

THERE'S NOTHING FINE ABOUT THE FINE BROTHERS

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THE BIG PICTURE

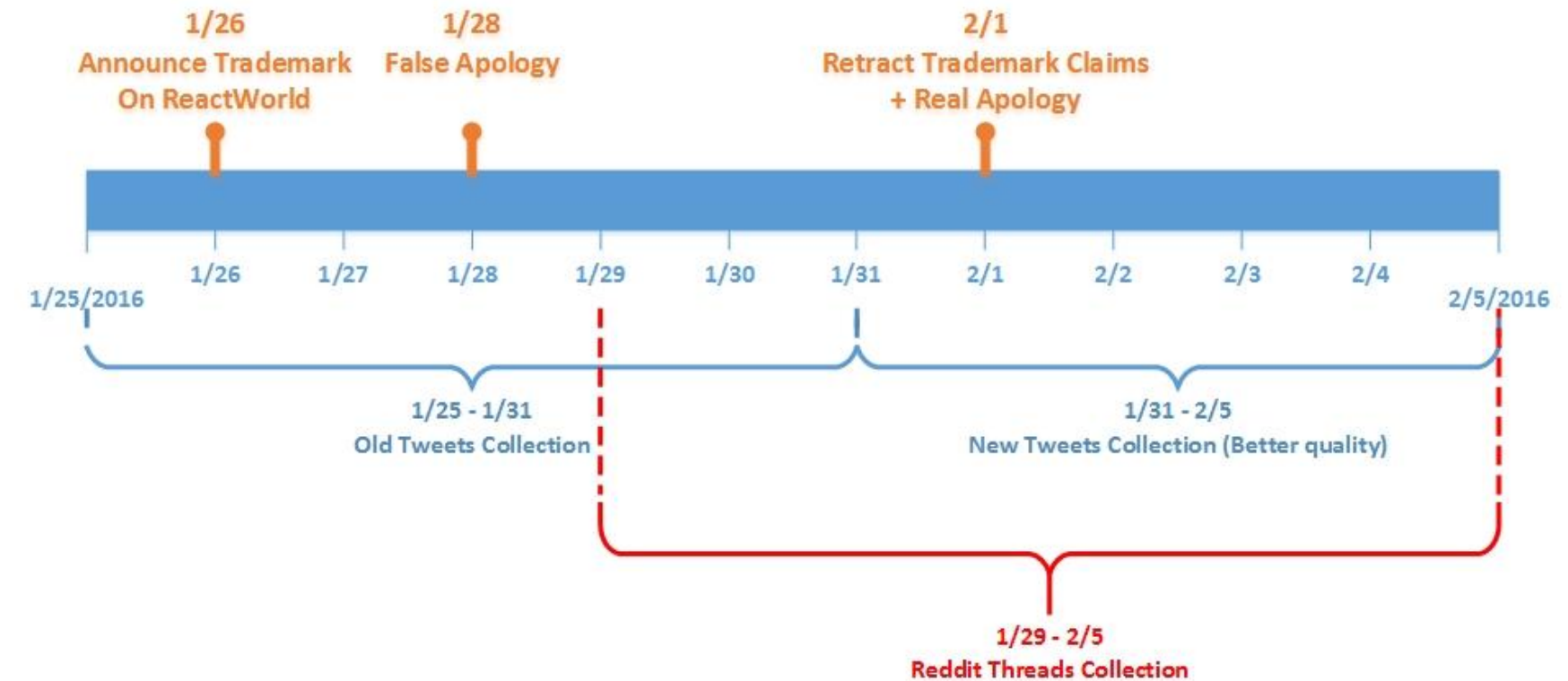
- Context
- Data collection
- Preliminary analysis
- Lifts and MDS
- Sentiment analysis
- Network analysis
- Implications



Context

- Background
 - Trademarked “react” videos (i.e., Kids React, Teens React, Elders React)
 - React World
- Why people care
 - Intellectual property “infringement”
- Attack on the 1st amendment
 - Freedom of ideas/creativity

Timeline



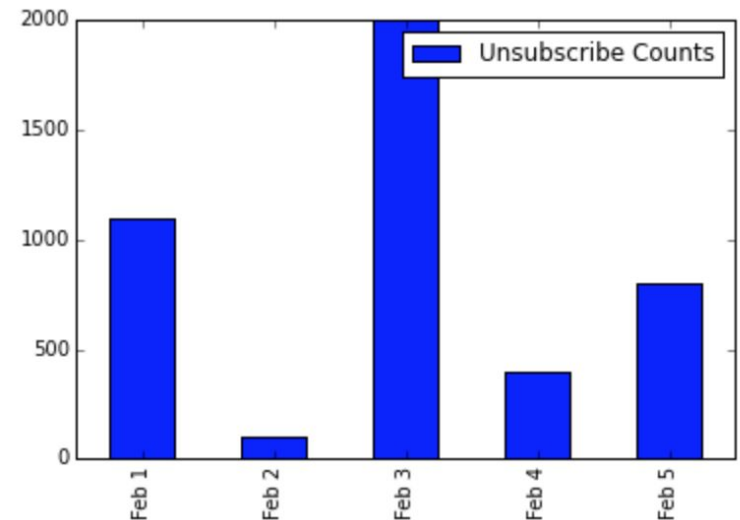
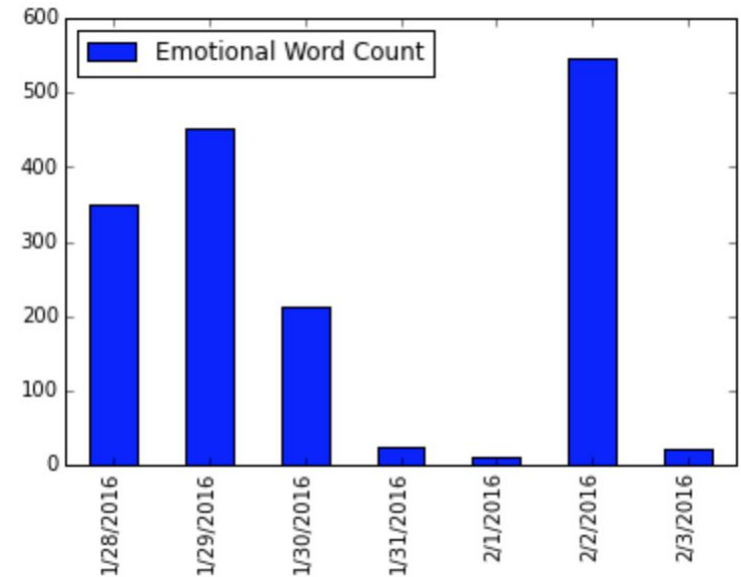
Data Collection

