THERE'S NOTHING FINE ABOUT THE FINE BROTHERS

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THE BIG PICTURE

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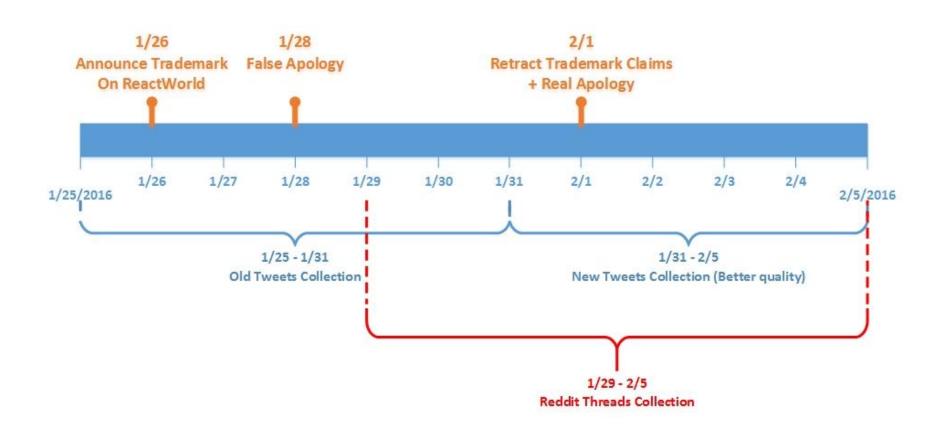
- Context
- Data collection
- Preliminary analysis
- Lifts and MDS
- Sentiment analysis
- Network analysis
- Implications



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

apologized thefinebros https://t.co/MmR2ngVK1c some itsdanbull Video Molyneux scared actually GREED Backlash Magazine about apologizing house more News After REACT™ right https://t.co/BBUNeNvdUX Fine INSANE amp message Copyright ever Hillary live going Dansgaming lost pause Here's Ent https old Explains hearing liked Internet im Clinton Peter happened fire liked Internet im react pay via RAPPER LOL RT just Word want New Bros all like trademarks Munifis Harry back GOOD MunchingBrotato hoping Dan still Apologize channel REACTS please Noble Reacting Version People over because
World stream Attempt Controversy Trademark

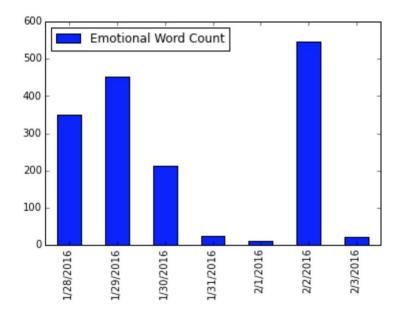
Recent around Explained Cruz

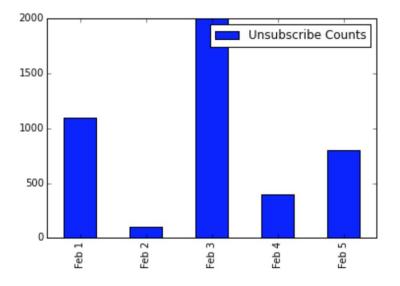
Recent around Explained Cruz

Division videos Entertainment Division hankgreen YouTube Reaction subscribers

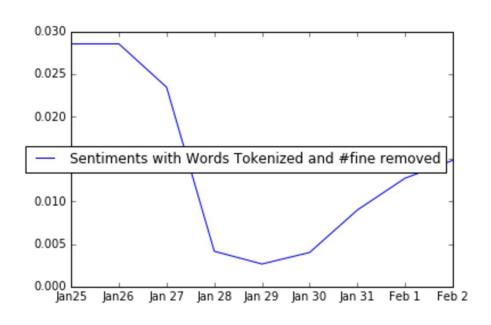
Preliminary analysis

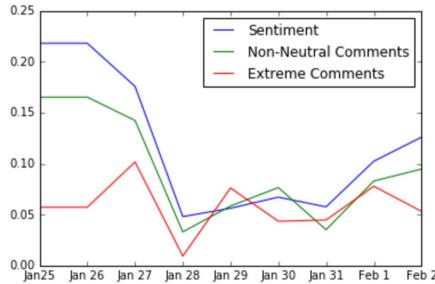
- Merge
 - o Removing "Fine"
- Important words
 - React
 - Copyright
 - Trademark
 - Lawyer
 - Subscribers/subscriptions /unsubscribe



