

73rd Annual Golden Globes Twitter Analysis

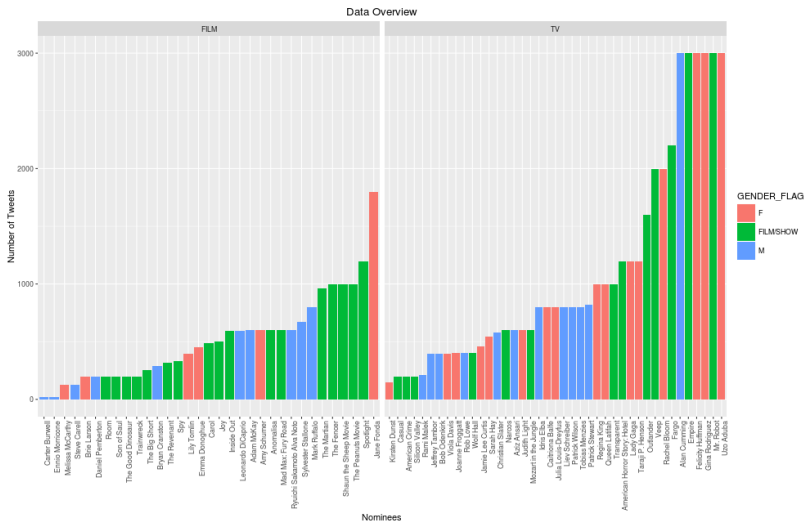
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Shrotriya, Tomofumi Ogawa

February 8, 2016

Data Sources and Limitations

- ▶ Metadata - Golden Globe Nominees
 - ▶ 87 people nominees and 35 movie nominees
 - ▶ Manually collected/ annotated list of all nominees
 - ▶ Twitter Screen Names
 - ▶ Gender Flag
 - ▶ Film/ TV Show Flag
 - ▶ Age of Nominee/ Release Date
- ▶ Timelines
 - ▶ Typically searched for top 3200 tweets from API
 - ▶ Based on most recent tweets since Dec 10 2015
 - ▶ NLP processing performed e.g. removing stopwords etc

Quick summary of tweet data collected

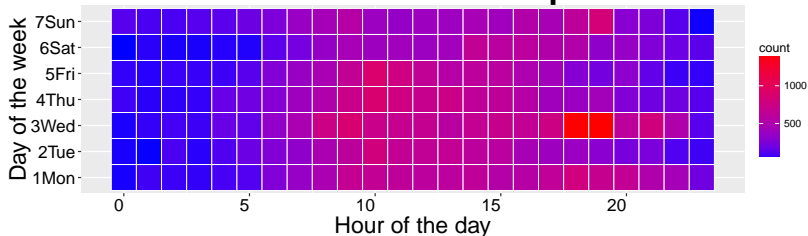


Key themes of our data exploration

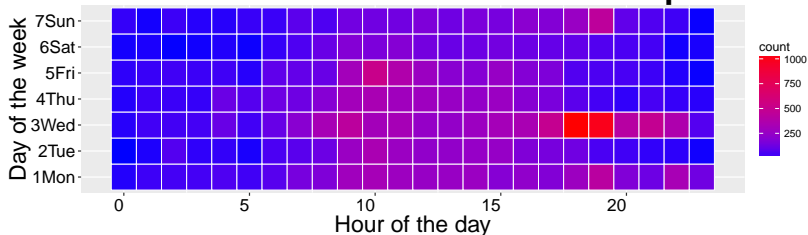
- ▶ **Twitter Influence and Temporal Patterns** - *Jianglong*
- ▶ **Social Popularity of Winners and Nominees** - *Peter*
- ▶ **Sentiment Analysis** - *Boying*
- ▶ **Pre-Post-During Golden Globe Analysis** - *Tomo*

When Do They Tweet?

