



University of Illinois  
at Urbana-Champaign

# Social Media Analytics for All

Joe Yun and Nick Vance  
Of Technology Services



ILLINOIS  
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

# Who Are We?

## **Nick Vance**

- Social Media Specialist  
University of Illinois
- B.A. Communication
- M.S. Information Science:  
Socio-Technical Data  
Analytics

## **Joe Yun**

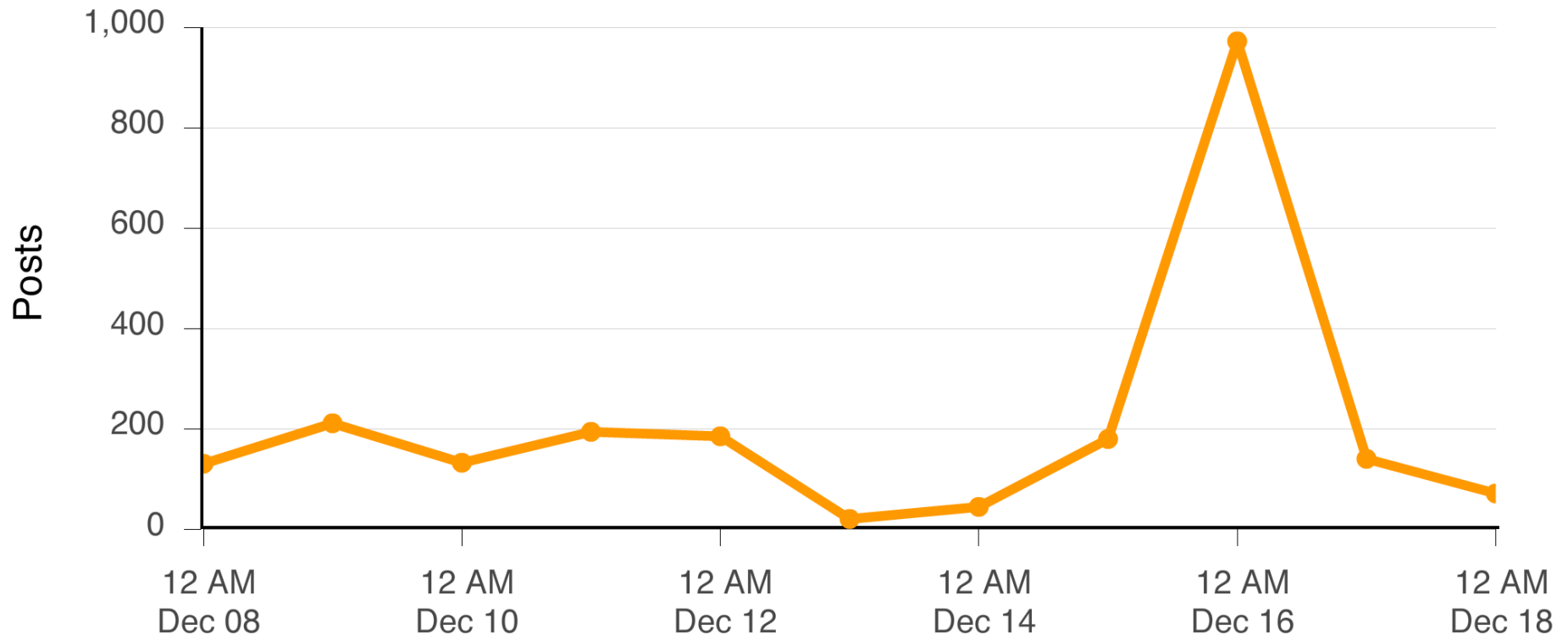
- Social Media Analytics  
Leader University of Illinois
- B.S. Computer Science
- M.S. Advertising
- Ph.D. Informatics(in  
progress)
- Currently researching  
computation of brand  
personality via social media



# Crimson Hexagon

- Social Media
- Blogs
- Reviews
- Website Comments
- News
- Forums

# Marketing Success



@illinois\_alma

radian6

tweeted #whilesupplieslas...  
right bring floor  
chocolate grainger  
ike studying delivered  
thanks cocoa  
study hot hall dogs  
library thank room love  
deliver tonight free  
ugl building hey finals  
campus guys chocolates

Going beyond  
“What’s should we post next?”

Need for Change





**FemmeFatalé**

@NurrBurr

Follow

It's harder to join IllinoisNet than it is to join a sorority

11:50 PM - 7 Sep 2015

1



**KATIE GOT BANDZ**

@KatieeOfficial

Follow

How am I expected to turn in my online assignments when I can't even connect to the wifi?¿ like wtf U of I

10:23 PM - 17 Sep 2015



**Nicole Brożyna**

@nicolebrozyna

Update: U of I wifi still sucks

11:00 PM - 14 Sep 2015

1 2



**Star**

@stavroulaa

Follow

If IllinoisNet could be murdered I would murder it

9:22 PM - 23 Sep 2015

1



**Lily Katz**

@KatzGame

Follow

Illinoisnet, it would be greatly appreciated if you could move slightly faster than a drunken snail's pace.

