post from table topics. As a result, we may see posts that says about players

	fans	post	related_screen_name	player_name
•	1t2hyw	Steph Curry goes HAM	r_stephencurry	Stephen Curry
	1t2ktb	Steph Curry has yet to be elected to an All-Star	r_stephencurry	Stephen Curry
	1uy3iq	Just another game-winner for Steph	r_stephencurry	Stephen Curry
	1v66bf	First Post = Highlights	r_giannis_an34	giannis antetokounmpo
	1vrg4e	Giannis's best game so far	r_giannis_an34	giannis antetokounmpo
	1vsc60	Breaking a screen to the block on Durant, all in	r_giannis_an34	giannis antetokounmpo
	1vuisz	Keep it movin Giannis	r_giannis_an34	giannis antetokounmpo
	1vus10	Who Is The Greek Freak? Your Guide To The NB	r_giannis_an34	giannis antetokounmpo
	1vx0gr	His hands are absurdly large	r_giannis_an34	giannis antetokounmpo
	1wcspk	Is Kevin Durant the best player in the league?	r_kd35warriors	Kevin Durant
	1wm89u	Giannis put at pick #2 in the mid-season re-draft	r_giannis_an34	giannis antetokounmpo
	1x1iws	Reminiscent of Dr. J?	r_giannis_an34	giannis antetokounmpo
	1x50ca	The (Unlimited?) Potential of Giannis Antetokou	r_giannis_an34	giannis antetokounmpo
	1vhcan	A Day In The Life Of Ciannic Antetokoummon	r diannie an34	diannic antatoko inmon

5.2 Question 2 How viral are my posts?

We select player_name, caption, likes from table_social_media, table_basic_information and the two tables are connected as table_social_media.related_player_id are the same with table_basic_information.social_id and then we order each post by the number of likes so that you can see how viral are the players' posts



5.3 Question 3 What posts are likely to be interesting to me?

We select mediaid, name_screen, caption, player_name from table_topics,table_basic_information to find out the fans who @the players' name and the two tables are joined by related_player_id and social id

```
#3 What posts are likely to be interesting to me? the fans who @ me
 18
          select mediaid, name screen, caption, player name from table topics, table
 19 •
          where table topics.related player id = table basic information.social id
 20
          and caption like '%@stephencurry30'
 21
          or caption like '%@StephenCurry30'
 22
 23
          or caption like '%@giannis an'
                                                Export: Wrap Cell Content: TA
Result Grid
                Filter Rows:
    mediaid
            name screen
                              caption
                                                                        player_name
                             鈥?these two softies that deserves more appre... giannis antetokounmpo
   725873
            alvder
                             | finally posted again馃稻 - - 岽€岽剕 videosta... giannis antetokounmpo
   393753
            packers.bucks
                             #Lebronjamesedit @kingjames
            da_best_fx
                                                                       giannis antetokounmpo
   588022
                             @Chris_Broussard If you could work on your sh... giannis antetokounmpo
   55560
            Bo
                             it's only mid-way through the 1st round and I mi... giannis antetokounmpo
   532947
            Tay
Result 3 ×
```

5.4 Question 4 What posts are like mine?

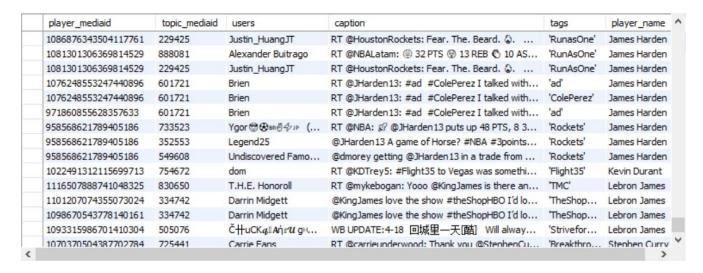
We create two indexes to increase the efficiency of SQL

```
create index itags on table_tags_topics(tags);
create index otags on table_tags_for_player(tags);
```

First of all, we connect five tables as table_tags_for_player.tags is the same to table_tags_topics.tags and table_tags_for_player.related_media_id is the same to table_social_media.mediaid and table_social_media.related_player_id is the same to table_basic_information.social_id and table_basic_information.social_id is the same to table_topics.related_player_id and table_topics.mediaid is the same to table_tags_topics.related_mediaid and then we can find out posts which share the same hashtag in five tables. The output of question 4 is listed in question five

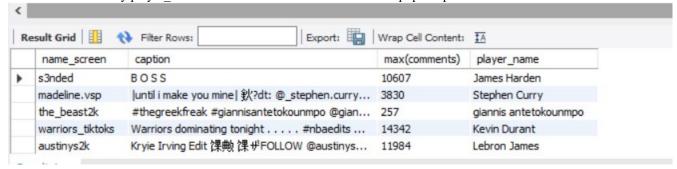
5.5 Question 5 What users post like me?