Heatmap For Tweet Density All Tweets Heatmap

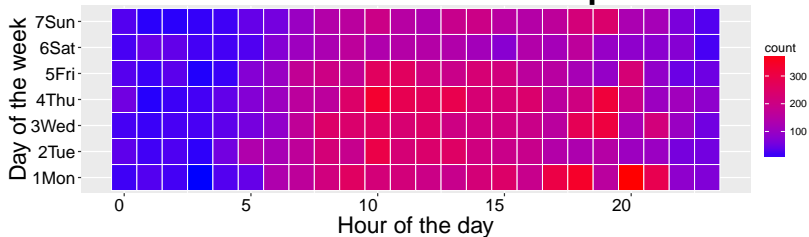


Official Accounts Tweets Heatmap

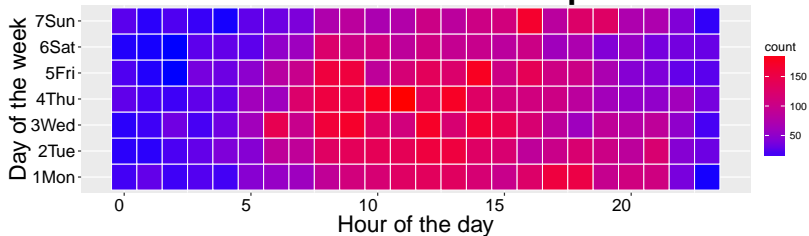


When Do Celebrities Tweet? By Gender

Heatmap For Tweet Density Female Tweets Heatmap

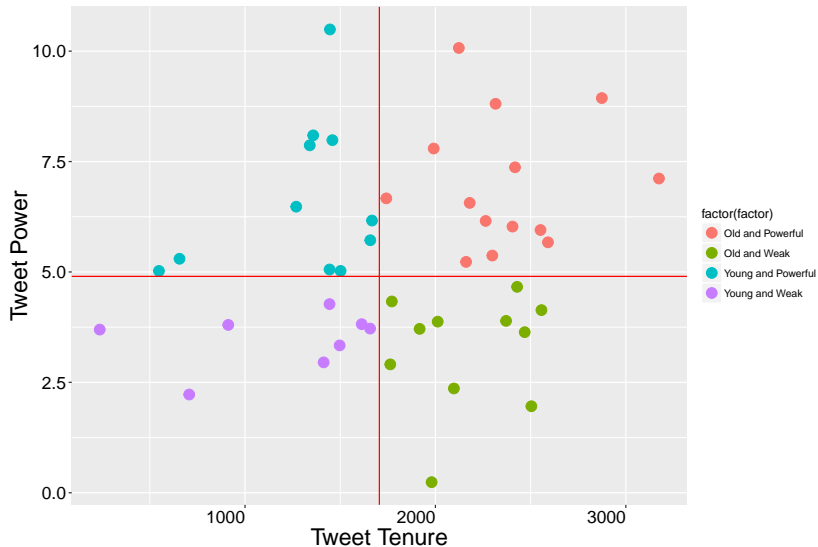


Male Tweets Heatmap



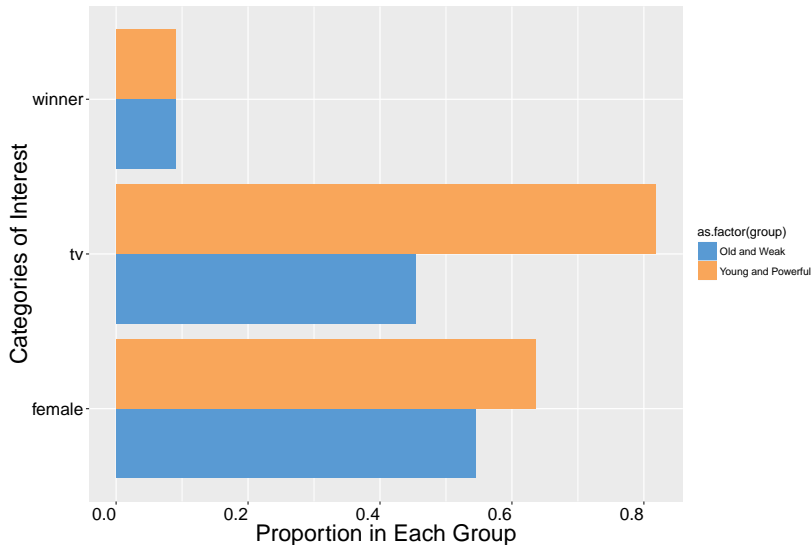
Tweet "POWER" VS Twitter "TENURE"