12:08 PM - 9 Sep 2015

1 1



**Tiffany Byrne**

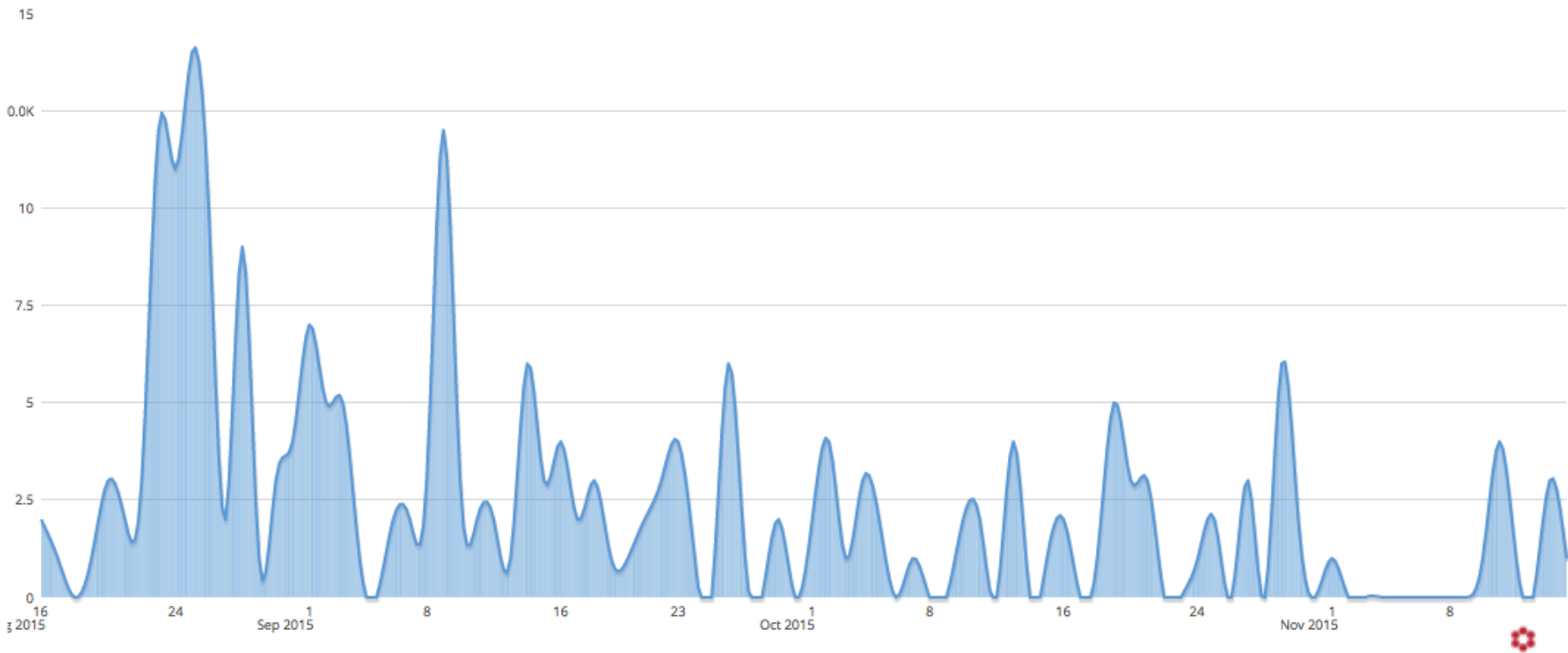
@tiffany\_byrne

Uiuc, your wifi is killing me! 🕒🕒🕒😡

8:41 AM - 22 Sep 2015

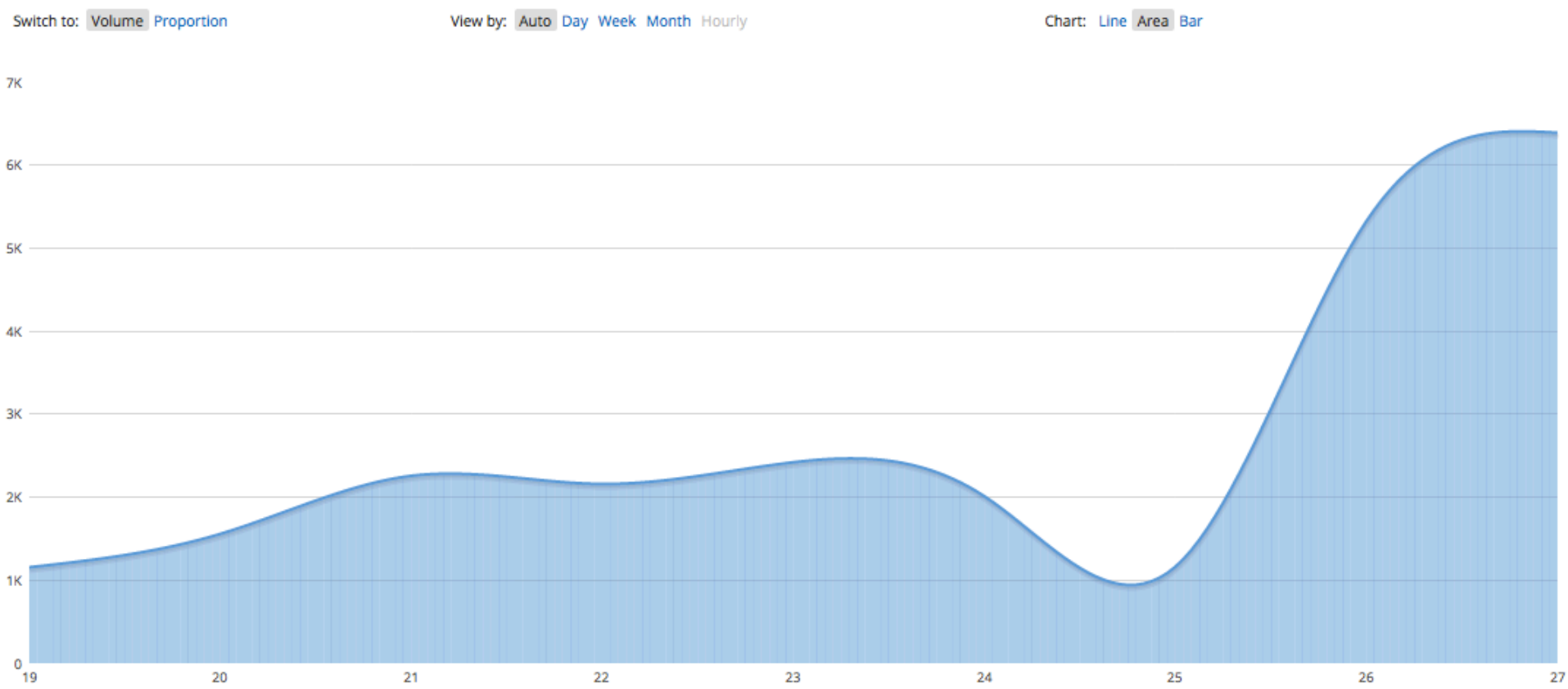
3

# Wifi Complaints



# Responding to Crises

# Illinois Posts



**P A R E N T A L**

**A D V I S O R Y**

**E X P L I C I T   C O N T E N T**

@sallmaq saying race today @insidehighered  
email people aren't wait there's  
check @afminik cold @suey\_ park holes  
hilarious attacks it's sexism school guess  
silly red read constructive bitch names let guys feel mad can't thinking  
probably hand racist illinois like lion anti  
moving support never want asian ppl you've children  
making find #fuckphyllis put  
faces mean cause tears niu i'm oak sad hey call yo victimized  
university phyllis class skip  
community ever come wind felt hate person  
respond must first try last fact @buzzfeed we're  
social none tweets lets walk life uiuc assholes  
hashtag snow tag racism racial  
#eatme won't stop i'll wow amount  
denied wise chancellor  
note original sexist via don't smart that's leather  
weather right real fun didn't great love  
frostbite down ashamed wise's phd you're hope @beyonce  
