



Paul Zahn

@IAMPaulZahn

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How many @tide pods will #TomBrady eat tonight to numb the pain? #SuperBowl



7:15 PM - 4 Feb 2018

1 Retweet 4 Likes



1

4




ANALYZING TWITTER TITTERS ABOUT



PODS DURING SUPER BOWL LII

KEN BLAKE, PH.D.

“An hour and 20 listening
to an old guy in a sweater
vest and grandpa glasses
lecture about math.” 

It's possible you don't hate *math*



... just the way you were taught to *do* math.

Because you probably were taught to *do* math ...



... the way people *did* math before *computers*.

Taraji P. Henson, portraying 1962 NASA “computer” Katherine G. Johnson in “Hidden Figures.”

Missed votes in Congress - Excel

File Home Insert Page Layout Formulas Data Review View ACR

Clipboard Font Alignment

A1 Chamber

	A	B	C	D	E			
1	Chamber	Name	Party	State	TotalVotes	MissedVotes	Pct. Missed	Notes
2	House	Diane Black	R	TN	792	66	8.3%	Running for governor.
3	House	Marsha Blackburn	R	TN	792	35	4.4%	Running for Senate.
4	House	Scott DesJarlais	R	TN	792	34	4.3%	
5	Senate	Lamar Alexander	R	TN	361	20	5.5%	
6	House	John J. Duncan Jr.	R	TN	792	16	2.0%	Announced retirement on Ju
7	Senate	Bob Corker	R	TN	361	12	3.3%	Announced retirement on Se
8	House	Phil Roe	R	TN	792	5	0.6%	
9	House	David Kustoff	R	TN	792	4	0.5%	
10	House	Jim Cooper	D	TN	792	4	0.5%	
11	House	Steve Cohen	D	TN	792	3	0.4%	
12	House	Chuck Fleischmann	R	TN	792	1	0.1%	
13								
14								

Sheet1 Sheet2 Sheet3 Sheet4

Ready 150%

... and let (digital) computers do the math.

Solve

Problem:

Solve $x + y = 7$

Steps:

I will try to solve

$x + y = 7$;

Step: Solve

$x + y + -y = 7 + -y$

$x = -y + 7$

Step: Substi

$x + 2y = 11$

$-y + 7 + 2y = 11 + -y$

$y + 7 = 11 - y$

$y + 7 + -7 = 11 - y + -7$

$y = 4$

Step: Substi

$x = -y + 7$

$x = -4 + 7$

$x = 3$ (Sim

Answer:

$x = 3$ and $y = 4$

Learn to think mathematically, and you'll realize that it's easy ...



... and that people who don't know it's easy will pay you gobs of money to do it for them.

Wizard Step 1

Projects in C:\Users\KBlake\Downloads\moz_data\

Enter new project name here: [New project help](#)

Start New Project Import Data

Tide Tweets Only - Excel

1	Label	EntryID	Published	Content(Blank)	E	F	G	H	I	J	K	L
2	%23Super	9.6E+17	Sun Feb 04	My mother would have beaten my ass if I would hav		Pods	Eat	Geo	Source	AuthorNar	AuthorURI	Language
3	%23Super	9.6E+17	Sun Feb 04	A new #superbowl tradition: Tide Pod cookies!! #tid		"Pods"	"Eat"	null	<a href="h	I am right	stevewillen	
4	%23Super	9.6E+17	Sun Feb 04	Throw back to last year - Traktor, Tide and Terry too		"Pods"	No "Eat"	null	<a href="h	Rich Brook	therichbro	
5	%23Super	9.6E+17	Sun Feb 04	RT @EventideBrewing: Our #SuperBowl party is gett		No "Pods"	No "Eat"	null	<a href="h	BATTUNG	BattlingStie	
6	%23Super	9.6E+17	Sun Feb 04	RT @Michael77539: If the Patriots win the #SuperBo								
7	%23Super	9.6E+17	Sun Feb 04	Forget Tide Pods, walk into a WaWa in or near #Phila								
8	%23Super	9.6E+17	Sun Feb 04	RT @Social_Mime: Forget Tide Pods, walk into a Wa								
9	%23Super	9.6E+17	Sun Feb 04	RT @Michael77539: If the Patriots win the #SuperBo								
10	%23Super	9.6E+17	Sun Feb 04	More #superbowl commercials leaked! We can't wai								
11	%23Super	9.6E+17	Sun Feb 04	RT @toddschnitt: At our #SuperBowl party, I'm secre								
12	%23Super	9.6E+17	Sun Feb 04	@vitaleventide The jokes write themselves☹️😄 #Ky								
13	%23Super	9.6E+17	Sun Feb 04	RT @ROSSETTIdesign: Retweet if you think Super Bo								
14	%23Super	9.6E+17	Sun Feb 04	RT @BamaBo17: What's everybody doing for the #St								
15	%23Super	9.6E+17	Sun Feb 04	RT @ROSSETTIdesign: Retweet if you think Super Bo								
16	%23Super	9.6E+17	Sun Feb 04	I agree with what a friend said yesterday as we talke								
17	%23Super	9.6E+17	Sun Feb 04	@UnlimitedTide Wait till one gets sued for the cost								
18	%23Super	9.6E+17	Sun Feb 04	RT @Michael77539: If the Patriots win the #SuperBo								
19	%23Super	9.6E+17	Sun Feb 04	Hosting my first ever #SuperBowl party tonight, and								
20	%23Super	9.6E+17	Sun Feb 04	Breaking News: Tom Brady just mistakenly ate a Tide								

Two tools: **Mozdeh**, free software for capturing Twitter content, and ...

... Microsoft **Excel 2016** (Windows 10).