Scatter Plot for Tweet Power VS Tweet Tenure

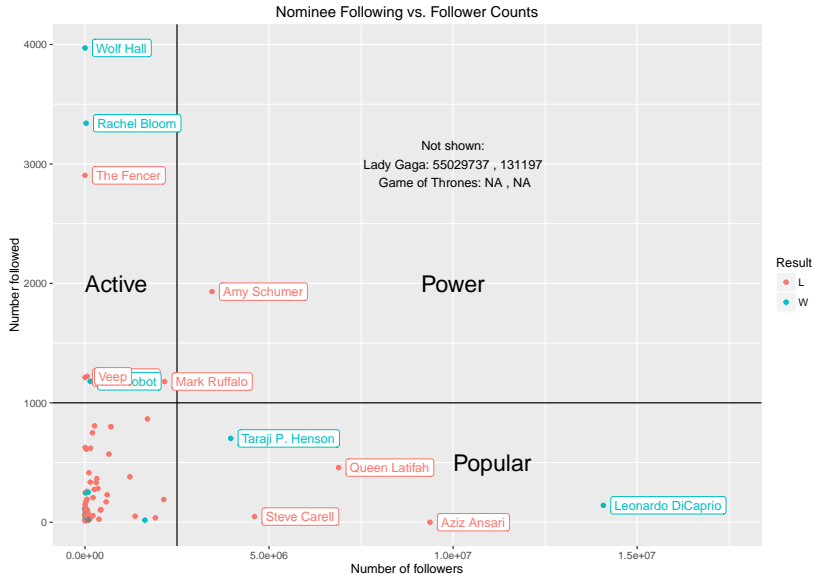


Profile of “Weak and Old” VS “Young and Powerful”