petition online work between better



uckeanspongebobcircleanants



**Andrea Garcia-Vargas**

@AGVwrites

 Follow

Being angry at having to walk in the cold doesn't make it okay for you to say racist and sexist things about a human being [#FuckPhyllis](#)

11:26 PM - 26 Jan 2014

  26  30



RT @jasdye Hey, if you stay home, Uofl students - and that's okay- maybe educate yourself on this: Ethnic/Racial Slurs Are Never OK [#fuckphyllis](#)

— Laura Elizabeth (@layfink) [Jan 27, 2014](#)



**Cam Christiansen**

@theReal\_CamC

 Follow

Shoutout u of I for keeping it classy [#fuckphyllis](#)

12:10 PM - 27 Jan 2014

   2



**Mikki Kendall**

@Karnythia

 Follow

People saying racist, sexist things about the UIUC chancellor in the [#FuckPhyllis](#) tag might want to read the Code of Conduct btw

12:12 AM - 27 Jan 2014

  26  35



**BuzzFeed** ✓

@BuzzFeed

Follow

After Being Denied A Snow Day, University Of Illinois Students Respond With Racism And Sexism [buzzfeed.com/regajha/after- ...](https://buzzfeed.com/regajha/after-...)



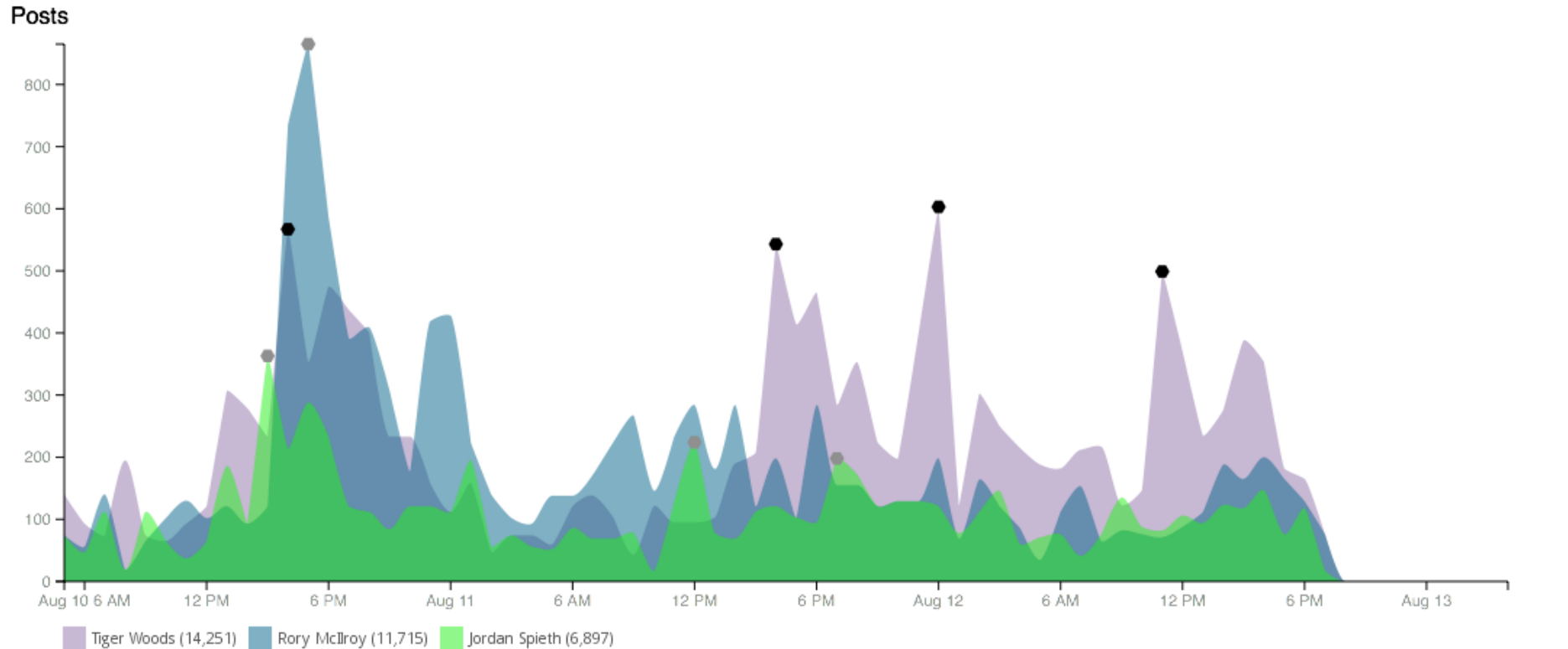
**After Being Denied A Snow Day, University Of Illinois Students Respond With ...**