- Twitter ~ 2,000 comments
 - Timing constraints on twitter API
 - Challenges with Scraping older tweets
- Reddit ~ 14,000 comments
 - Gathered from the top 4 threads

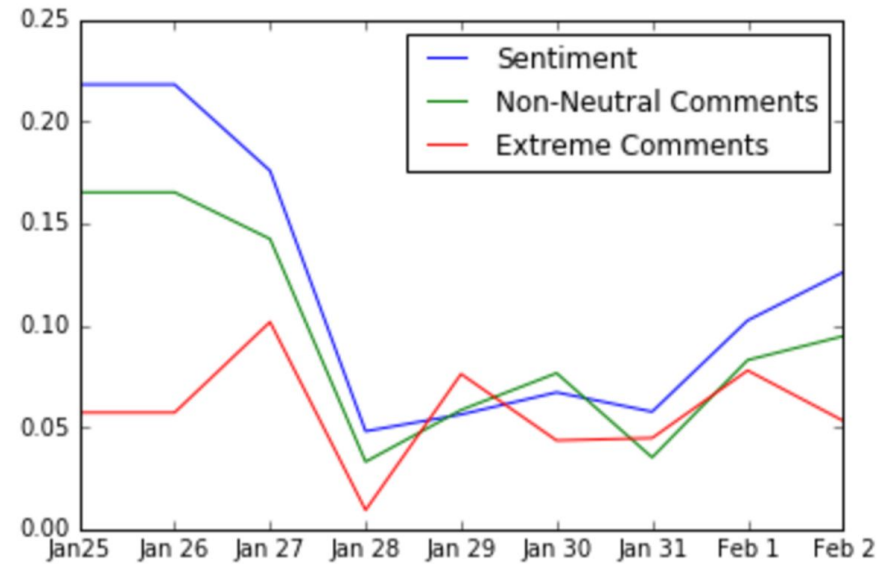
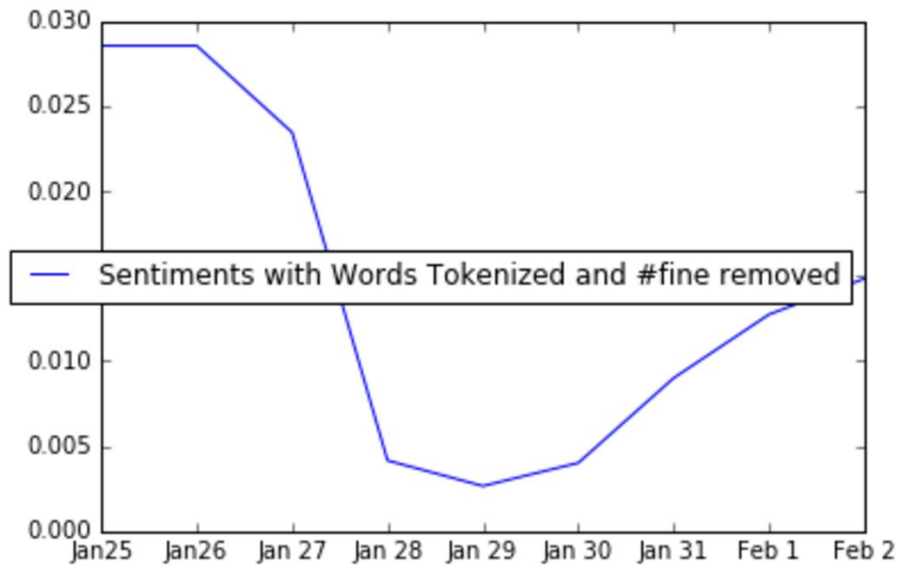


Preliminary analysis

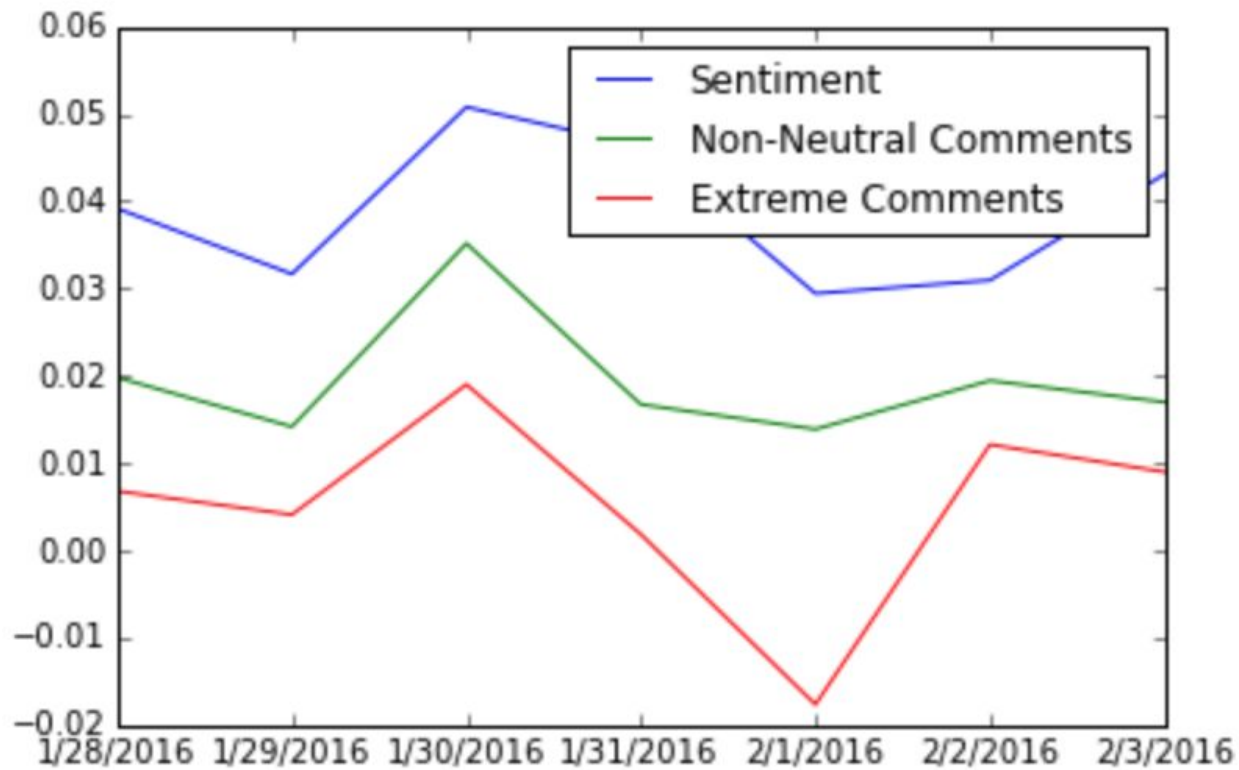
- Merge
 - Removing “Fine”
- Important words
 - React
 - Copyright
 - Trademark
 - Lawyer
 - Subscribers/subscriptions
 - /unsubscribe