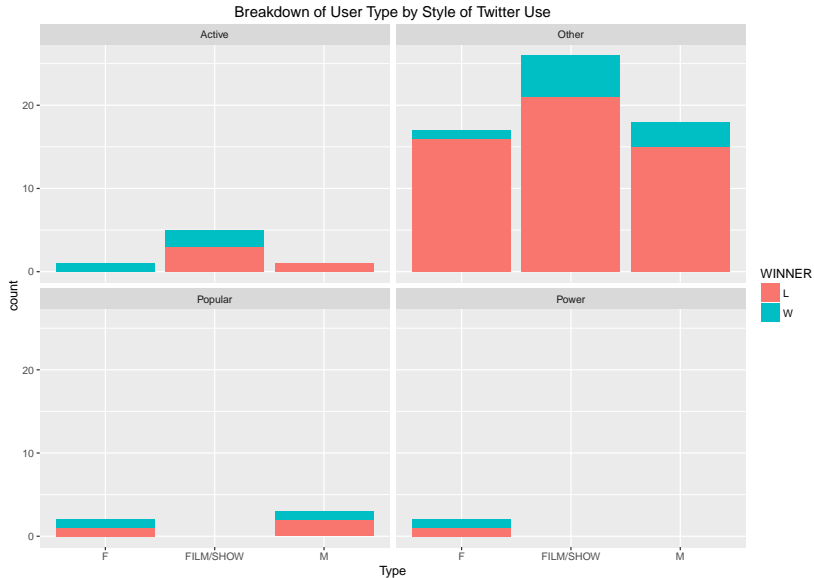
Profile Plot



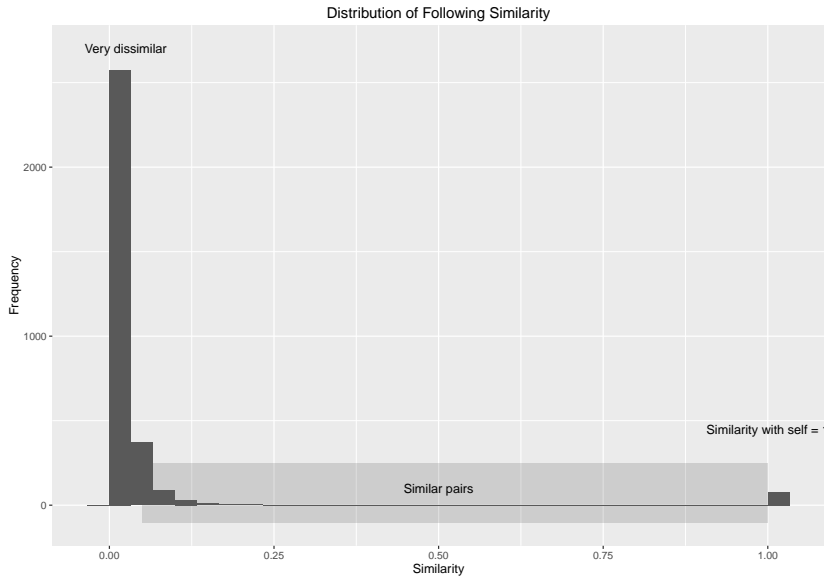
Follower/Following Behavior Exhibits Distinct Groups



