#Justdoit Tweets

Progress Report

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Background

Colin Kaepernick @Kaepernick7

Believe in something, even if it means sacrificing everything. #JustDoIt

Donald J. Trump @realDonaldTrump

Just like the NFL, whose ratings have gone WAY DOWN, Nike is getting absolutely killed with anger and boycotts. I wonder if they had any idea that it would be this way? As far as the NFL is concerned, I just find it hard to watch, and always will, until they stand for the FLAG!

Research Questions

Sentimental Analysis

- Reaction of people
- Emotional feeling

Social Network Analysis

- Network Structure
- Most influential Twitter users

Regression Analysis

- Number of retweets

Overview of Data -- Collection of One Day

Top Unique Hashtags

hashtags <chr>	Freq <int>
#justdoit	4963
#nike	1050
#colinkaepernick	181
#takeaknee	134
#kaepernick	126
#nfl	92
#nikead	67
#imwithkap	66
#nflkickoff	66
#nikeboycott	65

Top Unique Mentions

mentions <chr>	Freq <int>
@nike	955
@kaepernick7	484
@realdonaldtrump	412
@serenawilliams	82
@nfl	64
@corybooker	36
@potus	29
@kingjames	26
@nflcommish	21
@nflpa	21

Sentimental Analysis
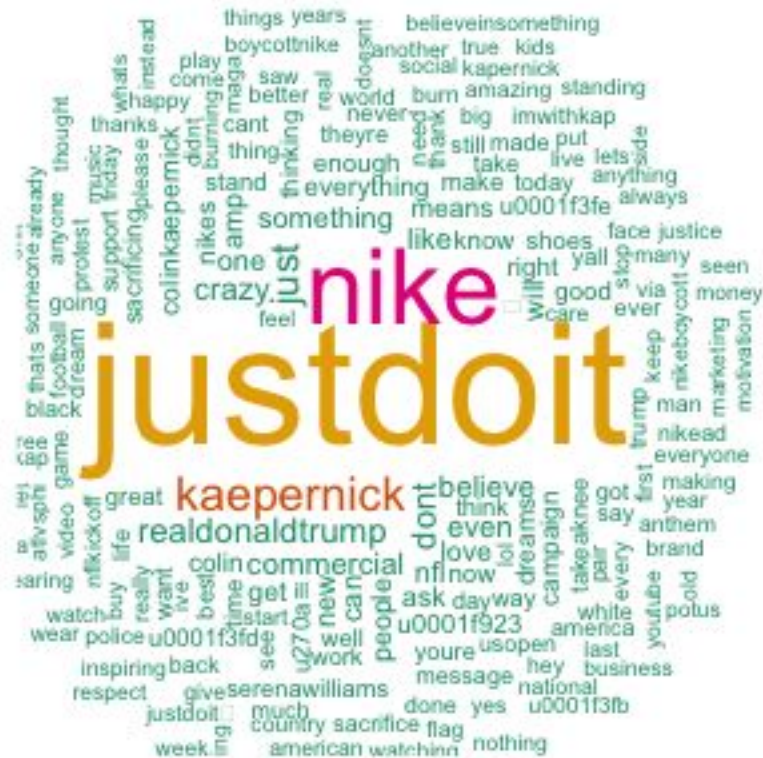
Sentimental Analysis

- No obvious attitude occur in top frequent words

Most frequent words
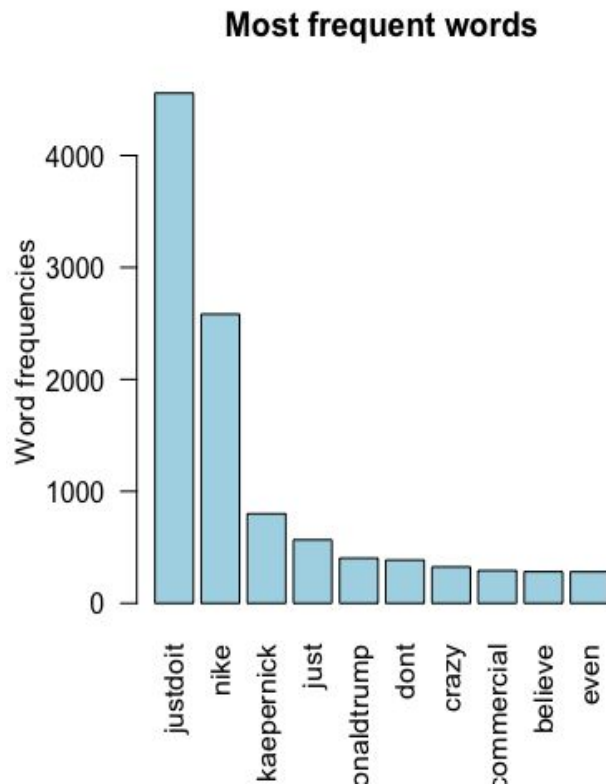
word	freq
justdoit	4557
nike	2583
kaepernick	800
just	567
realdonaldtrump	403
dont	386
crazy	325
commercial	292
believe	282
even	281