Sentiment analysis - Twitter

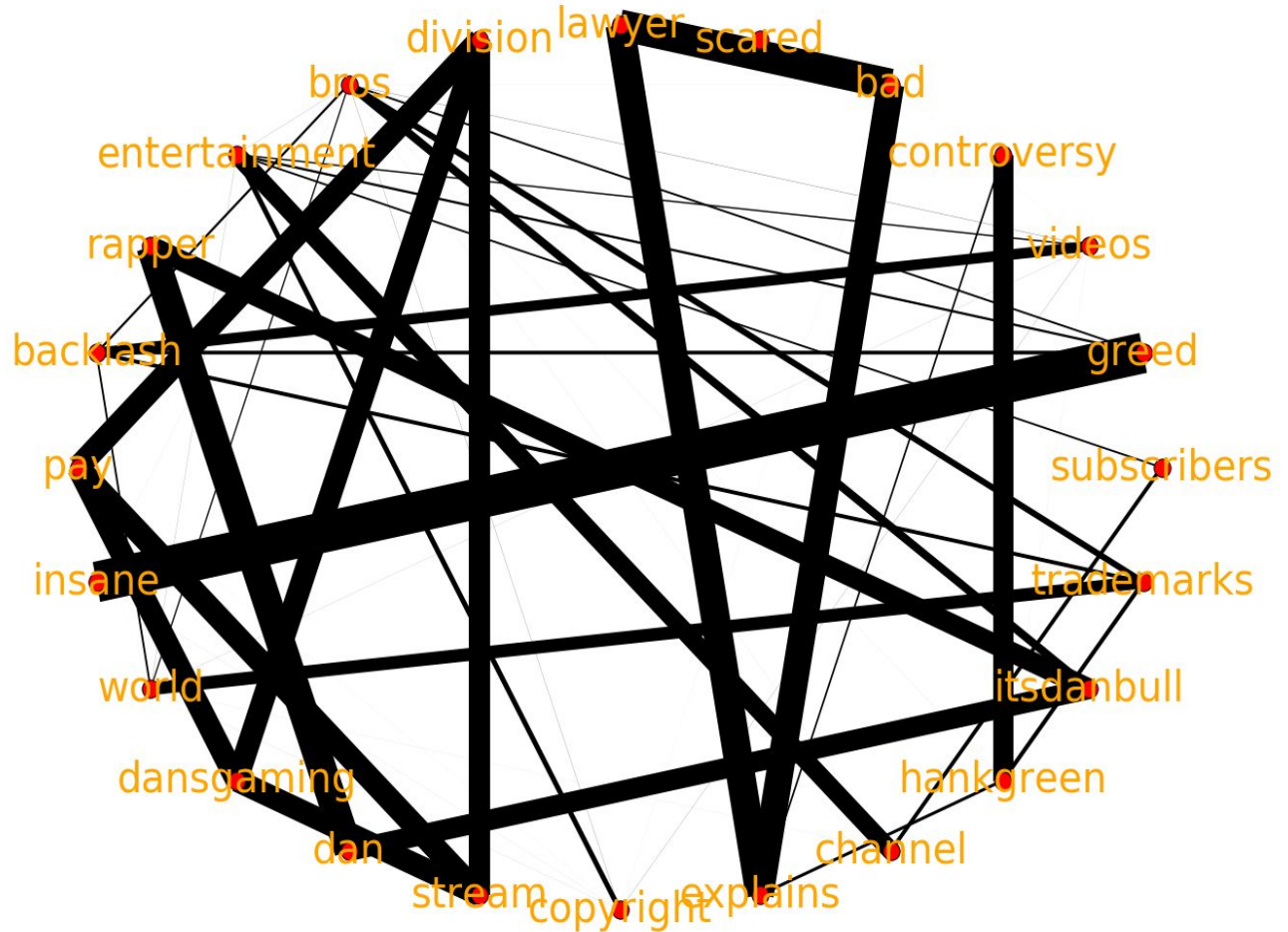


Sentiment analysis - Reddit



Twitter word lift scoring

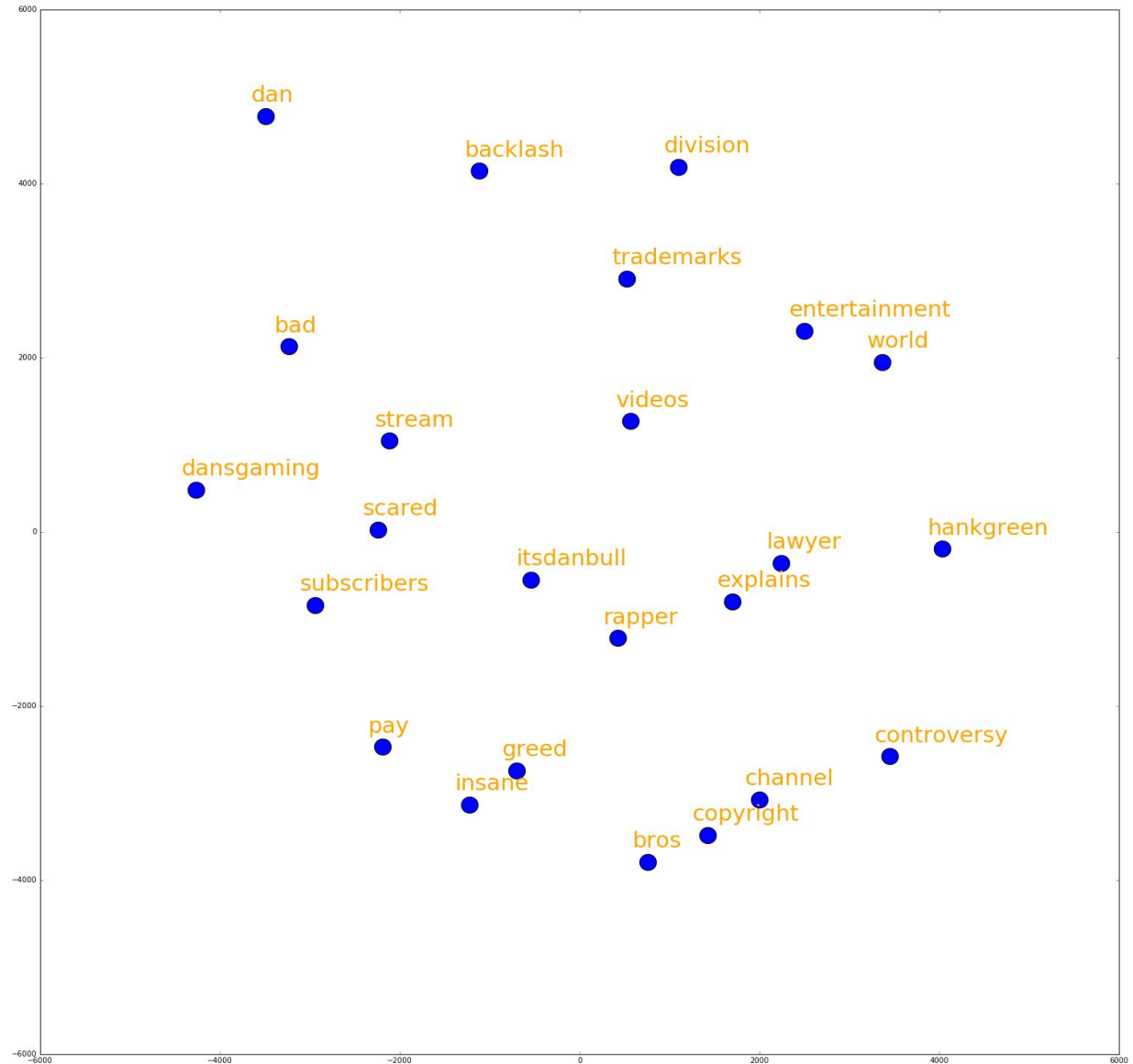
Word	Frequency
world	2383
videos	2282
stream	2200
division	2200
pay	2102
dansgaming	2100
bros	2082
copyright	1727
entertainment	1726
bad	1706
controversy	1702
dan	1700
explains	1700
rapper	1700
subscribers	1608
