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Twitter: Politics vs. Entertainment

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## *Twitter: Politics vs. Entertainment*

By: Bryan Hill, Miranda Nielson and Jeremy McDaniel

The line that divides politics and entertainment is often very blurred. However, by using Twitter we can compare the trends of these two topics, to better understand what people are thinking about and how much they care about it. The questions we are going to ask are which topics appeared to have longer staying power on Twitter, and which had the most volume of tweets. In this case we compared Barack Obama and Osama Bin Laden, a political duo to Paola Bracho and Jimena Navarrete who were both popular trending topics on twitter during the beginning of this project.

To accurately analyze all the tweets during this certain time period, we had to use a website that could gather tweets and compare the different subjects. In this case we used a website called The Archivist. By searching the topics from above we were able to start collecting them on Wednesday, August 25 through Friday, August 27. The Archivist gathered all tweets related to the subjects during that time period and organized them into six different areas. They are Tweet Volume Over Time, Top Users, Tweet vs. Retweet, Top Words, Top Urls, and Source. Using these different areas we were able to determine results that were consistent for all our subjects.

### **Subjects**

The tweets about Barack Obama were all very political in general. All of them had something to do with him being president and the ongoing war in Afghanistan. Tweets about Osama Bin Laden usually dealt with terrorism and his role in Al Qaeda. Recently the tweets have been about how he is actually a U.S. CIA agent. Jimena Navarrete's tweets were pretty much all in Spanish. Since she just won the Miss.

Universe 2010, most of them were congratulatory and talking about Mexican beauty. Most of the tweets about Paola Bracho were also in Spanish. Her tweets were mostly about a Mexican TV show, since she is a character on it.

### Results

Results coming from these comparisons showed very specific trends between the two political examples and entertainment examples. It showed that the political trends maintained a steady amount of tweets throughout the study, while the entertainment examples spiked on one day then decreased rapidly following that day.

Paola and Jimena both had more tweets than Osama and Barack on Wednesday, but the number of tweets for both of them declined steadily towards the weekend, while Barack and Osama's tweets maintained a steady amount. Numbers also indicated this same result for the whole time period Barack Obama had 3,771 tweets while Paola Bracho had 1,249 and Jimena Navarrete had 2,955. On Wednesday August 25, Barack had 501 tweets while Jimena and Paola had 520 and 510 tweets, Osama only had 160. But Osama's final count was 3,000 tweets.

These results prove that politics is always popular on Twitter and maintain a steady amount of tweets. Entertainment on the other hand has large spikes of tweets and then rapidly declines in volume.

-These Statistics are available online at the University Digital Libraries.

-Numbers

Barack Obama	3,771
Osama Bin Laden	3,000
Jimena Navarrete	2,955

Paola Bracho	1,249
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