Wizard Step 1

Projects in C:\Users\KBlake\Downloads\moz_data\

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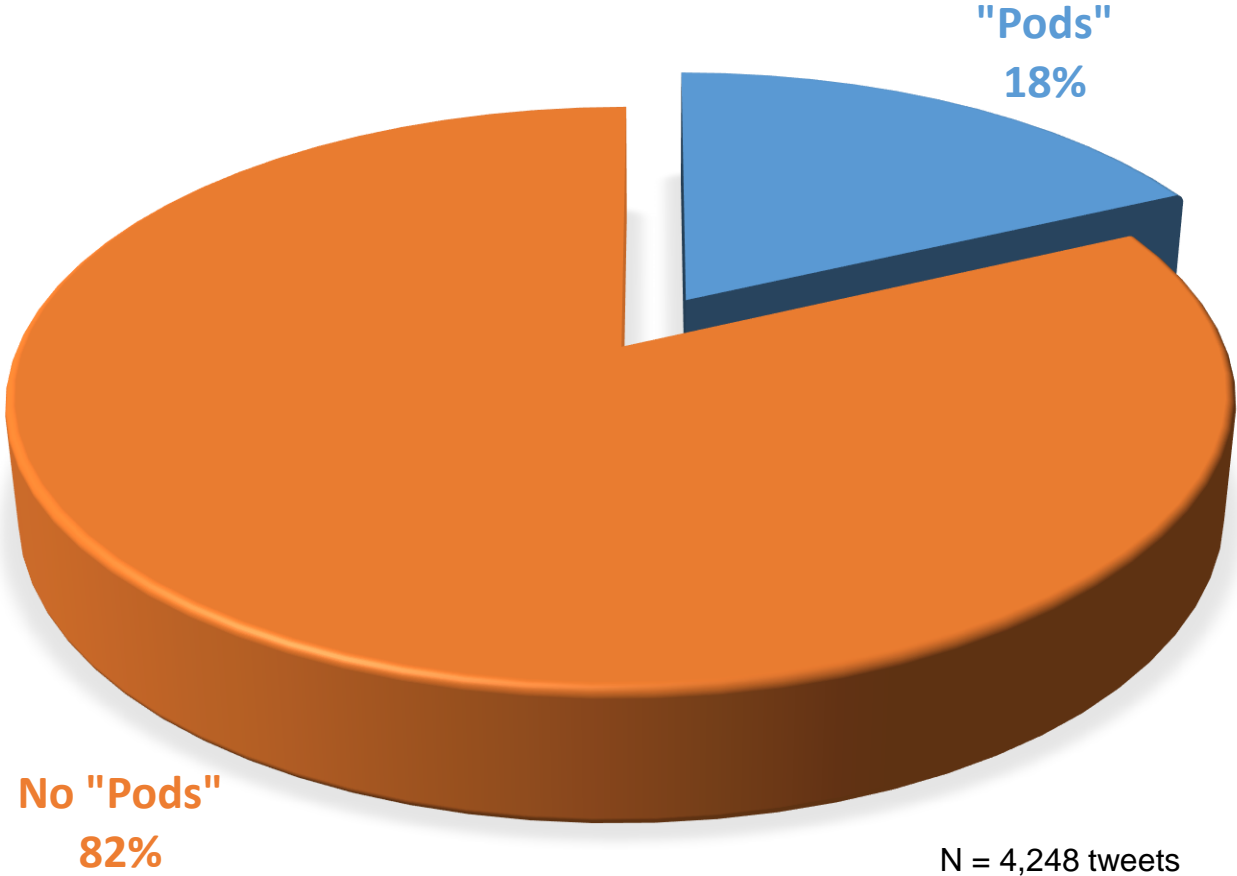
Start New Project Import Data