Social Network Analysis

@Kaepernick7 ←— Retweet/Quote —→ @realDonaldTrump

Network Building
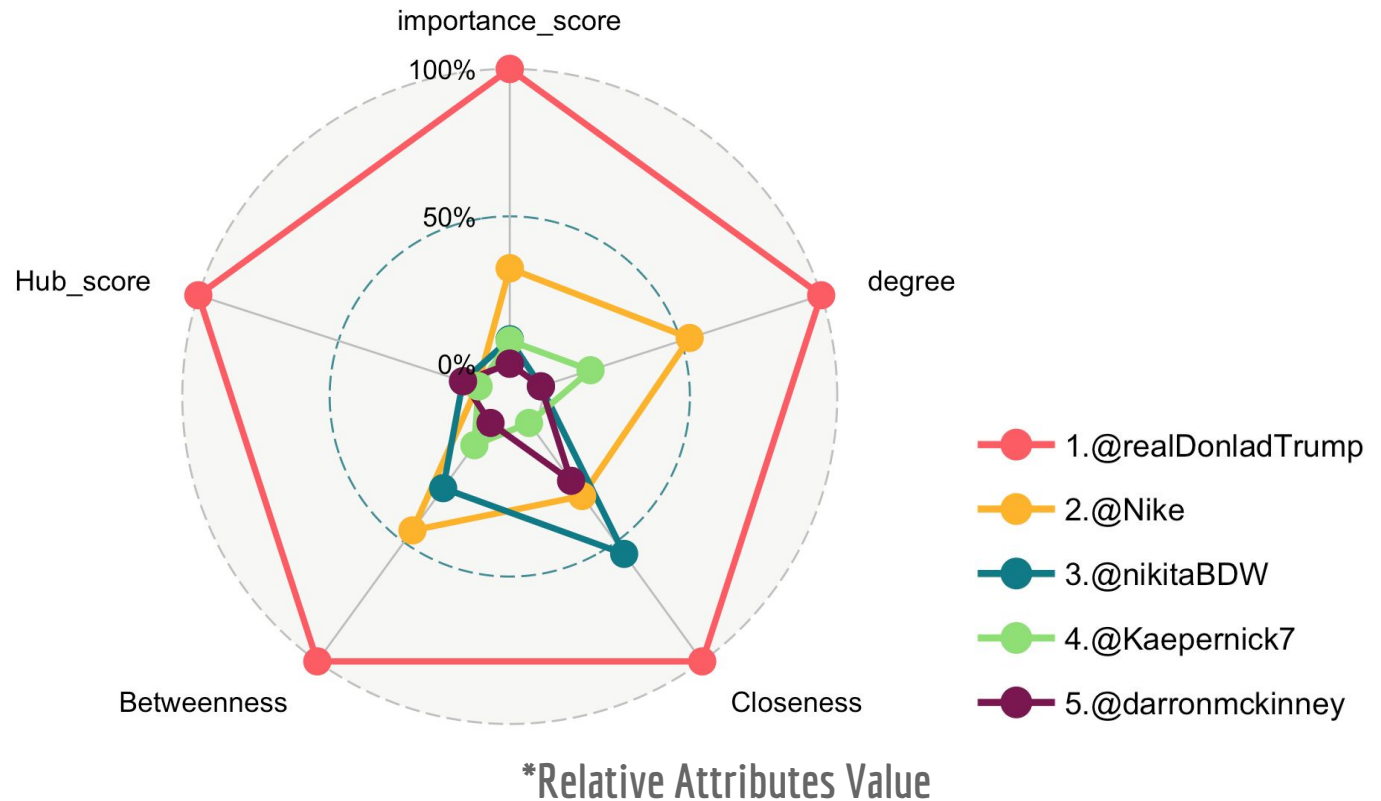
Social Network Analysis