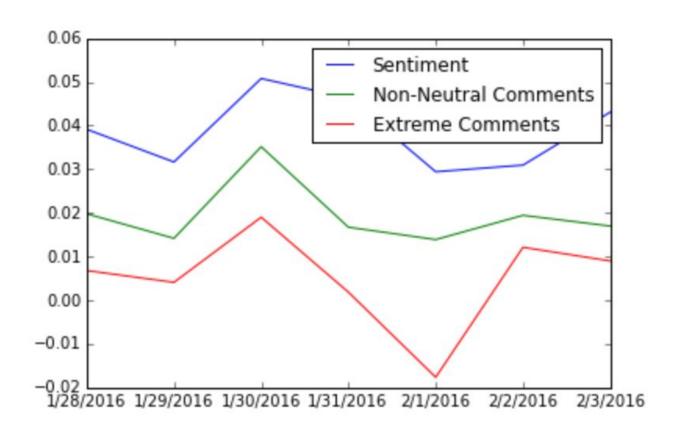


Sentiment analysis - Twitter



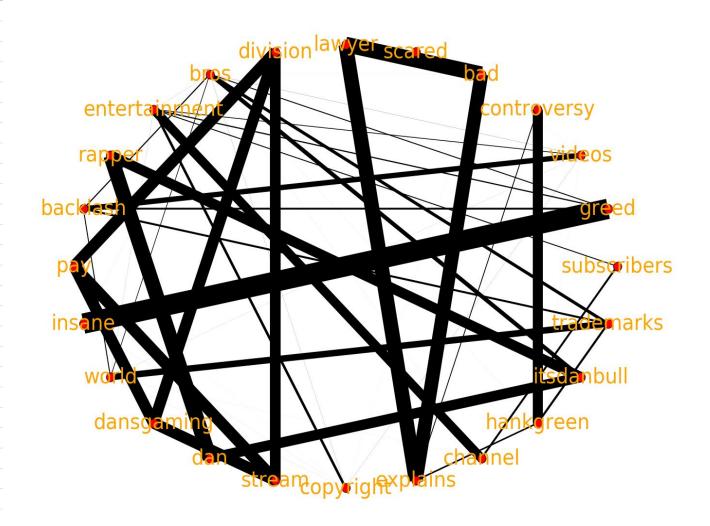


Sentiment analysis - Reddit



Twitter word lift scoring

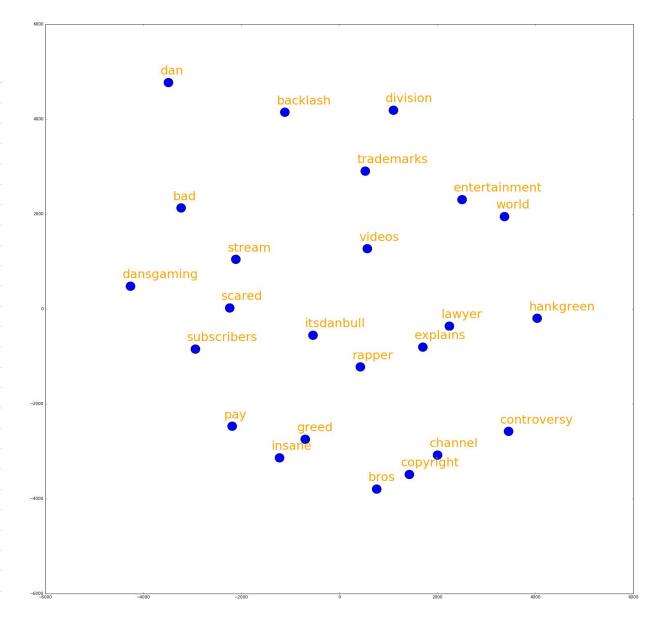
Word	Frequency
world	2383
videos	2282
stream	2200
division	2200
pay	2102
dansgaming	2100
bros	2082
copyright	1727
entertainment	1726
bad	1706
controversy	1702
dan	1700
explains	1700
rapper	1700
subscribers	1608
lawyer	1600
itsdanbull	1500
scared	1400
channel	1314
greed	1301
trademarks	1200
backlash	1106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