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%23Super	9.6E+17	Sun Feb 04	Throw back to last year - Traktor, Tide and Terry too	No "Pods"	No "Eat"	null	<a href="h RATTUNG	RattlingStie		
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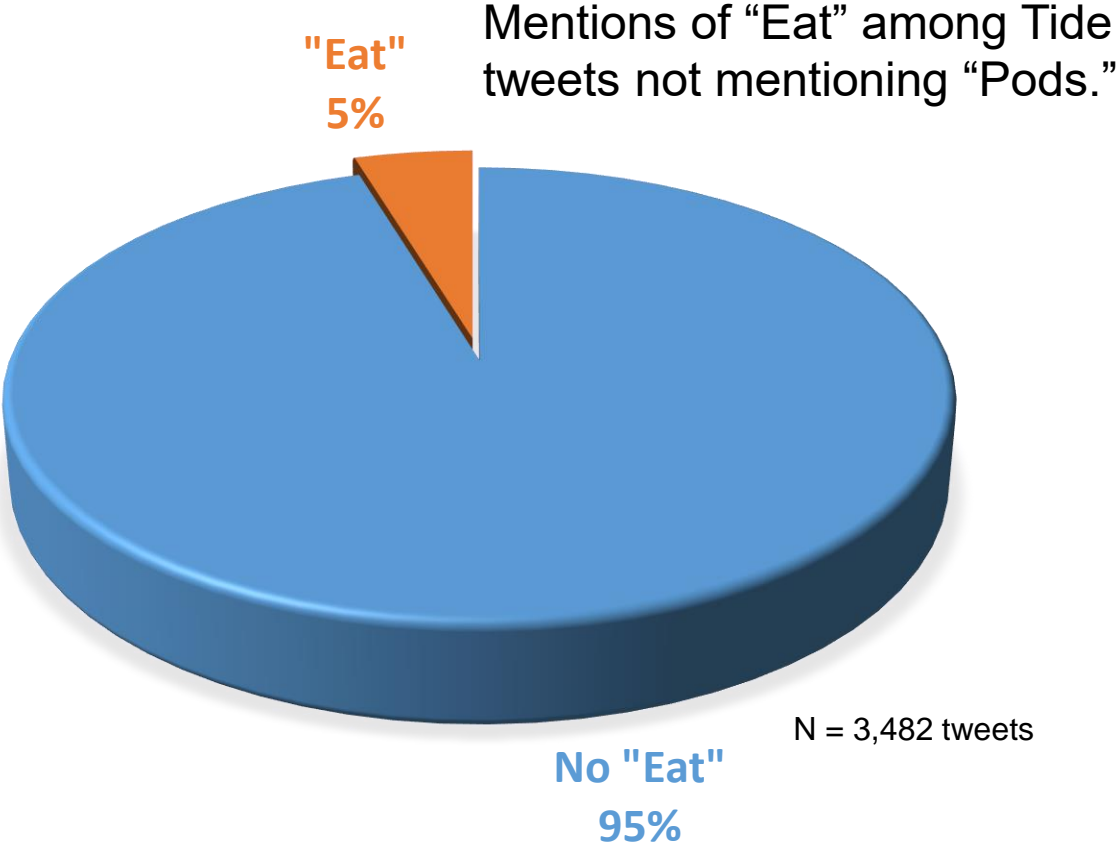
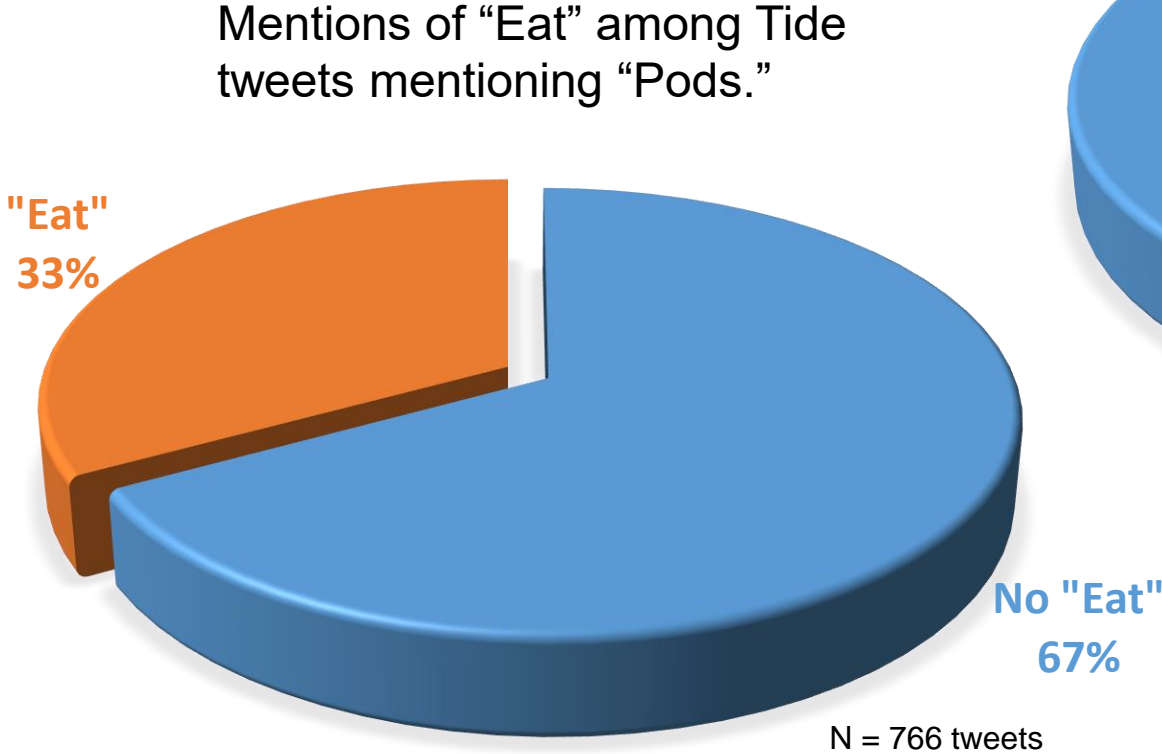
Data: 4,248 tweets including “Tide,” filtered from 427,707 #SuperBowl tweets captured 3:30-10:30 p.m. on Superbowl night.

Four key findings:



About 1 in 5 tweets mentioning "Tide" also mentioned "Pods." Not awesome news for Tide, but it could have been worse.

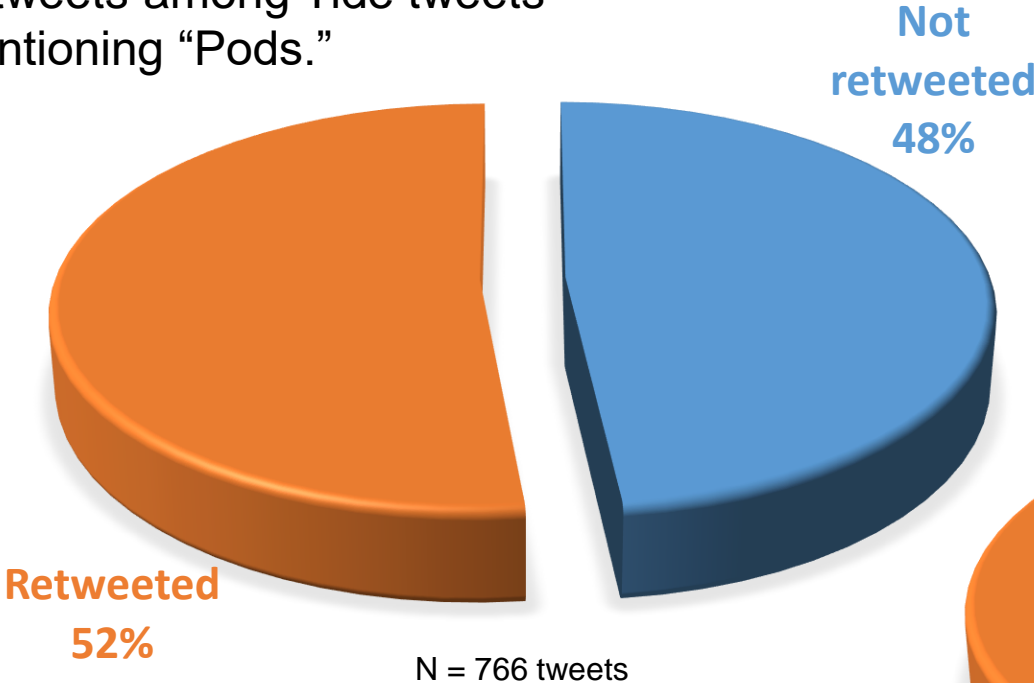
Four key findings:



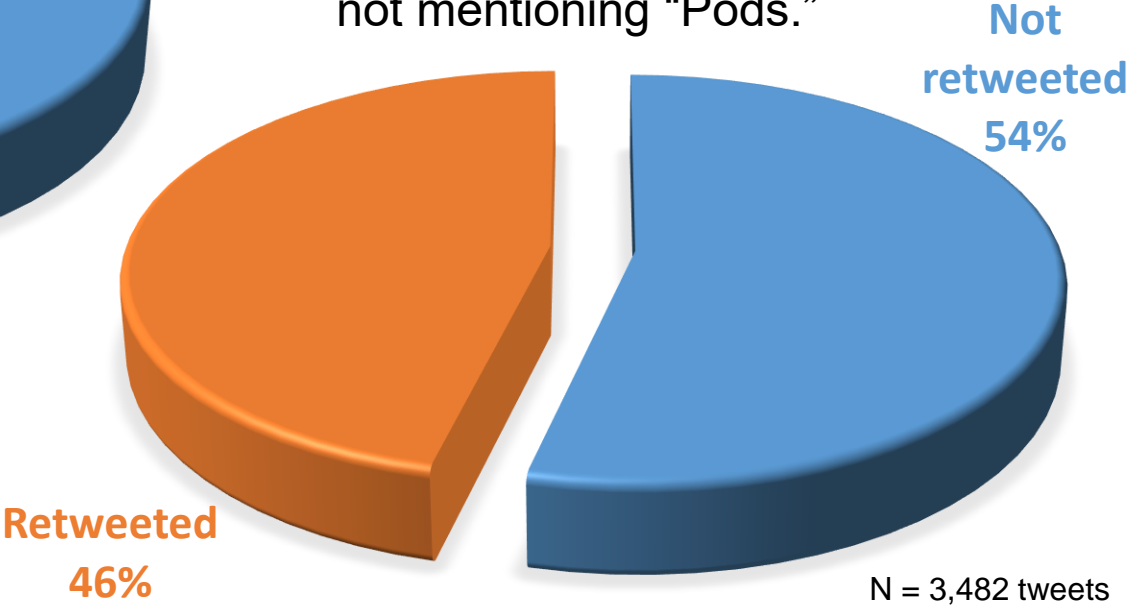
“Tide” Tweets that mentioned “Pods” also tended to mention some version of “Eat,” but most mentioned neither idea.

Four key findings:

Retweets among Tide tweets mentioning "Pods."



Retweets among Tide tweets not mentioning "Pods."

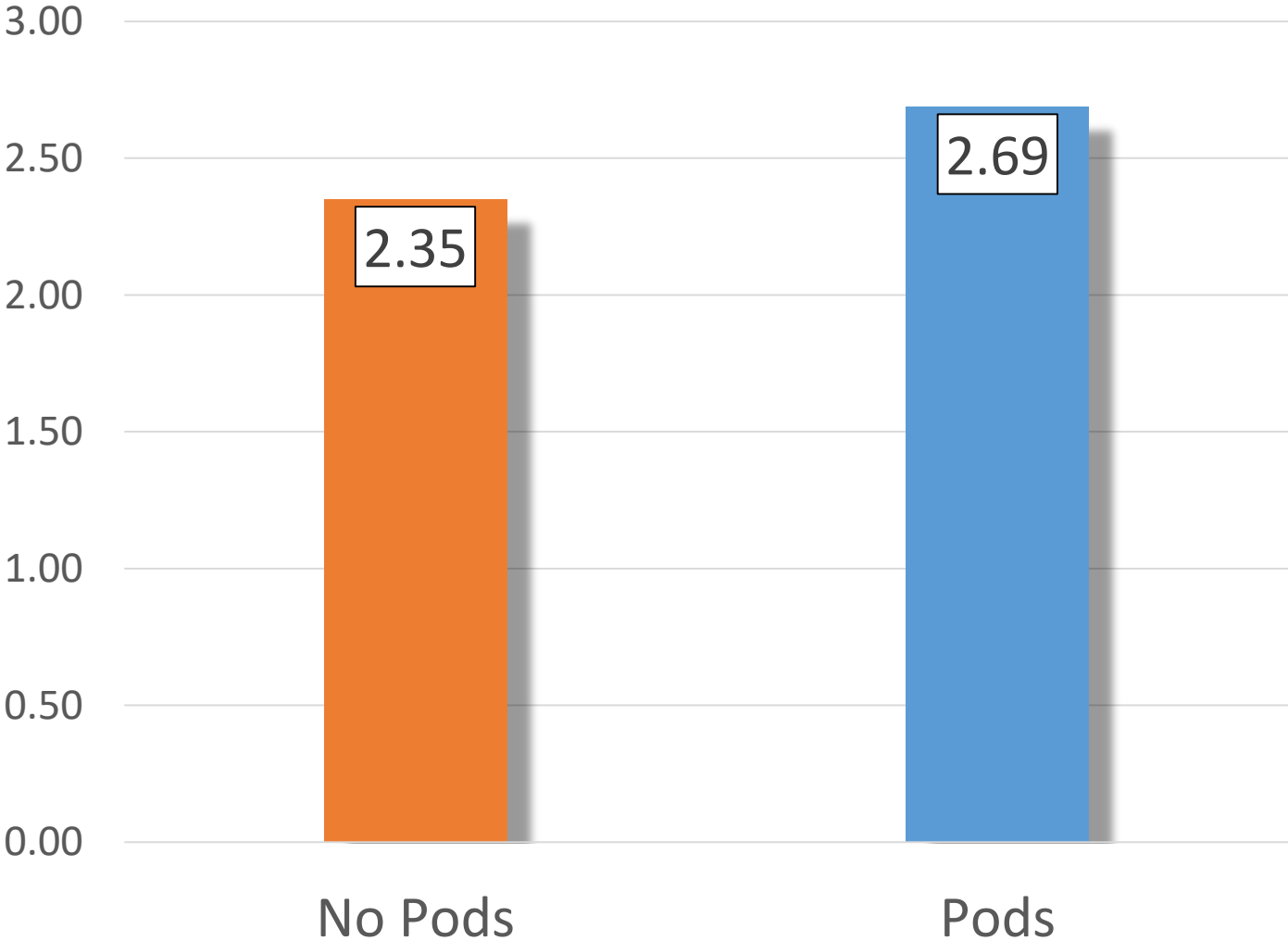


Retweeting was marginally more common among the minority of "Tide" tweets mentioning "Pods."