When University Chancellor Phyllis Wise emailed the student body saying school would be in session on Monday, she became the target of racist and misogynistic ...

[buzzfeed.com](https://buzzfeed.com)

- What's happening?
- How did it happen?
- How should we respond?

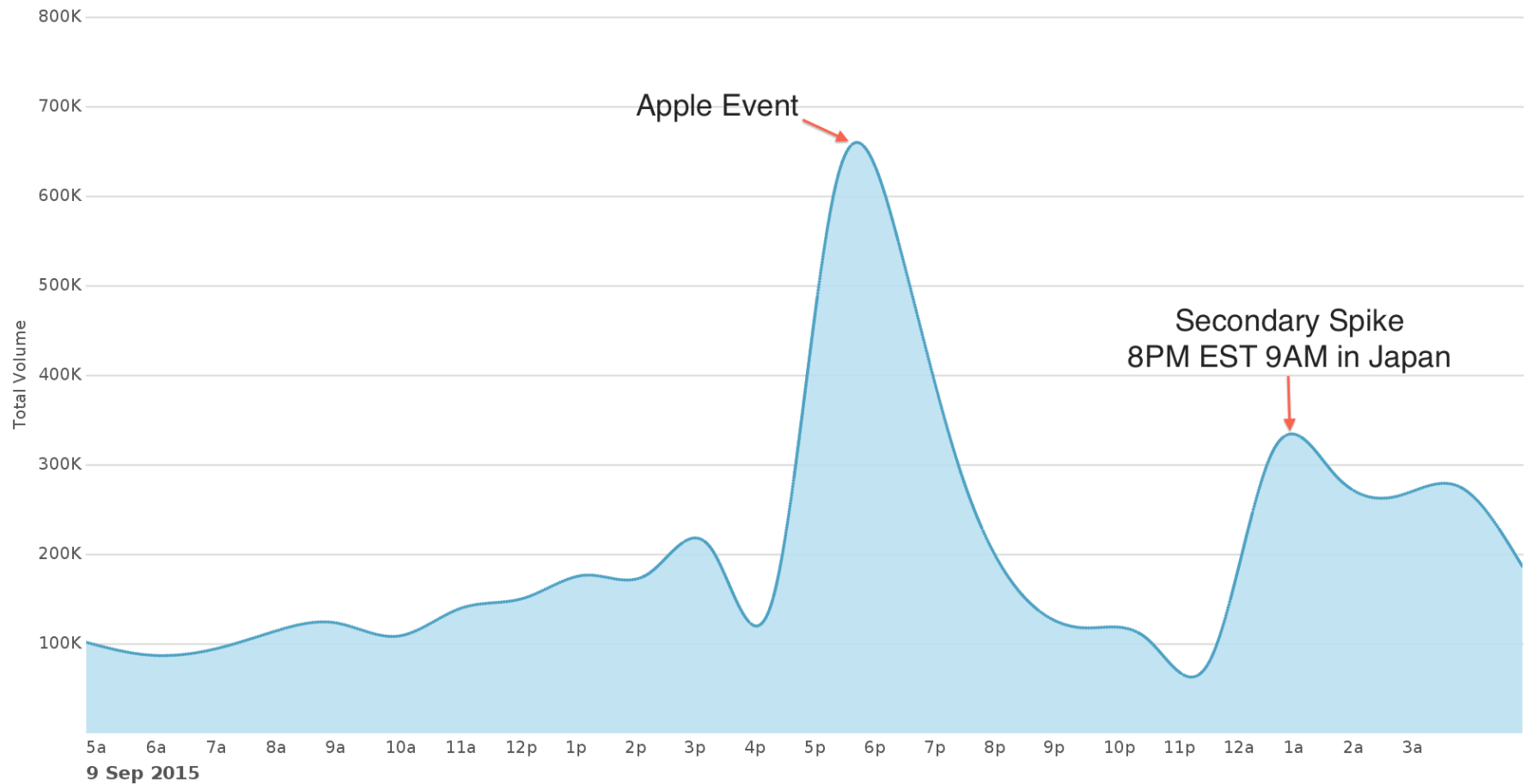
# PGA Championship Conversation



Leading up to the PGA Championship we tracked the conversations about the three most popular golfers on tour. We found that even with his poor play prior to the tournament Tiger Woods was still the most popular topic.