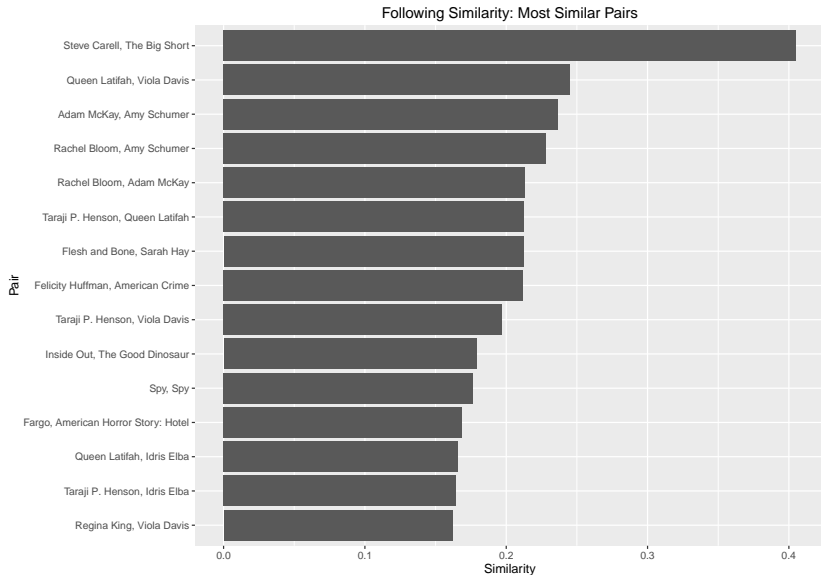
Movie/TV Accounts Appear Most Active



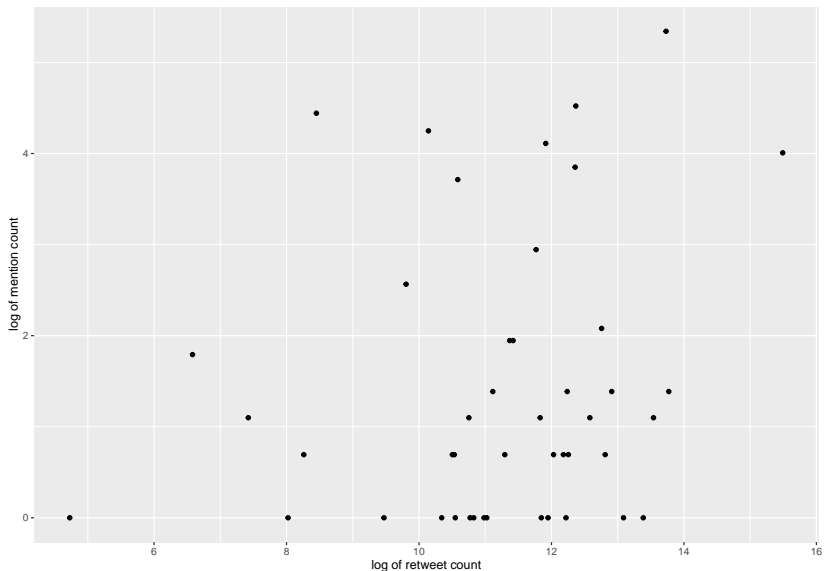
Following Similarity Distribution



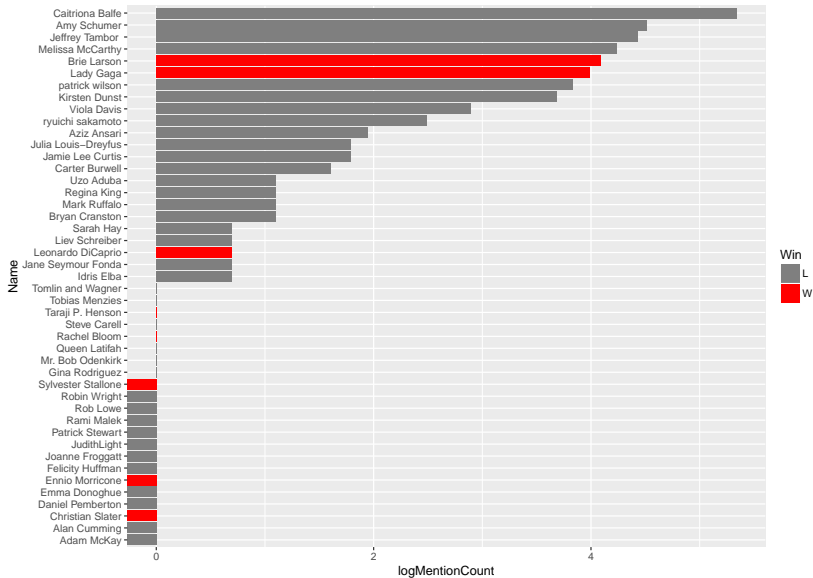
Similarity Measures Match Real-life Connections



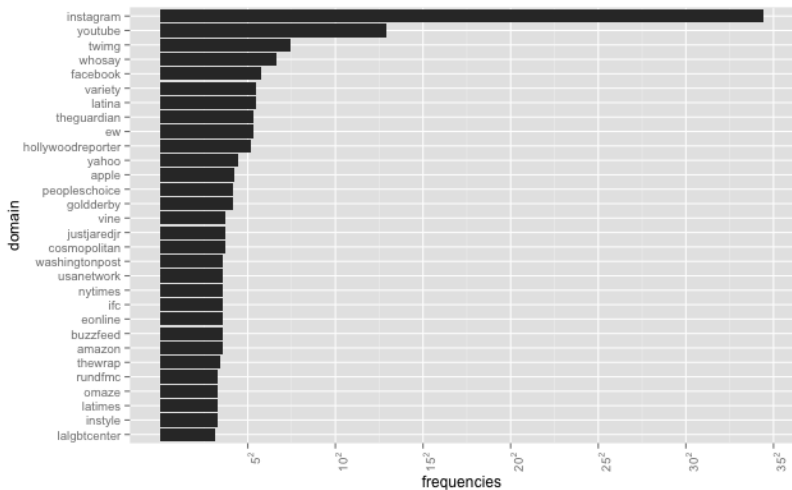
Popularity Among All Users \neq Popularity Among Peers



Mention Counts Grouped by Celebrities



Top Domains of External Links

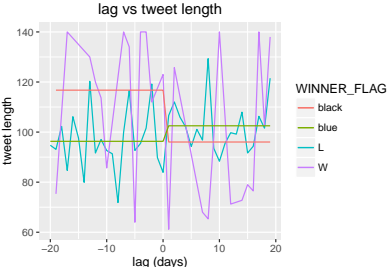
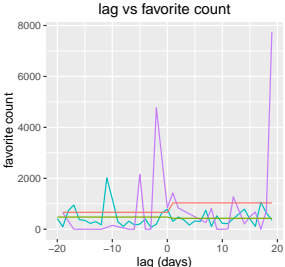
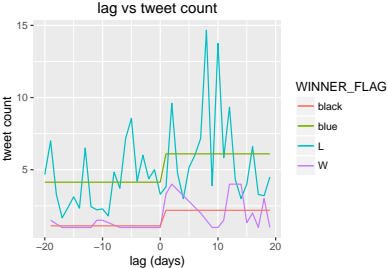
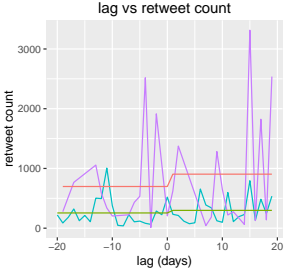