lawyer	1600
itsdanbull	1500
scared	1400
channel	1314
greed	1301
trademarks	1200
backlash	1106
insane	1001
hankgreen	1001



- Strongest associations between greed-insane and lawyer-explains

Twitter MDS

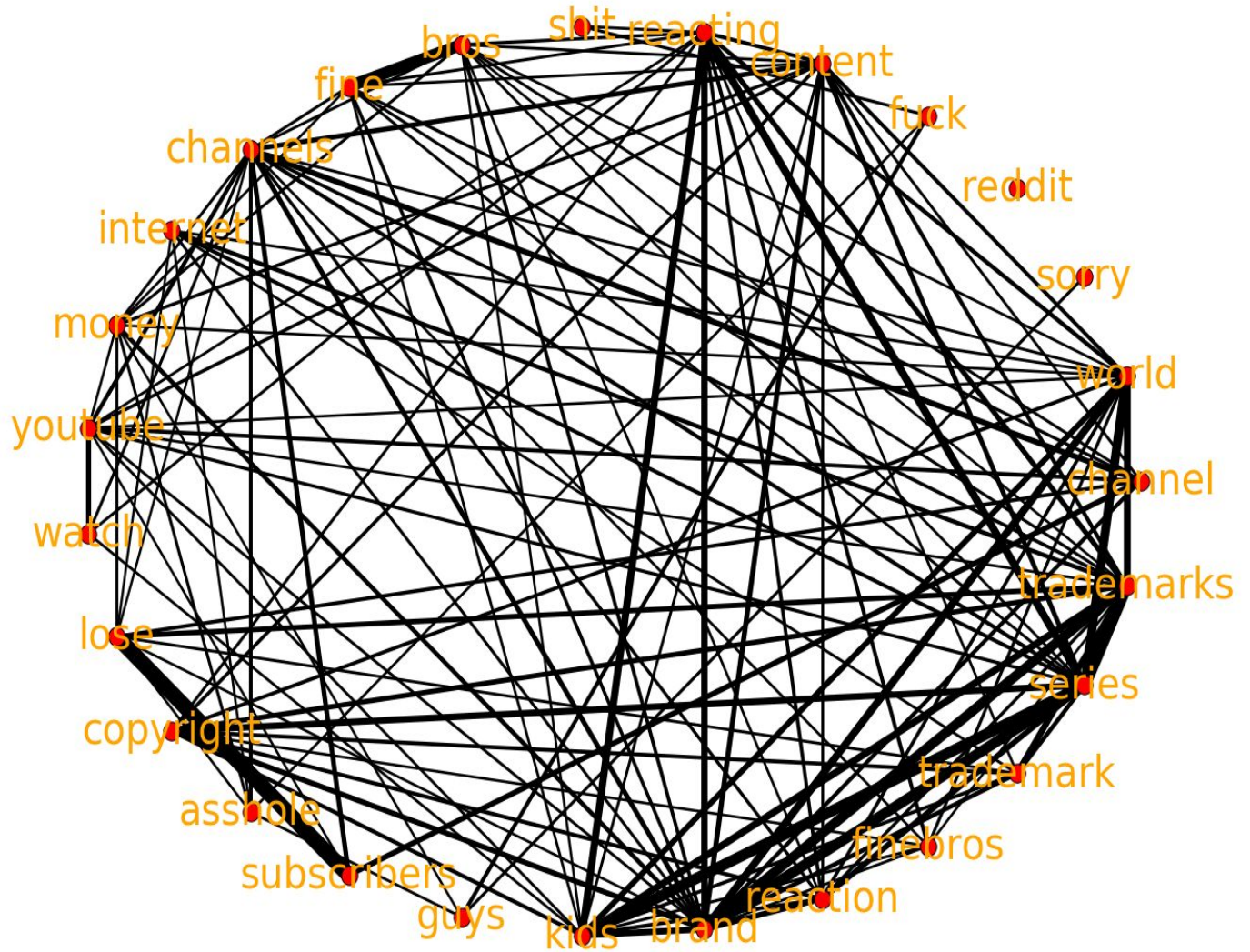
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- Strong associations between channel-copyright-bros, all content-related words