Strongest associations between greed-insane and lawyer-explains

Twitter MDS

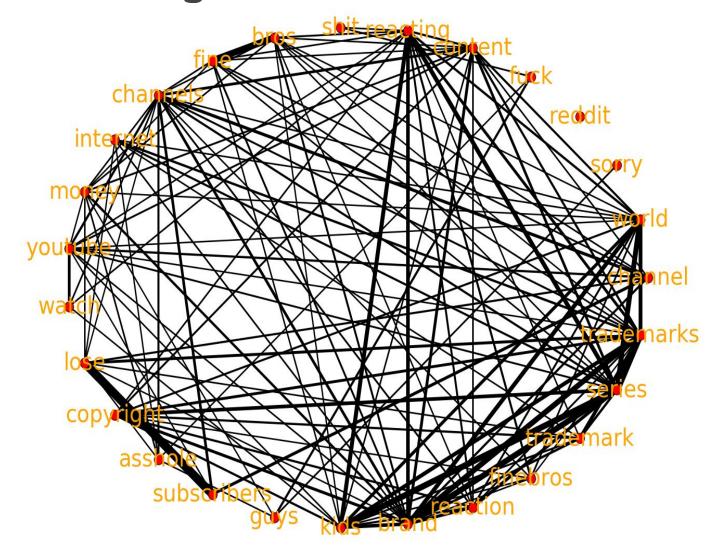
world 2383 videos 2282 stream 2200 division 2200 pay 2102 dansgaming 2100 bros 2082 copyright 1727 entertainment 1726 bad 1706 controversy 1702 dan 1700 explains 1700 rapper 1700 subscribers 1608 lawyer 1600 itsdanbull 1500 scared 1400 channel 1314 greed 1301 trademarks 1200 backlash 1106 insane 1001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



• Strong associations between channel-copyright-bros, all contentrelated words

Reddit word lift scoring

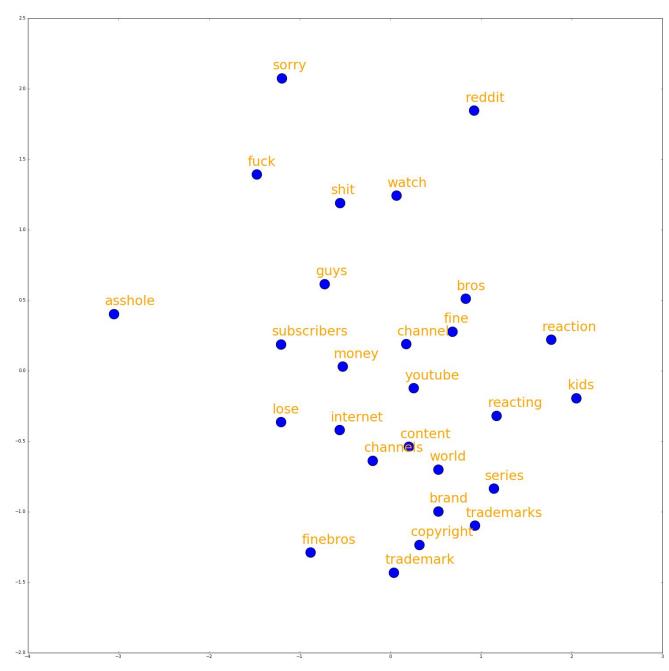
Word	Frequency
youtube	1981
reaction	1652
fine	1652
trademark	1218
bros	1196
content	1026
copyright	1005
watch	954
reddit	857
fuck	768
guys	745
shit	740
kids	716
world	709
money	699
channel	652
internet	540
made	534
reacting	434
finebros	375
channels	375
series	367
comment	361
sorry	361
he	350
nothing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