# Apple Growth in Asia

During their keynote event on Sep 9<sup>th</sup> Apple highlight their growth in Asian markets and the social media reaction to their iPhone 6s and iPad Pro announcements showed that trend

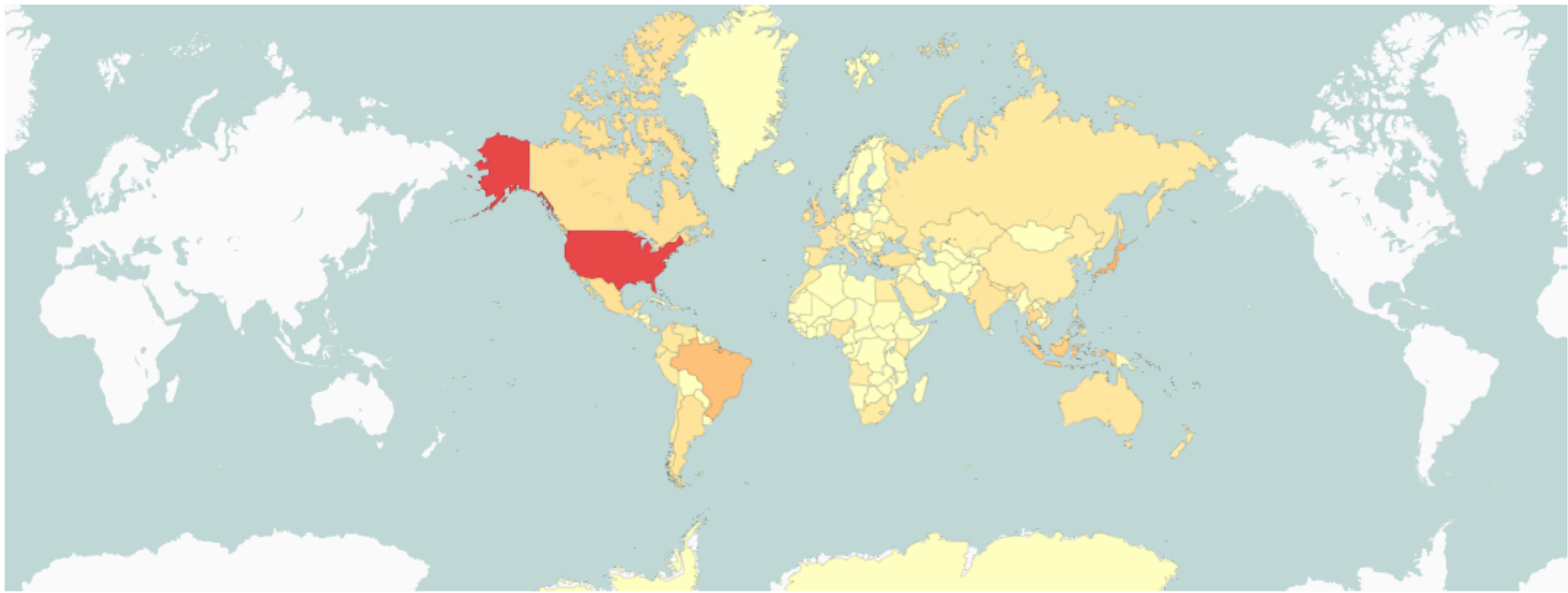


Apple Event — Volume from 9/9/15 to 9/9/15



Apple saw two major spikes in social media conversation about their products. The first was predictably during the announcements themselves. The second was around 7 hrs later and corresponded with morning in Asia and China.

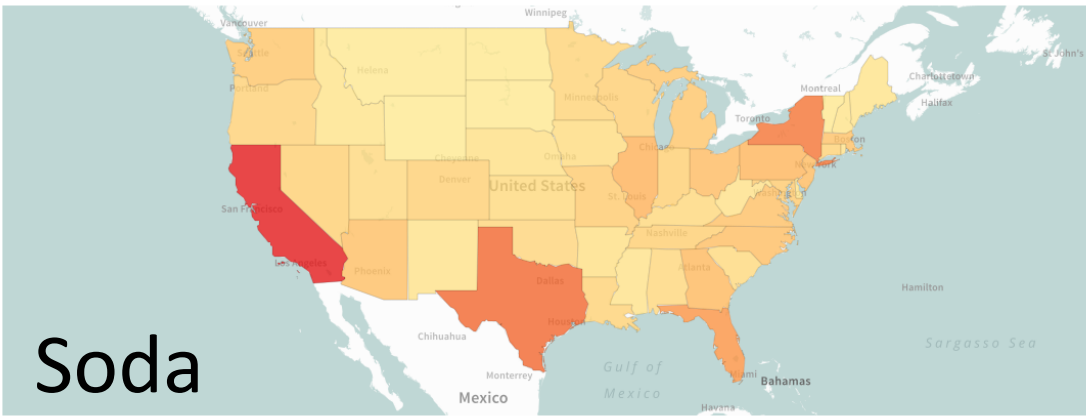




| # | Country                  | Posts ↓ | % of total |
|---|--------------------------|---------|------------|
| 1 | United States of America | 197455  | 44.87%     |
| 2 | Japan                    | 54369   | 12.36%     |