Reddit word lift scoring

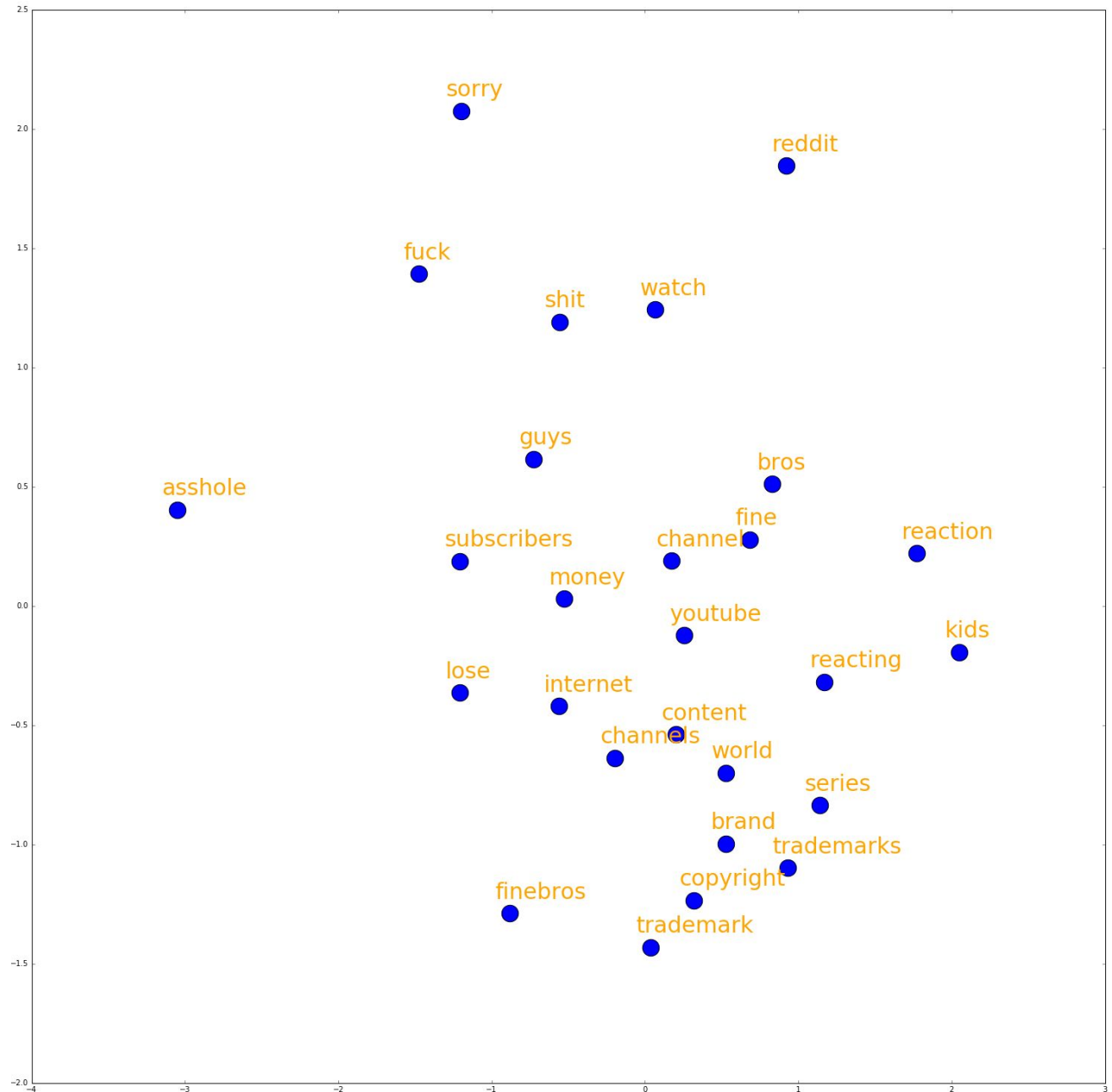
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youtube	1981
reaction	1652
fine	1652
trademark	1218
bros	1196
content	1026
copyright	1005
watch	954
reddit	857
fuck	768
guys	745
shit	740
kids	716
world	709
money	699
channel	652
internet	540
made	534
reacting	434
finebros	375
channels	375
series	367
comment	361
sorry	361
he	350
nothing	346
done	339
trademarks	339



- Reddit posts are much more verbose (all lift <2.5 removed)
- Lose-subscribers has strongest lift score

Reddit MDS

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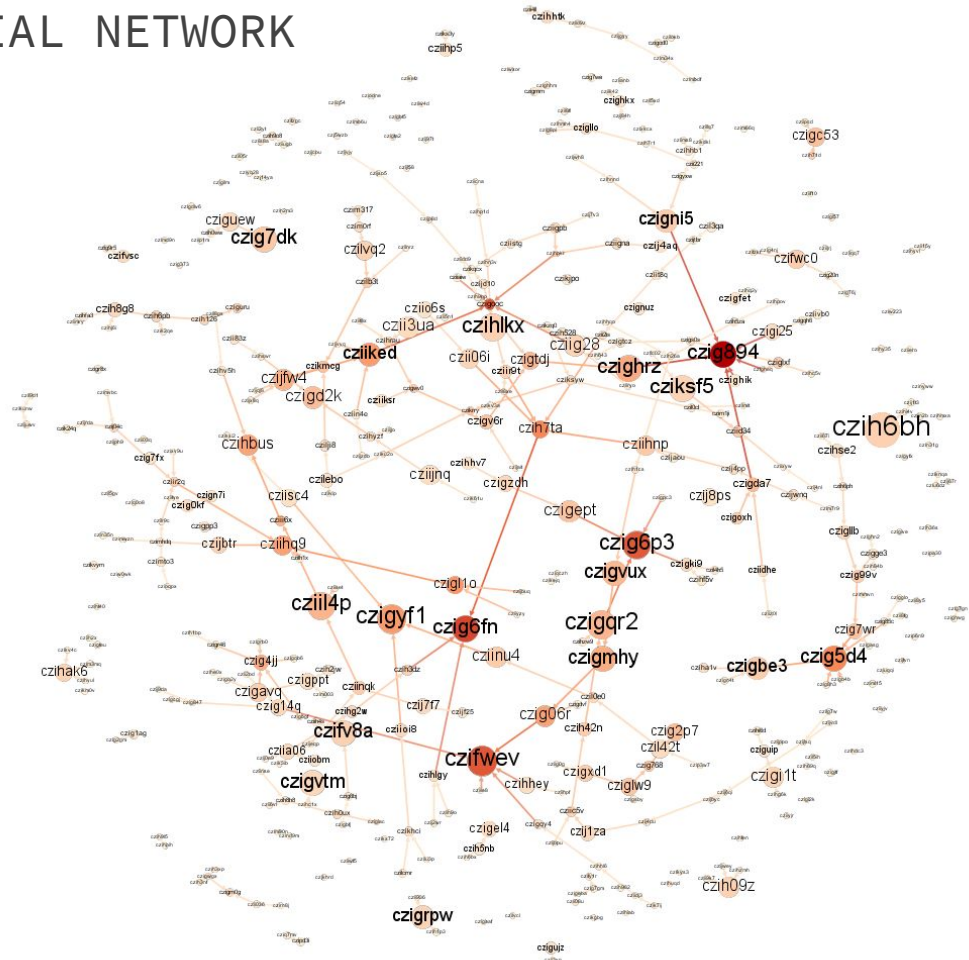
Reddit Comments Network