Percentage of External Links Used by Gender

Male	PercentageM	Female	PercentageF
youtube	0.91	instagram	6.01
instagram	0.55	whattheflicka	1.56
whosay	0.40	youtube	0.39
apple	0.28	facebook	0.28
facebook	0.15	twimg	0.22
usanetwork	0.14	latina	0.14
ifc	0.14	ew	0.13
hollywoodreporter	0.12	variety	0.13
twimg	0.11	theguardian	0.13
ew	0.10	yahoo	0.10

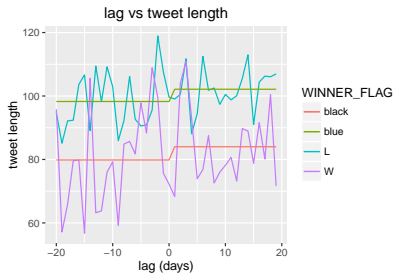
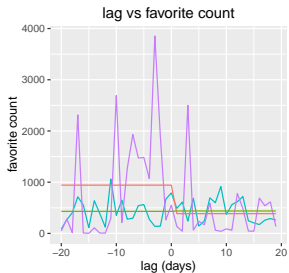
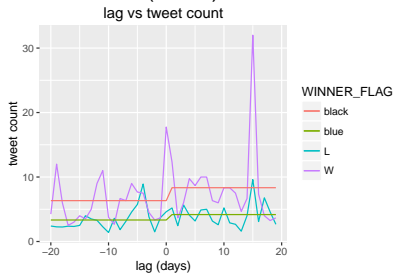
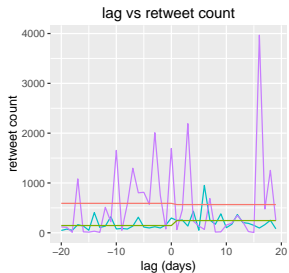
Males tweeted more Post-Globes than Pre-Globes

Male Winners vs Male Losers (mean)



Females winners were less favorited Post-Globes!

Female Winners vs Female Losers (mean)



Actors are using Twitter for activism post-Globes!

PRE MALE	PRE MALE COUNT	PRE FEMALE	PRE FEMALE COUNT	DURING MALE	DURING MALE COUNT	DURING FEMALE	DURING FEMALE COUNT	POST MALE	POST MALE COUNT	POST FEMALE	POST FEMALE COUNT
RT	247	RT	201	RT	27	RT	66	RT	240	RT	327
I	72	I	151	#GoldenGlobes	18	I	46	I	112	I	206
The	45	&#amp;	61	I	16	#GoldenGlobes	33	@igorvolksy:	60	#AmericanCrime	72
@MarkRuffalo	26	Thank	50	The	11	\U0001F48b\U0001F48b\U0001F48b	31	The	50	&#amp;	68
via	26	#AmericanCrime	49	David	8	Thank	23	#TheGrinder	41	The	54
Thanks	22	love	38	Bowie	7	love	20	Thanks	32	love	45
-	21	Happy	31	So	6	@goldenglobes	16	&#amp;	28	I'm	44
&#amp;	21	\U0001F48b\U0001F48b\U0001F48b	29	Thanks	6	The	16	Thank	28	Thank	37
Happy	21	-	28	via	6	&#amp;	15	This	27	#CrazyExGirlfriend	36
Thank	20	New	28	-	5	thank	15	https:...	22	You	36

Conclusion and Next Steps

- ▶ Nominee Analysis shows distinct behaviour patterns when summarised by gender, age, temporal components
- ▶ Next Steps:
 - ▶ Do the analysis for Golden Globes 2015, 2014, 2013
 - ▶ Look at nominee influence via external data e.g. box office
 - ▶ Download large amount of historical follower analysis
 - ▶ Analysis of twitter users the nominees follow