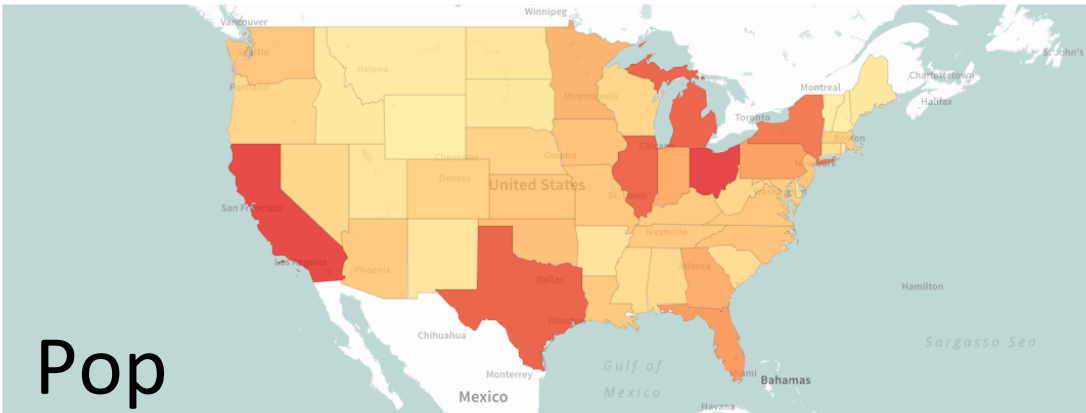
While only a small number of post are identifiable by geographic location that information also shows a 50% increase in the amount of traffic identified as originating in Japan during this timeframe and a small jump in Chinese traffic.

# Soda



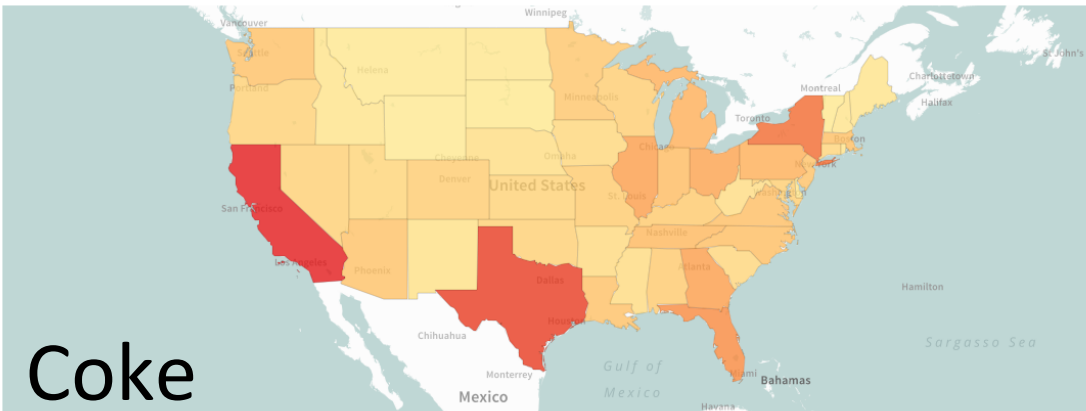
Coke, Soda, Pop: Soda — Map from 9/15/14 to 9/15/15

# Pop



Coke, Soda, Pop: Pop — Map from 9/15/14 to 9/15/15

# Coke



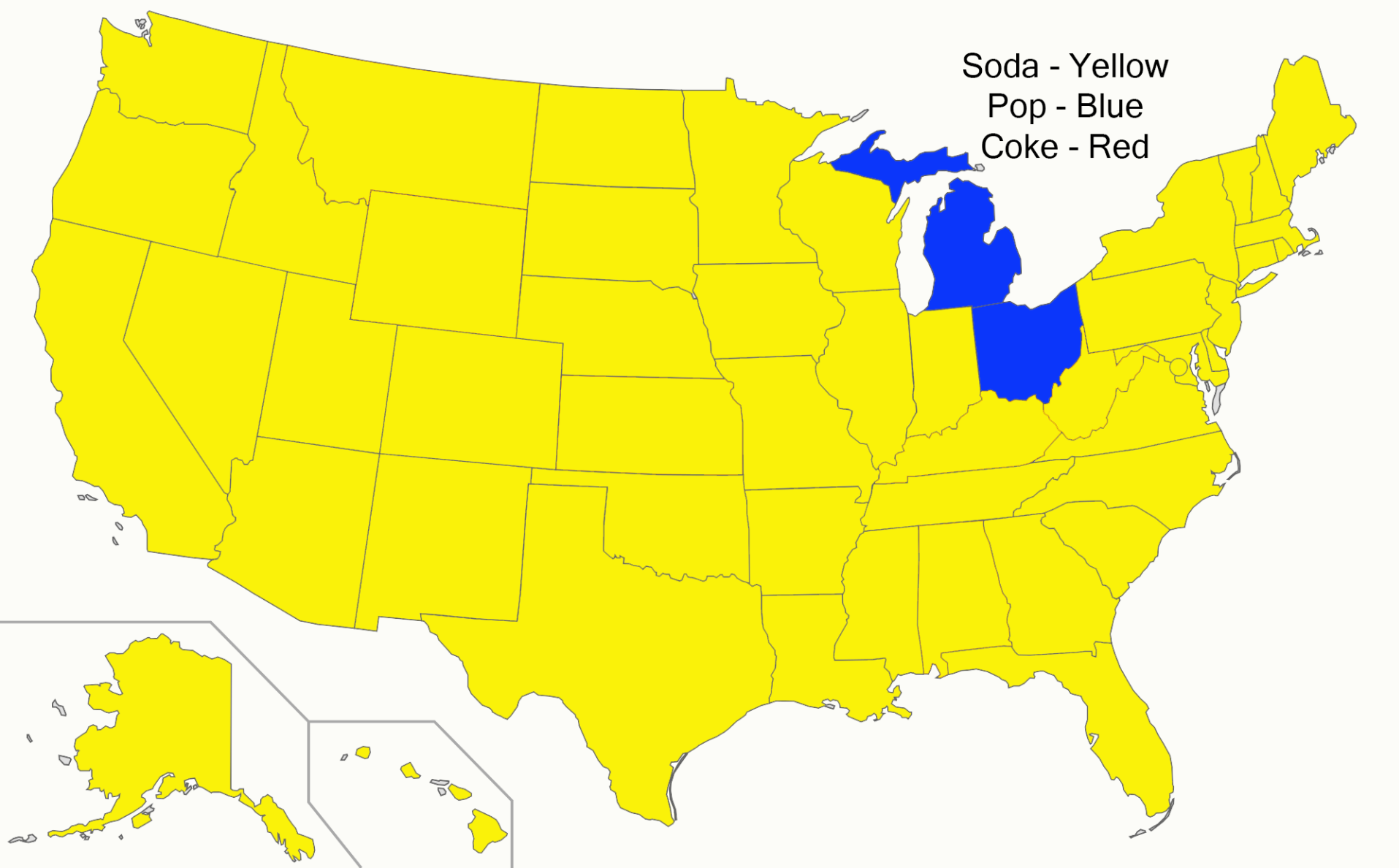
Coke, Soda, Pop: Coke — Map from 9/15/14 to 9/15/15