First of all, we connect five tables as table_tags_for_player.tags is the same to table_tags_topics.tags and table_tags_for_player.related_media_id is the same to table_social_media.mediaid and table_social_media.related_player_id is the same to table_basic_information.social_id and table_basic_information.social_id is the same to table_topics.related_player_id and table_topics.mediaid is the same to table_tags_topics.related_mediaid and then we can find out whose posts which share the same hashtag in five tables



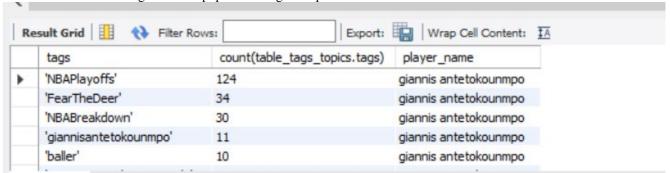
5.6 Question 6 Who should I be following?

We select name_screen, caption, the max number of comments, player_name from table_topics, table_basic_information as player_id are the same with social_id in table_basic_information and table_topics.related. And then we group the extract information by player_name so that we can see who has the most popular posts and others should follow this fan



5.7 Question 7 What topics are trending in my domain?

We select table_tags_topics.tags, the number of table_tags_topics.tags and player_name from table_topics, table_basic_information and table_tags_topics and connect these tables as table_topics.related_player_id is the same with table_basic_information.social_id and table_topics.mediaid is the same with table_tags_topics.related_mediaid so that we can find out which hashtags are most popular among fans' posts



5.8 Question 8 What keywords/ hashtags should I add to my post?

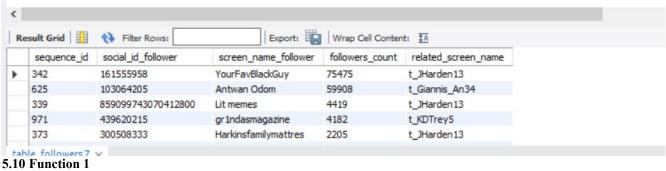
We select tags, the number of tags, table_basic_information.player_name from table_tags_topics, table_topics and table_basic_information. We create a view which is called all_same_tag which contains the same tags in table_tags_for_player and table_topics. We use where not in to select tags that are not the same. The tables are connected as the media id in table_tags_topics are the same with media id in table_topics and related_player_id in table_topics are

the same with social id in table basic information so that we may find out the number of mentioned times of hashtags of a player

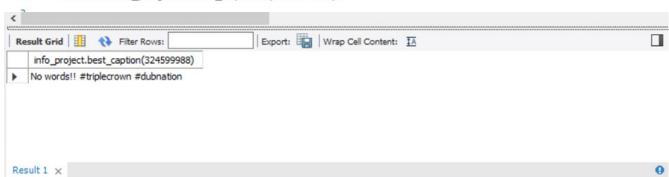


5.9 Question 9 Should I follow somebody back?

We select all information from table followers and the information has more followers than average and we order them in an descending order so that these followers are worth others to follow back

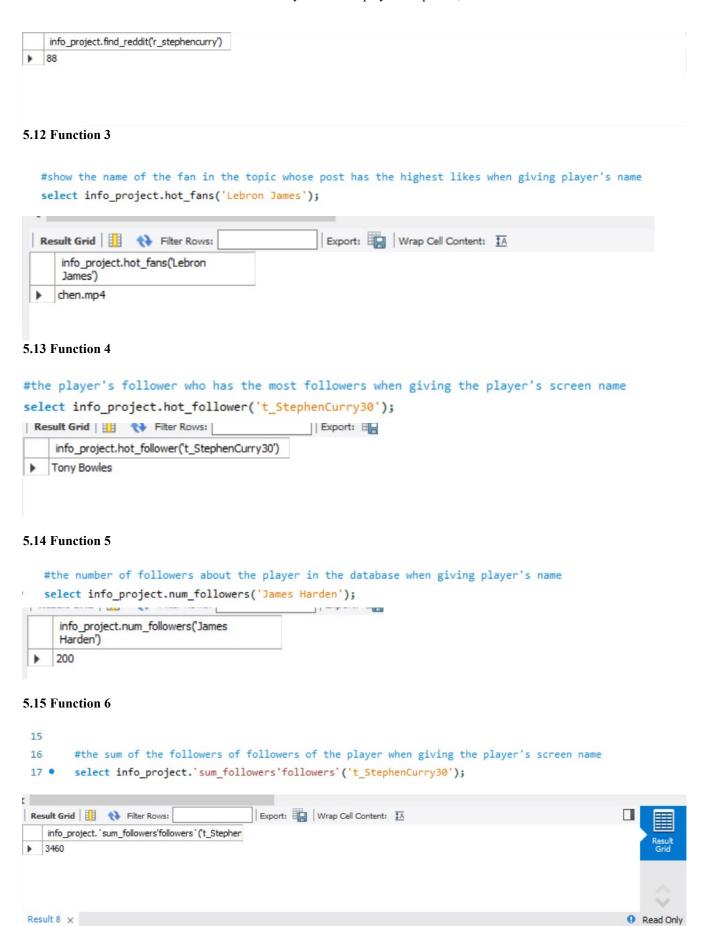


- #show the players'post which has the highest likes when giving related_player_id 1
- 2 . select info project.best caption(324599988);