Four key findings:

Specific tweets mentioning “Pods” got retweeted about as many times on average as specific tweets not mentioning “Pods,” largely due to the popularity of a single “No Pods” tweet.

Average retweets, by tweet type



Steps:

- **Get the tweets**
- **Import & format**
- **Filter for “Tide” tweets**
- **Filter for “Pods” tweets**
- **Count “Pods” tweets**
- **Count “Pods & Eat” tweets**
- **Is “Pods & Eat” random?**
- **Retweeted or not?**
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Collect data for new project

Click on a project to select it - or enter a new project name above

Subprojects defined by lists of selected ITEMS

- #BlackLivesMatter
- #debate_third_debate
- #InaugurationDay
- #SuperBowl
- #TrumpTapes
- #VPDebate
- #VPDebate_live
- @HillaryClinton
- Second Debate
- SecondDebateV2
- vocabularies
- VPDebate_live2

Subprojects defined by lists of selected FEEDS

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Quit

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Alignment: Left, Center, Right, Justify, Indent, Decrease Indent, Increase Indent, Merge & Center

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Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

A1

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A1 Label

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Label	EntryID	Published	Content(E	Geo	Source	AuthorNa	AuthorUR	Language	Retweets	Timezone	FavoriteC	UserFollo	UserStatusesCount						
2	%23Super	9.6E+17	Sun Feb 0	It's snowi	null	<a href="r	Amy Lutz	amylutz4	en	0	Central Ti	12174	14086	1438						
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5	%23Super	9.6E+17	Sun Feb 0	RT @BVB:	null	<a href="r	-Chris93-	Chris9304	en	77	null	381	11	68						
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TwitterSearches_Tweets

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Tours

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Column

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Loss

Sparklines



Slicer



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Filters

Hyperlink
Links

Text

Equation
Symbol

Symbols

A1 Label

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
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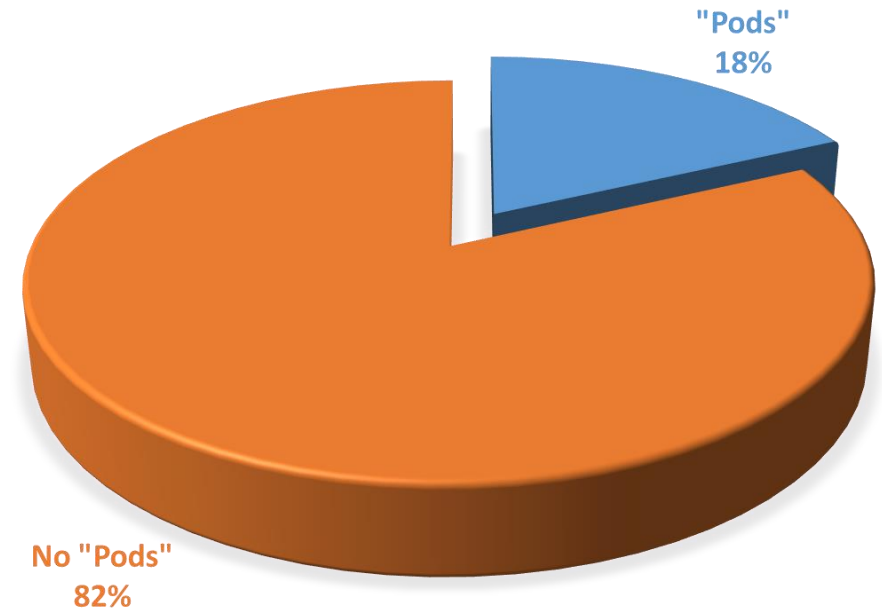
Sheet1

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Forecast



Group



Ungroup

Outline



Data Analysis

Analysis

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Pods

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Label	EntryID	Published	Content(B		Pods	Geo	Source	AuthorNa	AuthorUR	Language	Retweets	Timezone	FavoriteC	UserFollo	UserStatusesCount			
2	%23Super	9.6E+17	Sun Feb 0	My mothe		"Pods"	null	<a href="f	I am right	stewelawi	en	0	Quito	291	371	226			
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6	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	null	<a href="f	Daniel D.	OtherDan	en	5	null	1390	90	709			
7	%23Super	9.6E+17	Sun Feb 0	Forget Tid		"Pods"	null	<a href="f	Dan R	Social_Mii	en	1	America/t	69665	11397	78342			
8	%23Super	9.6E+17	Sun Feb 0	RT @Socia		"Pods"	null	<a href="f	cat rodele	mediacon	en	1	Central Ti	28696	706	13814			
9	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	null	<a href="f	becky w/ i	tealofapp	en	6	Eastern Ti	17765	1241	12902			
10	%23Super	9.6E+17	Sun Feb 0	More #sup		No "Pods"	null	<a href="f	Marketing	MktgEvolu	en	0	Eastern Ti	1026	830	1071			
11	%23Super	9.6E+17	Sun Feb 0	RT @todd		"Pods"	null	<a href="f	Diamond .	ItsDiamor	en	2	Pacific Tin	3517	140	7703			
12	%23Super	9.6E+17	Sun Feb 0	@vitaleve		No "Pods"	null	<a href="f	Foolius Ca	VAsSuper	en	0	Quito	4171	1602	44006			
13	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	null	<a href="f	OSTadium	OSTadium	en	1	Paris	10	229	3239			
14	%23Super	9.6E+17	Sun Feb 0	RT @Bama		No "Pods"	null	<a href="f	BRAZO	DaveBrazc	en	4	Central Ti	4200	553	3228			
15	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	null	<a href="f	caouecs	caouecs	en	2	Bern	130	65	1430			
16	%23Super	9.6E+17	Sun Feb 0	I agree wi		No "Pods"	null	<a href="f	Mary Bre	MFBinNYC	en	0	Eastern Ti	8723	2187	2405			
17	%23Super	9.6E+17	Sun Feb 0	@Unlimit		No "Pods"	null	<a href="f	Not As Ma	AuburnCh	en	0	Eastern Ti	16221	2557	47637			
18	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	null	<a href="f	Thomas D	regulataw	en	7	Eastern Ti	4264	151	6804			
19	%23Super	9.6E+17	Sun Feb 0	Hosting m		"Pods"	null	<a href="f	Pundamei	Pundamei	en	0	America/t	4	90924	24143			
20	%23Super	9.6E+17	Sun Feb 0	Breaking f		"Pods"	null	<a href="f	Beer Baro	BeerBaror	en	0	Pacific Tin	13060	463	24770			
21	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	null	<a href="f	R Waddle	bdub724	en	3	null	1948	40	637			
22	%23Super	9.6E+17	Sun Feb 0	@Marsha		No "Pods"	null	<a href="f	Beverley	BeverleyC	en	0	Eastern Ti	26688	18766	257263			
23	%23Super	9.6E+17	Sun Feb 0	I have a bi		"Pods"	null	<a href="f	edward.m	edwardm	en	0	null	100	19	950			