One of the great mysteries of life is what the true generic term for soda is. Soda, Pop and Coke all claim different portions of the country. These maps show where each of those words is used most often.

Frequency is obviously skewed toward higher population centers but pop shows a significant higher use in the Midwest over other areas.

\*The data for this and the next slide is from 9/15/14 – 9/15/15 on Twitter and only includes mentions of Soda, Pop or Coke in conjunction with a variation of the word drink.

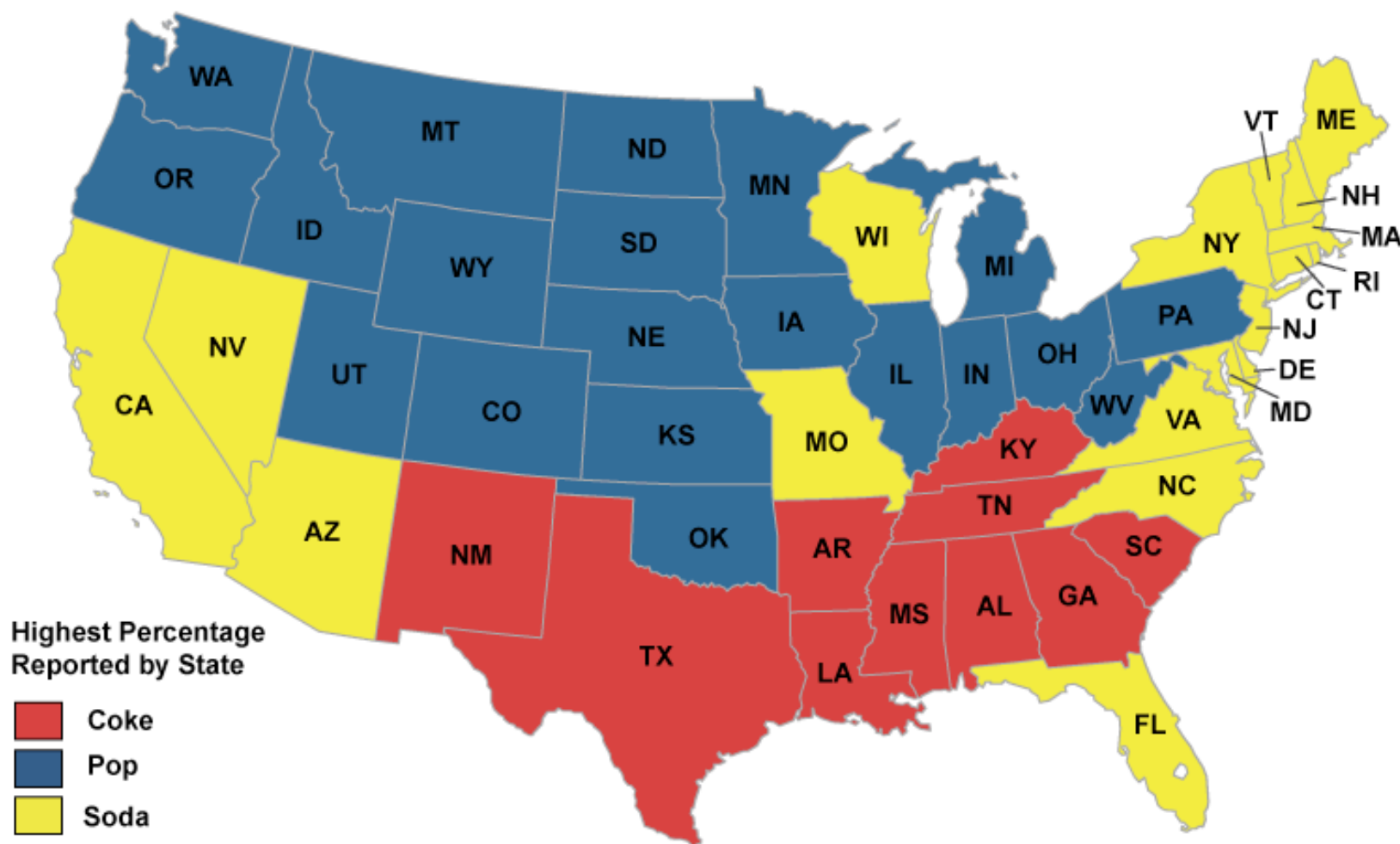




While the Midwest does show a higher than normal usage of the word pop in comparison to the rest of the country only Michigan and Ohio actually use it more than soda. Illinois was a closer to even but soda still came out on top.