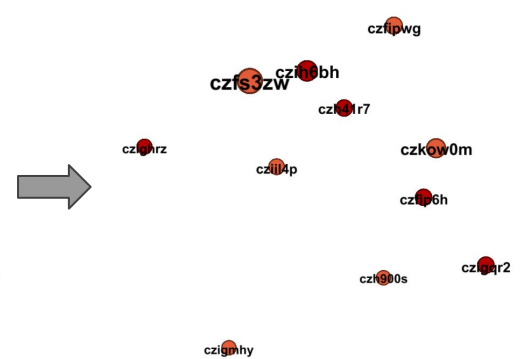
- COMMENTS NETWORK vs SOCIAL NETWORK

- Directed vs Undirected
- Activity vs Popularity

- METRICS

- Closeness
 - Degree
 - PageRank
- Activity
- Influence

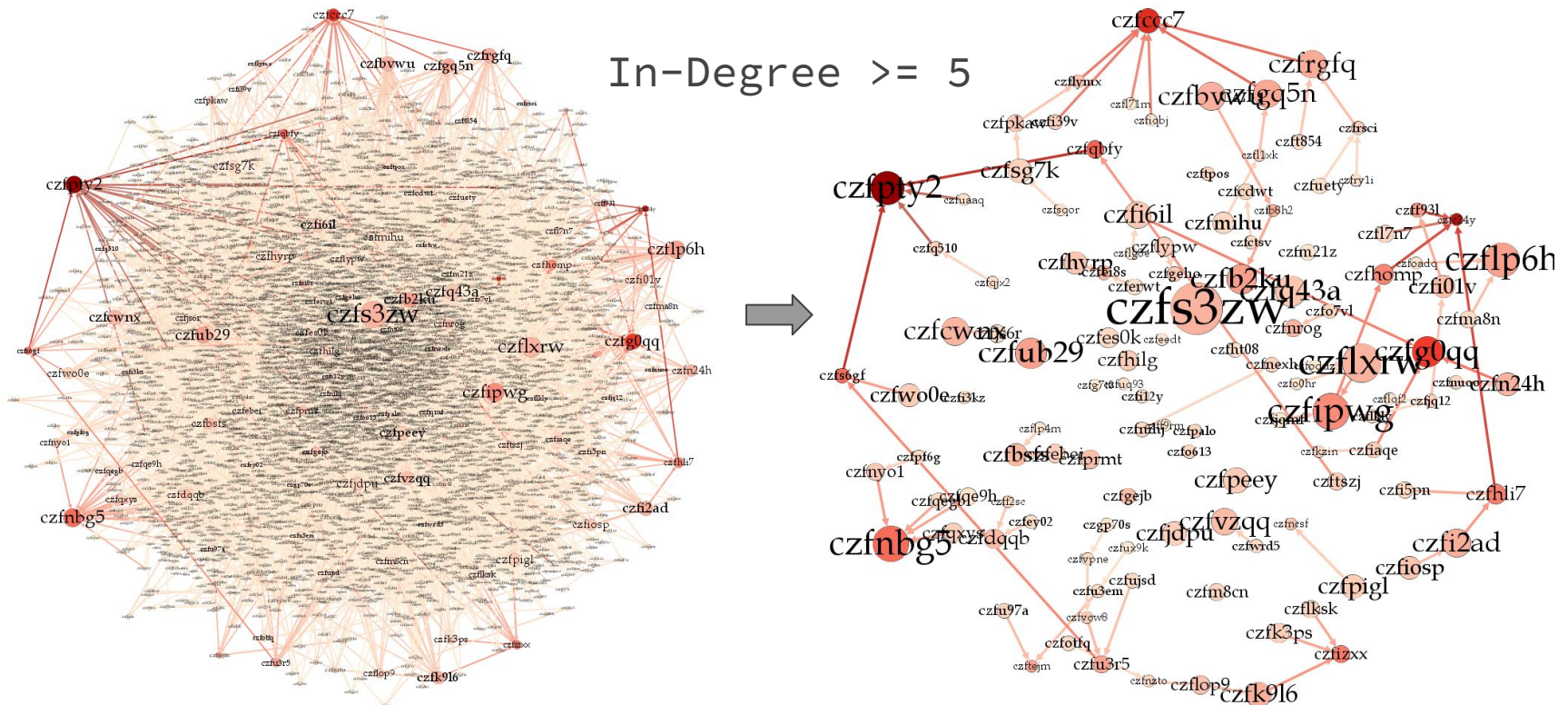




Reddit Comments Network

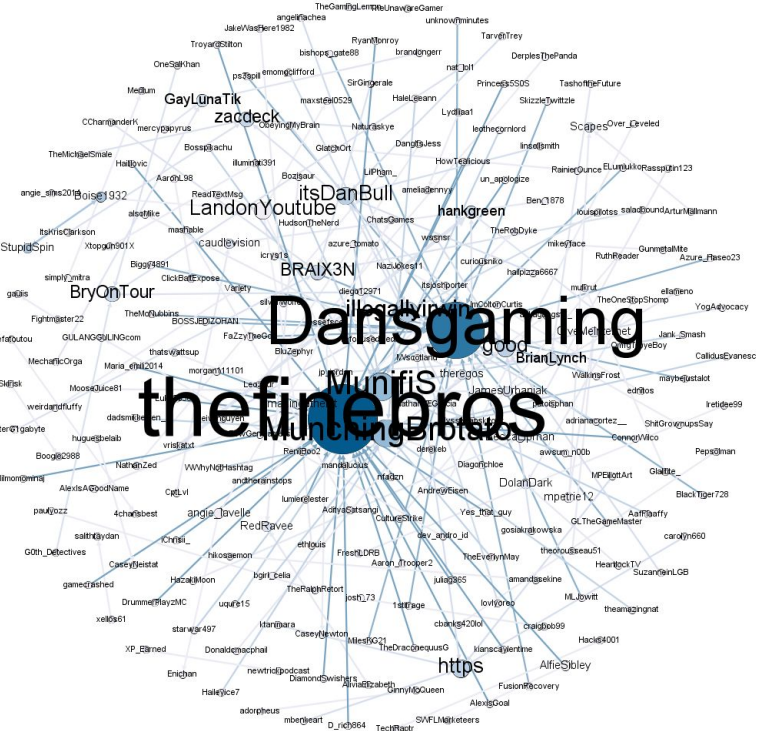
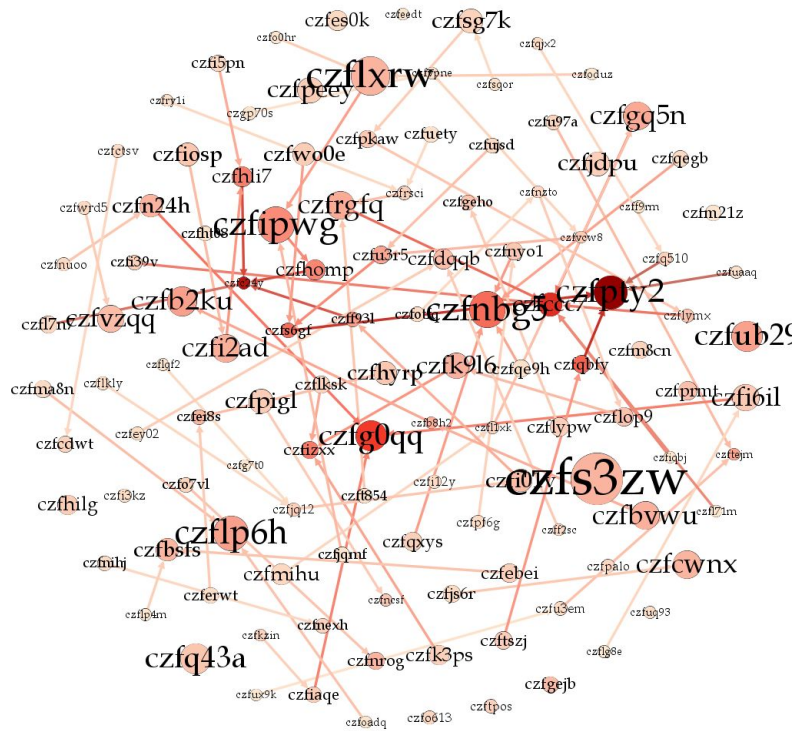
- INFLUENCE