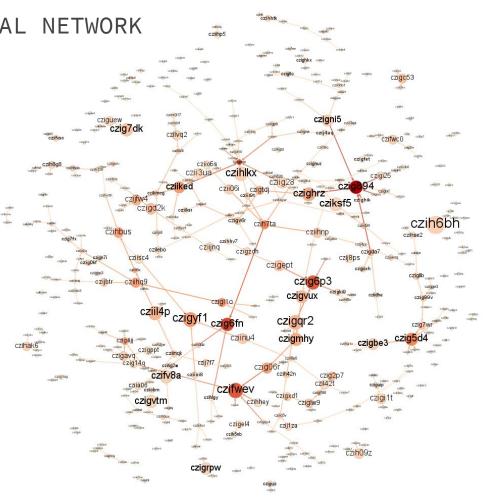


Reddit Comments Network

- COMMENTS NETWORK vs SOCIAL NETWORK
 - Directed vs Undirected
 - Activity vs Popularity

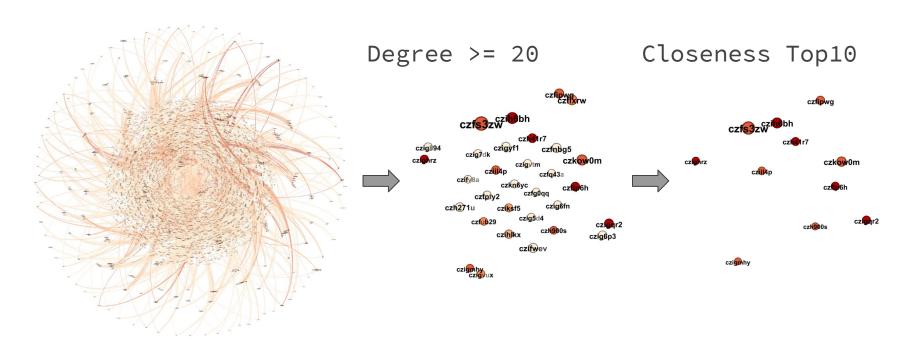
METRICS





Reddit Comments Network

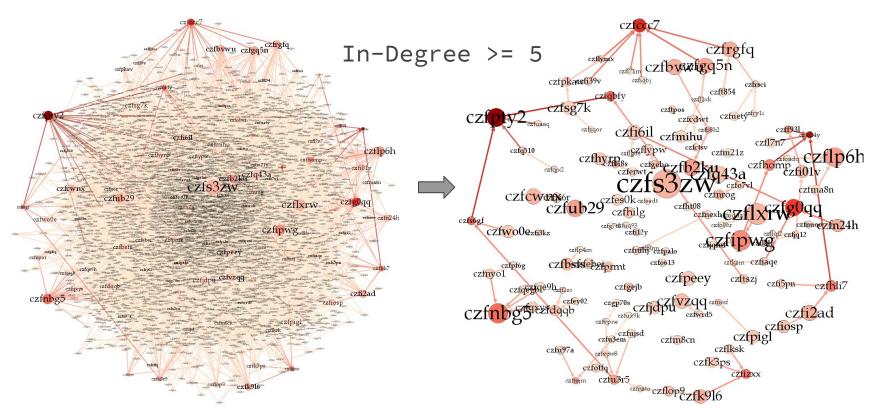
- ACTIVITY
 - Degree Centrality + Closeness Centrality = Most Active Redditor



Reddit Comments Network

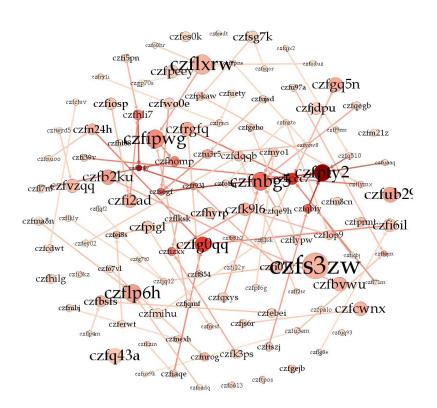
INFLUENCE

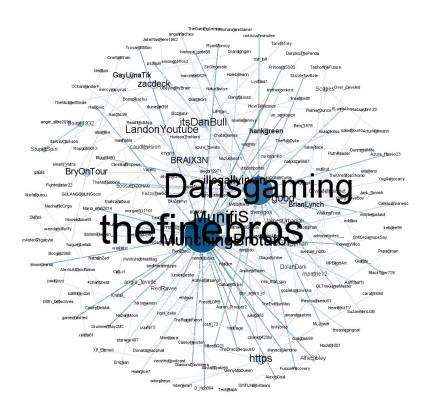
o In-Degree Centrality + PageRank = Most Influential Redditor