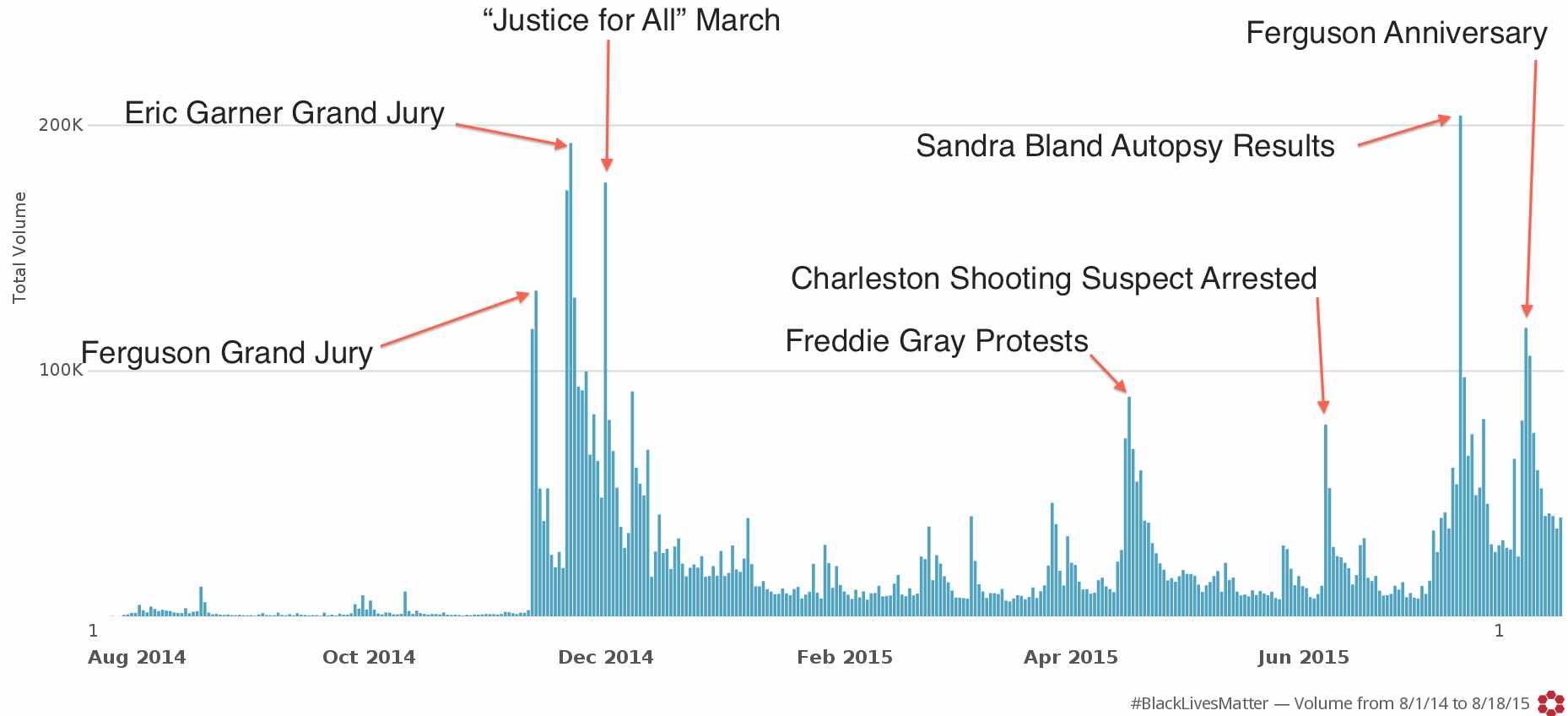
Our data varies greatly from the survey results collected by the website [popvssoda.com](http://popvssoda.com) which shows a much larger hold by the term pop and some states preferring coke as their generic term as well.

## Coke, Pop, or Soda? Popular Names by State



Data Source: Data from [www.popvssoda.com](http://www.popvssoda.com), boundaries from U.S. Census Bureau and generalized in MapShaper

# #BlackLivesMatter



The BlackLivesMatter Movement is frequently criticized for reacting before all the facts of situations can be investigated. The volume trends of their conversation on Twitter conflicts with this criticism as many of the major spikes correspond with releases of facts such as grand jury decisions or autopsy results.

How do I get in on this?

# Request Free Access

- [go.illinois.edu/UseSocialMediaAnalytics](http://go.illinois.edu/UseSocialMediaAnalytics)
- Web form to request access to the system
- 1 monitor/search for 1 month
- Do it yourself

# Paid Access

- [go.illinois.edu/UseSocialMediaAnalytics](http://go.illinois.edu/UseSocialMediaAnalytics)
- \$1,500 per search monitor per year
- Allows unlimited search changes and access
- Only way to have constant tracking

# Request a Report

- Trial Program
- Email [npvance2@illinois.edu](mailto:npvance2@illinois.edu)
- Reports can be
  - general conversation
  - audit of your brand
  - campaign tracking
- Might be “officially” offered later

Questions?