- In-Degree Centrality + PageRank = Most Influential Redditor

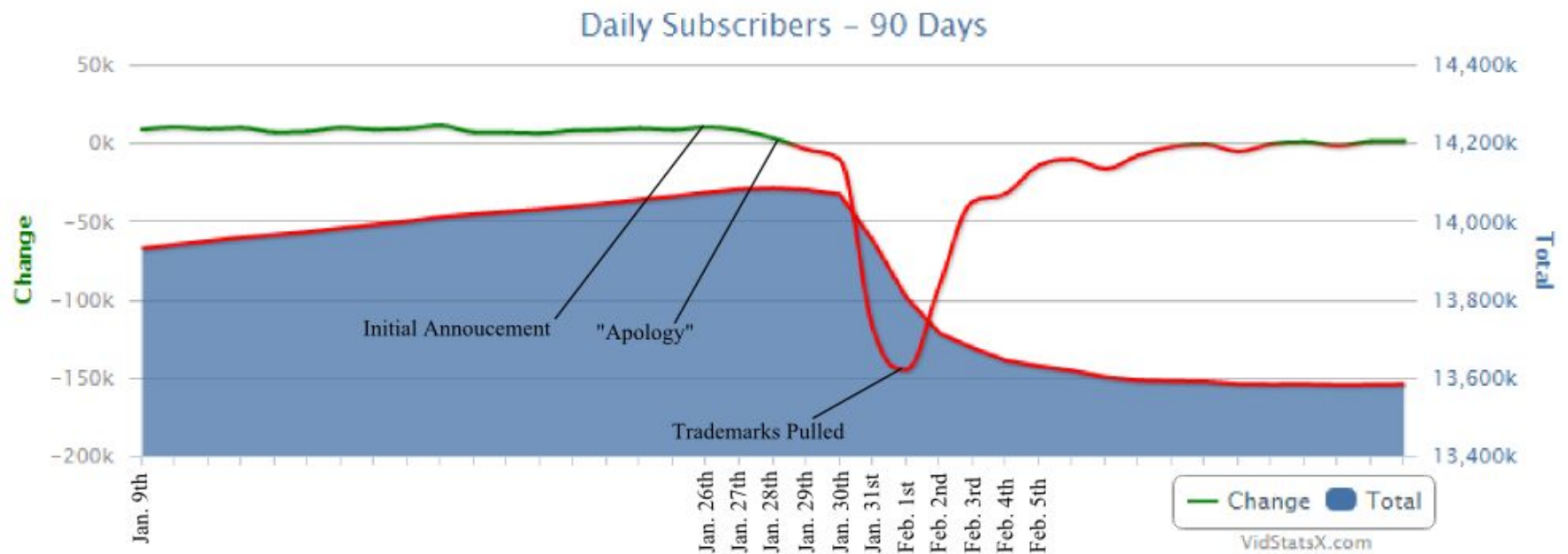


Reddit vs Twitter

- NETWORK STRUCTURE COMPARISON

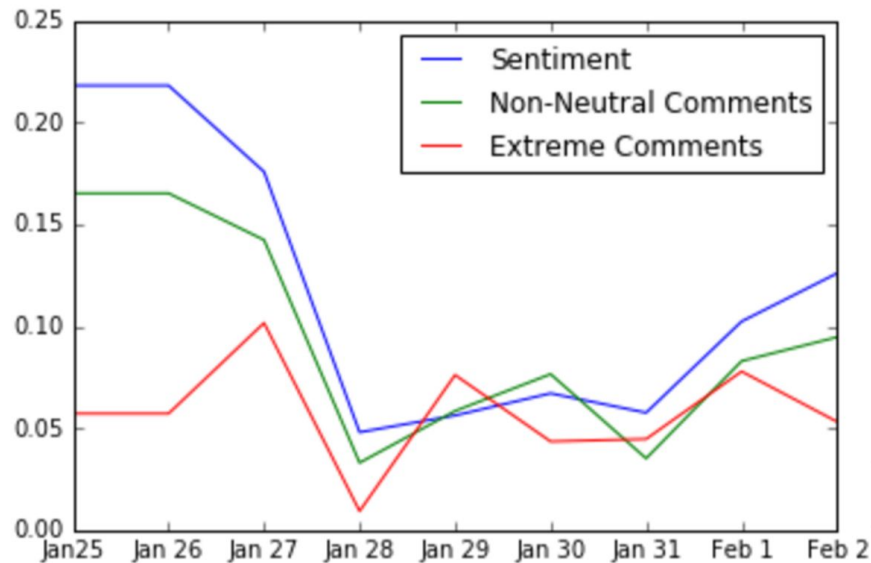


Mapping sentiment analysis to subscriber count

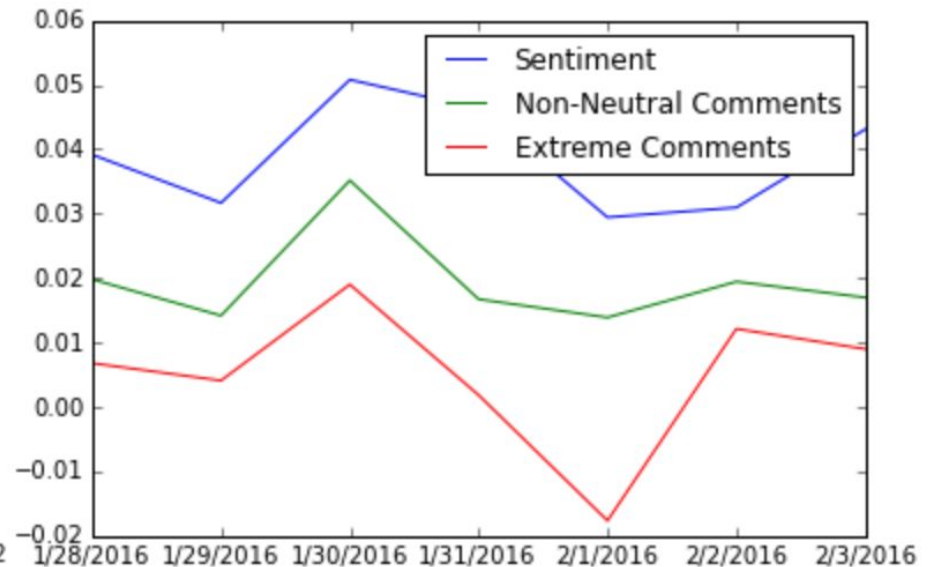


Mapping sentiment analysis to subscriber count

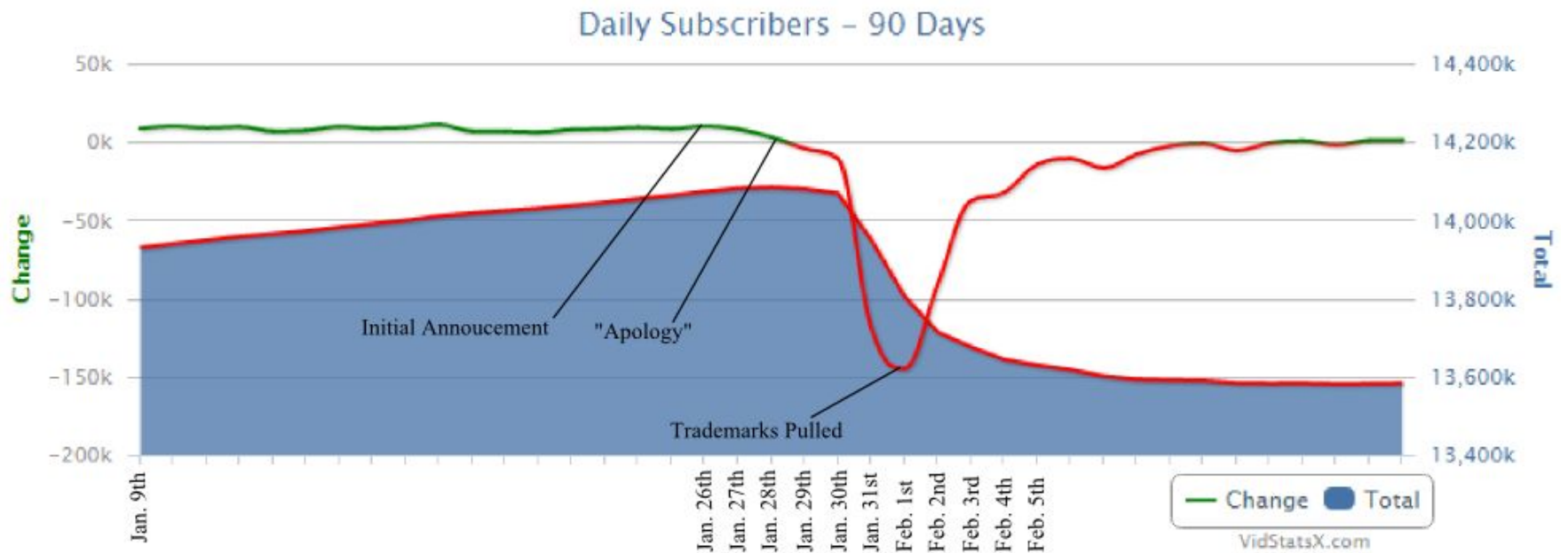
Twitter



Reddit



Mapping sentiment analysis to subscriber count



Conclusion

- Business value
- Strategies to manage perceptions
 - Separate methods for different social media
 - Targeting influencers (pay top influencer(s))
- Other considerations/implications
 - Ethics (i.e., targeting an influencer on the sly and having that person manipulate their followers' perceptions)