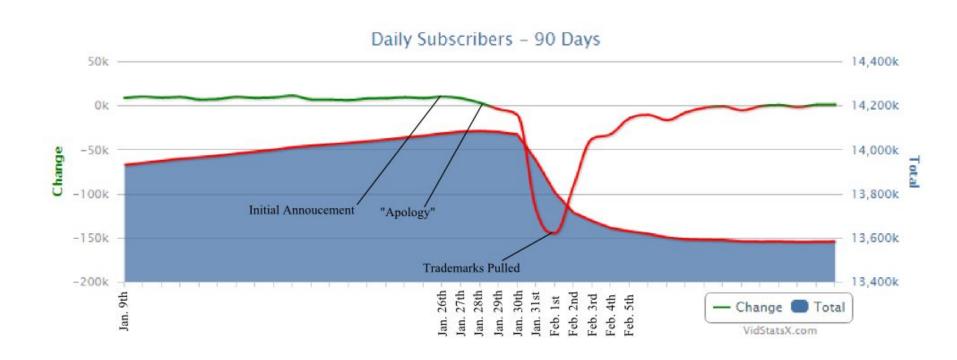
Reddit vs Twitter

NETWORK STRUCTURE COMPARISON

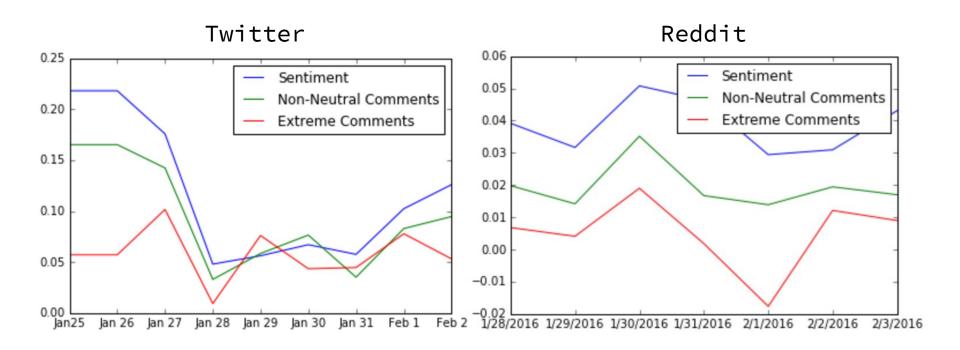




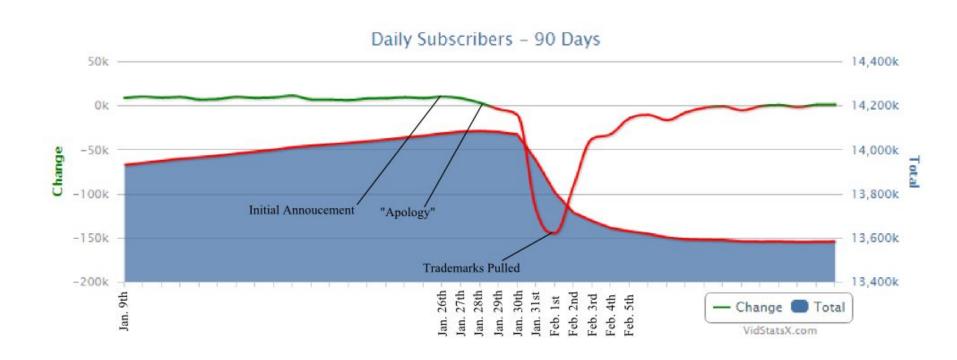
Mapping sentiment analysis to subscriber count



Mapping sentiment analysis to subscriber count



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)