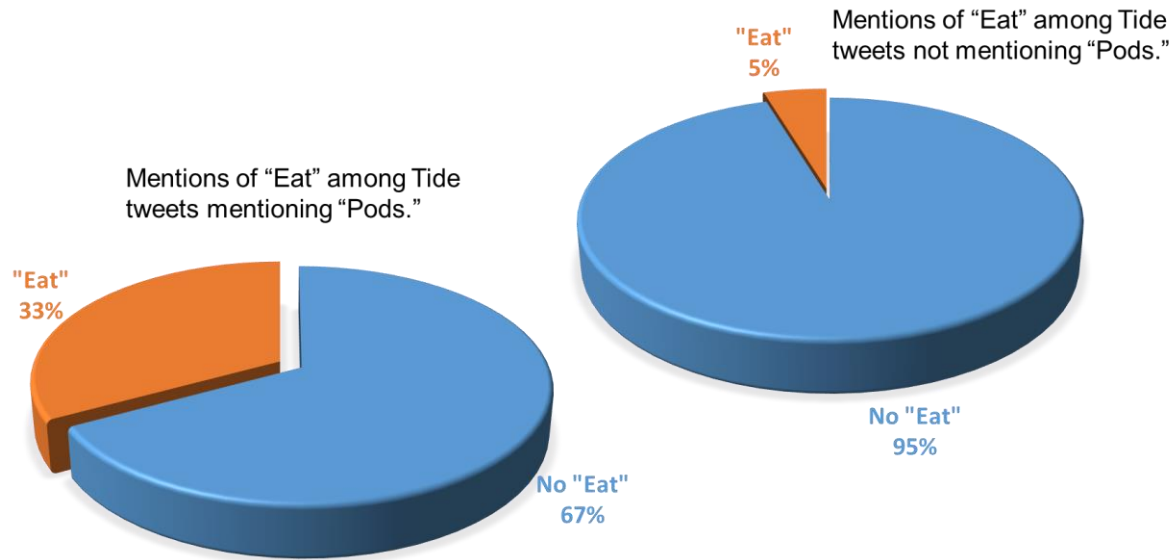
Sheet1



Steps:

- Get the tweets
- Import & format
- Filter for “Tide” tweets
- Filter for “Pods” tweets
- **Count “Pods” tweets**
- Count “Pods & Eat” tweets
- Is “Pods & Eat” random?
- Retweeted or not?
- Aggregate by tweet
- Compare retweet averages

Steps:



- **Count "Pods & Eat" tweets**
- Is "Pods & Eat" random?
- Retweeted or not?
- Aggregate by tweet
- Compare retweet averages

Tide Tweets Only - Excel

PivotTable Tools

File Home Insert Page Layout Formulas Data Review View ACROBAT Analyze Design Tell me what you want to do... Sign in Share

PivotTable Name: PivotTable2 Active Field: Pods

Options Field Settings Drill Down Drill Up

Group Selection Ungroup Group Field Group

Insert Slicer Insert Timeline Filter Connections Filter

Refresh Change Data Source Data

Clear Select Move PivotTable Actions

Fields, Items, & Sets OLAP Tools Relationships Calculations

PivotChart Recommended PivotTables Tools

Field List +/- Buttons Field Headers Show

A3 Row Labels

Row Labels	Count of Pods	Count of Pods2
"Pods"	766	18.03%
No "Pods"	3482	81.97%
Grand Total	4248	100.00%

PivotTable Fields

Choose fields to add to report:

Search

- Geo
- Pods
- Geo
- Source
- AuthorName
- AuthorURL

Drag fields between areas below:

FILTERS

COLUMNS
Σ Values

ROWS
Pods

VALUES
Count of Pods
Count of Pods2

Defer Layout Update UPDATE

Steps:

- Get the tweets
- Import & format
- Filter for “Tide” tweets
- Filter for “Pods” tweets
- Count “Pods” tweets
- **Count “Pods & Eat” tweets**
- Is “Pods & Eat” random?
- Retweeted or not?
- Aggregate by tweet
- Compare retweet averages

Steps:



Random variation: Why 10 pennies dumped onto a table aren't half heads and half tails every single time.