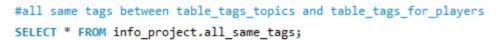


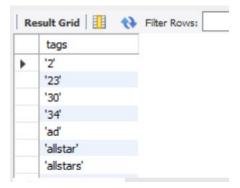
5.11 Function 2

- 4 #show the count of topics in reddit when giving related_screen_name
- select info_project.find_reddit('r_stephencurry'); 5 •

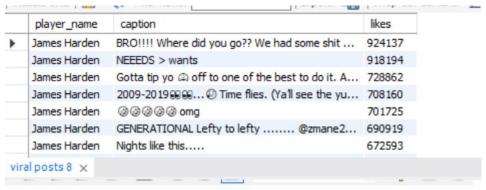


5.16 View 1





5.17 View 2

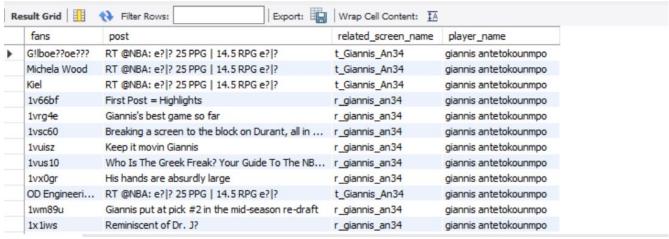


show the players'posts according to the likes-count
SELECT * FROM info_project.`viral posts`;

5.18 View 3

#show all posts from fans from three social medias according to players

select * from info_project.`say about`
order by player_name;



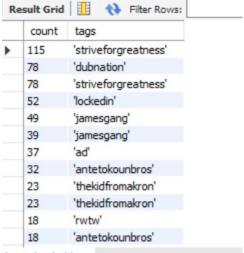
5.19 View 4

#the sum of likes and comments of players'posts in different social media
SELECT * FROM info_project.sum_likes;

	sum(likes)	sum(comments)	player_name	media_resource
•	276901646	2243411	Stephen Curry	instagram
	56421680	304846	giannis antetokounmpo	instagram
	84242520	635572	James Harden	instagram
	454849370	4880364	Lebron James	instagram
	5005945	150957	Kevin Durant	instagram
	413686	287085	giannis antetokounmpo	twitter
	1853473	389246	James Harden	twitter
	466261	338846	Kevin Durant	twitter
	6813397	1154785	Lebron James	twitter
	3794321	581425	Stephen Curry	twitter

5.20 View 5

#the count of tags showed in the topic posts with ranking
SELECT * FROM info project.tags topic;



tags_topic 11 🗶

5.21 View 6

#the count of tags showed in the players'posts with ranking
SELECT * FROM info project.`trending topics`;

	tags	count(table_tags_topics.tags)	player_name
•	'NBAPlayoffs'	124	giannis antetokounmpo
	'FearTheDeer'	34	giannis antetokounmpo
	'NBABreakdown'	30	giannis antetokounmpo
	'giannisantetokounmpo'	11	giannis antetokounmpo
	'baller'	10	giannis antetokounmpo
	'giannisantetokounmpoedit'	6	giannis antetokounmpo
	'giannisantetokounmpoedit'	6	giannis antetokounmpo
	'follow4follow'	6	giannis antetokounmpo
	'dope'	5	giannis antetokounmpo
	'giannis'	5	giannis antetokounmpo
	'dunk'	4	giannis antetokounmpo
	'milwaukeebucks'	4	giannis antetokounmpo

6 Conclusion

We have scrape NBA players' social media information and thousands of information of posts from their fans by using Python. We have now mastered design of information systems from a data perspective for engineering and business applications. At the same time, we have improved data modeling, including entity-relationship (E-R) and object approaches. We are able to understand user-centric information requirements and data sharing, fundamental concepts of database management systems (DBMS) and we are able to manipulate their applications and construct alternative data models. We have gained proficiency in SQL, data normalization, data-driven application design for personal computer, server-based, Internet databases and distributed data applications. We are grateful to our teacher and TAs as they help us improve our understanding of database management and database design and they are willing to give us a hand when we encounter difficulties during our final project.

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