Degree

Betweenness $\longrightarrow$ Normalised $\longrightarrow$ Importance_score

Closeness (Z score) = sum(.-)
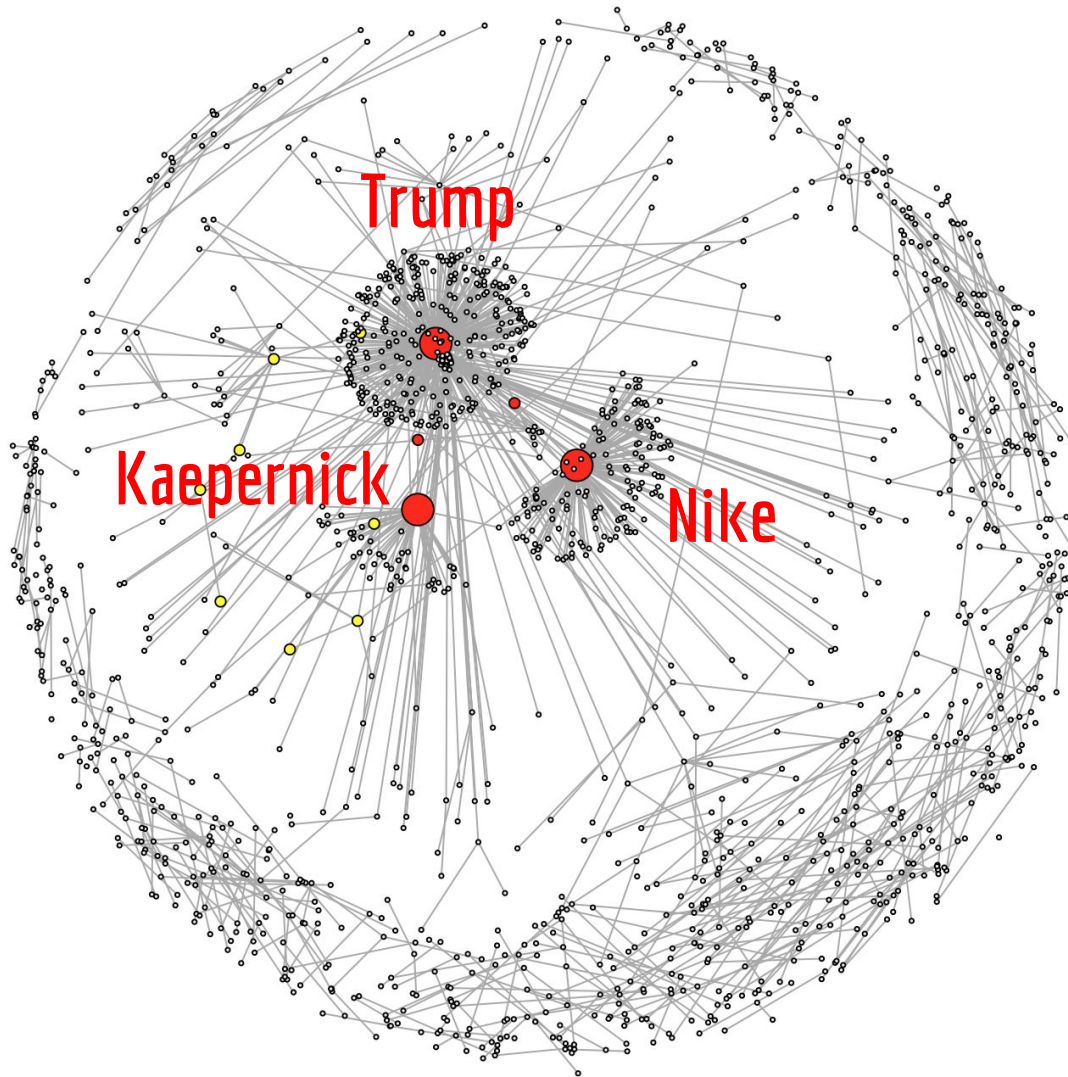
Hub_score

Define Importance_score for each node

Social Network Analysis

Top 5 Most Influential Twitter Users

Social Network Analysis

Regression Analysis

Tweet retweet Count .~

	Tweet favorite count	Default profile1	User favourites count	Followers count	Friends count
Exp (coefficient)	1.0179915	1.4196929	1.0000040	1.0000431	1.0000406

	Geo enabled1	Statuses count	Listed count	**Register year**	(Intercept)
Exp (coefficient)	**2.2464115**	1.0000086	0.9854591	**0.9557869**	0.1431984

Poisson Regression

Future Work

Combine sentimental and social network analysis:

- People's reaction on this event (Positive vs Negative)
- Influence of main voice in social network (like Trump)

Combine social network and regression analysis:

- Add network attributes into poisson regression model