- Count “Pods & Eat” tweets
- **Is “Pods & Eat” random?**
- Retweeted or not?
- Aggregate by tweet
- Compare retweet averages

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Wrap Text

General

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TableCell
Styles

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Delete



Format



AutoSum



Fill



Clear

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FilterFind &
Select

Editing

A2 Count of Eat

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1																	
2	Count of Eat	Column Labels				Count of Eat	Column Labels										
3	Row Labels	"Pods"	No "Pods"	Grand Total	Row Labels	"Pods"	No "Pods"	Grand Total									
4	"Eat"	252	164	416	"Eat"	0.328981723	0.047099368	0.097928437									
5	No "Eat"	514	3318	3832	No "Eat"	0.671018277	0.952900632	0.902071563									
6	Grand Total	766	3482	4248	Grand Total	1	1	1									
7																	
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Sheet1

Raw data

Pods

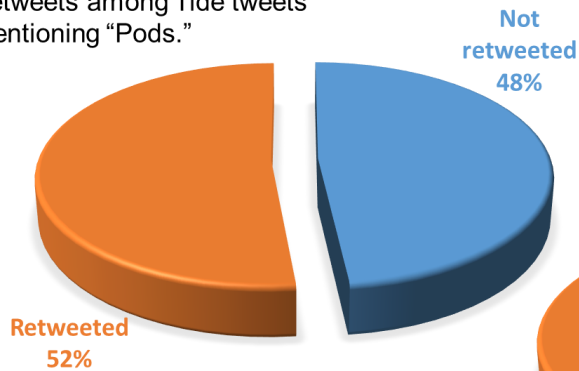


Steps:

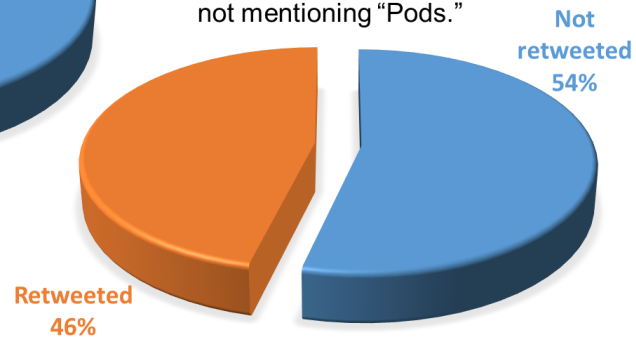
- Get the tweets
- Import & format
- Filter for “Tide” tweets
- Filter for “Pods” tweets
- Count “Pods” tweets
- Count “Pods & Eat” tweets
- **Is “Pods & Eat” random?**
- Retweeted or not?
- Aggregate by tweet
- Compare retweet averages

Steps:

Retweets among Tide tweets mentioning "Pods."



Retweets among Tide tweets not mentioning "Pods."



- Count "Pods & Eat" tweets
- Is "Pods & Eat" random?
- **Retweeted or not?**
- Aggregate by tweet
- Compare retweet averages

Clipboard: Paste, Copy, Cut

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Wrap Text, Merge & Center, Text Alignment, Orientation

Number: General, Currency, Percentage, Decimals

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

A15

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2	Count of Eat	Column Labels				Count of Eat	Column Labels									
3	Row Labels	"Pods"	No "Pods"	Grand Total		Row Labels	"Pods"	No "Pods"	Grand Total							
4	"Eat"	252	164	416		"Eat"	0.328981723	0.047099368	0.097928437							
5	No "Eat"	514	3318	3832		No "Eat"	0.671018277	0.952900632	0.902071563							
6	Grand Total	766	3482	4248		Grand Total	1	1	1							
7																
8	Count of Eat	Column Labels														
9	Row Labels	"Pods"	No "Pods"	Grand Total												
10	"Eat"	75.01318267	340.98682	416												
11	No "Eat"	690.9868173	3141.0132	3832												
12	Grand Total	766	3482	4248												
13																
14	7.7725E-125															
15																
16																
17																
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20																
21																
22																
23																

Steps:

- Get the tweets
- Import & format
- Filter for “Tide” tweets
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- Count “Pods & Eat” tweets
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- Aggregate by tweet
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Clipboard: Paste, Copy, Cut, Undo, Redo

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color, Paragraph Spacing, Bullets, Numbering, Merge & Center

Alignment: General, Text, Center, Right, Left, Indent, Decrease Indent, Increase Indent, Merge & Center

Number: \$, %, $1/100$, 0.00, 0.00

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

N1: Retweeted

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Label	EntryID	Published	Content(E		Pods	Eat	Geo	Source	AuthorNa	AuthorUR	Language	Retweets	Retweeted	Timezone	FavoriteC	UserFollo	UserStatusesCc	
2	%23Super	9.6E+17	Sun Feb 0	My mothe		"Pods"	"Eat"	null	<a href="	I am right	stewelaw	en	0	Not retweeted	Quito	291	371	226	
3	%23Super	9.6E+17	Sun Feb 0	A new #su		"Pods"	No "Eat"	null	<a href="	Rich Brook	therichbro	en	0	Not retweeted	Eastern Ti	3045	14002	37954	
4	%23Super	9.6E+17	Sun Feb 0	Throw bac		No "Pods"	No "Eat"	null	<a href="	RATTLING	RattlingSt	en	0	Not retweeted	London	1516	6062	3399	
5	%23Super	9.6E+17	Sun Feb 0	RT @Even		No "Pods"	No "Eat"	null	<a href="	D J Rockin	dannythie	en	1	Retweeted	Eastern Ti	45	62	157	
6	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	No "Eat"	null	<a href="	Daniel D.	OtherDan	en	5	Retweeted	null	1390	90	709	
7	%23Super	9.6E+17	Sun Feb 0	Forget Tid		"Pods"	No "Eat"	null	<a href="	Dan R	Social_Mi	en	1	Retweeted	America/T	69665	11397	78342	
8	%23Super	9.6E+17	Sun Feb 0	RT @Socia		"Pods"	No "Eat"	null	<a href="	cat rodele	mediacon	en	1	Retweeted	Central Ti	28696	706	13814	
9	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	No "Eat"	null	<a href="	becky w/	tealofapp	en	6	Retweeted	Eastern Ti	17765	1241	12902	
10	%23Super	9.6E+17	Sun Feb 0	More #sup		No "Pods"	"Eat"	null	<a href="	Marketing	MktgEvolu	en	0	Not retweeted	Eastern Ti	1026	830	1071	
11	%23Super	9.6E+17	Sun Feb 0	RT @todd		"Pods"	No "Eat"	null	<a href="	Diamond.	ItsDiamor	en	2	Retweeted	Pacific Tin	3517	140	7703	
12	%23Super	9.6E+17	Sun Feb 0	@vitaleve		No "Pods"	No "Eat"	null	<a href="	Foolius Ca	VASuper	en	0	Not retweeted	Quito	4171	1602	44006	
13	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	No "Eat"	null	<a href="	OStadium	OStadium	en	1	Retweeted	Paris	10	229	3239	
14	%23Super	9.6E+17	Sun Feb 0	RT @Bama		No "Pods"	No "Eat"	null	<a href="	BRAZO	DaveBraz	en	4	Retweeted	Central Ti	4200	553	3228	
15	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	No "Eat"	null	<a href="	caouecs	caouecs	en	2	Retweeted	Bern	130	65	1430	
16	%23Super	9.6E+17	Sun Feb 0	I agree wi		No "Pods"	No "Eat"	null	<a href="	Mary Bren	MFBinNYC	en	0	Not retweeted	Eastern Ti	8723	2187	2405	
17	%23Super	9.6E+17	Sun Feb 0	@Unlimit		No "Pods"	No "Eat"	null	<a href="	Not As Ma	AuburnCh	en	0	Not retweeted	Eastern Ti	16221	2557	47637	
18	%23Super	9.6E+17	Sun Feb 0	RT @Mich		"Pods"	No "Eat"	null	<a href="	Thomas D	regulataw	en	7	Retweeted	Eastern Ti	4264	151	6804	
19	%23Super	9.6E+17	Sun Feb 0	Hosting m		"Pods"	No "Eat"	null	<a href="	Pundamei	Pundamei	en	0	Not retweeted	America/T	4	90924	24143	
20	%23Super	9.6E+17	Sun Feb 0	Breaking f		"Pods"	No "Eat"	null	<a href="	Beer Baro	BeerBaror	en	0	Not retweeted	Pacific Tin	13060	463	24770	
21	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	No "Eat"	null	<a href="	R Waddle	bdub724	en	3	Retweeted	null	1948	40	637	
22	%23Super	9.6E+17	Sun Feb 0	@Marsha		No "Pods"	No "Eat"	null	<a href="	Beverley	BeverleyC	en	0	Not retweeted	Eastern Ti	26688	18766	257263	
23	%23Super	9.6E+17	Sun Feb 0	I have a bi		"Pods"	No "Eat"	null	<a href="	Edward m	edwardm	en	0	Not retweeted	null	100	19	950	

Raw data

Pods

Pods + Eat

Pods & retweeting



Steps:

- Get the tweets
- Import & format
- Filter for “Tide” tweets
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Tide Tweets Only - Excel

PivotTable Tools

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Clipboard Font Alignment Number Styles Cells Editing

Calibri 11 A A Wrap Text Merge & Center \$ % .00 .00 Conditional Formatting Format as Table Cell Styles Insert Delete Format AutoSum Fill Clear Sort & Filter Find & Select

A3 Row Labels

	A	B	C	D	E	F	G	H	I	J
1	Pods	No "Pods"								
2										
3	Row Labels	Max of Retweets								
4	RT @markiplier: But I think we can all agree that Tid	2038								
5	RT @IGN: Wow... we completely missed this amazir	238								
6	RT @totaldivaseps: I can't believe they let the #Sup	194								
7	RT @Adweek: How many Tide ads does this #Superf	130								
8	RT @LivingLikeLogic: Me trying to figure out if a cor	116								
9	RT @MarshaCollier: That indeed was quite a #TideA	116								
10	RT @DatguyUno69: Plot twist: The #SuperBowl is a T	84								
11	RT @JordanTeeth: Me watching every ad this #Supe	81								
12	RT @Adweek: Every ad is a Tide ad: Inside Saatchi a	73								
13	RT @NW44: The real winner of the #superbowl @tic	70								
14	RT @BroadcastingBri: Tide is winning the game. #Su	68								
15	RT @notsam: The only thing the #tidead thing is doi	63								
16	RT @rollbluetide: What really happened to The Self	61								
17	RT @SethPeders: Tide just co-opted every ad with s	57								
18	RT @OpTicDi3seL: It's already over. @tide has won t	57								
19	RT @BettyFckinWhite: That Tide commercial made r	48								
20	RT @TenthInningBall: An inside look at the marketi	44								
21	RT @ThamKhaiMeng: Are we supposed to call him t	40								
22	RT @theskimm: Why do they keep playing football i	38								
23	RT @debrahirbaum: Shouldn't @DavidKHarbour ge	38								

PivotTable Fields

Choose fields to add to report:

Search

- |
- Pods
- Eat
- Geo
- Source
- AuthorName
- AuthorURL

Drag fields between areas below:

FILTERS

Pods

COLUMNS

ROWS

Content(Blan...

VALUES

Max of Retwe...

Defer Layout Update UPDATE

Steps:

- Get the tweets
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- Filter for “Tide” tweets
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- Count “Pods” tweets
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- **Compare retweet averages**

Steps:

- **Get the tweets**
- **Import & format**
- **Filter for “Tide” tweets**
- **Filter for “Pods” tweets**
- **Count “Pods” tweets**
- **Count “Pods & Eat” tweets**
- **Is “Pods & Eat” random?**
- **Retweeted or not?**
- **Aggregate by tweet**
- **Compare retweet averages**



Paul Zahn

@IAMPaulZahn

Follow

How many @tide pods will #TomBrady eat tonight to numb the pain? #SuperBowl



7:15 PM - 4 Feb 2018

1 Retweet 4 Likes



1

4



ANALYZING TWITTER TITTERS ABOUT



PODS DURING SUPER BOWL LII

KEN BLAKE, PH.D.