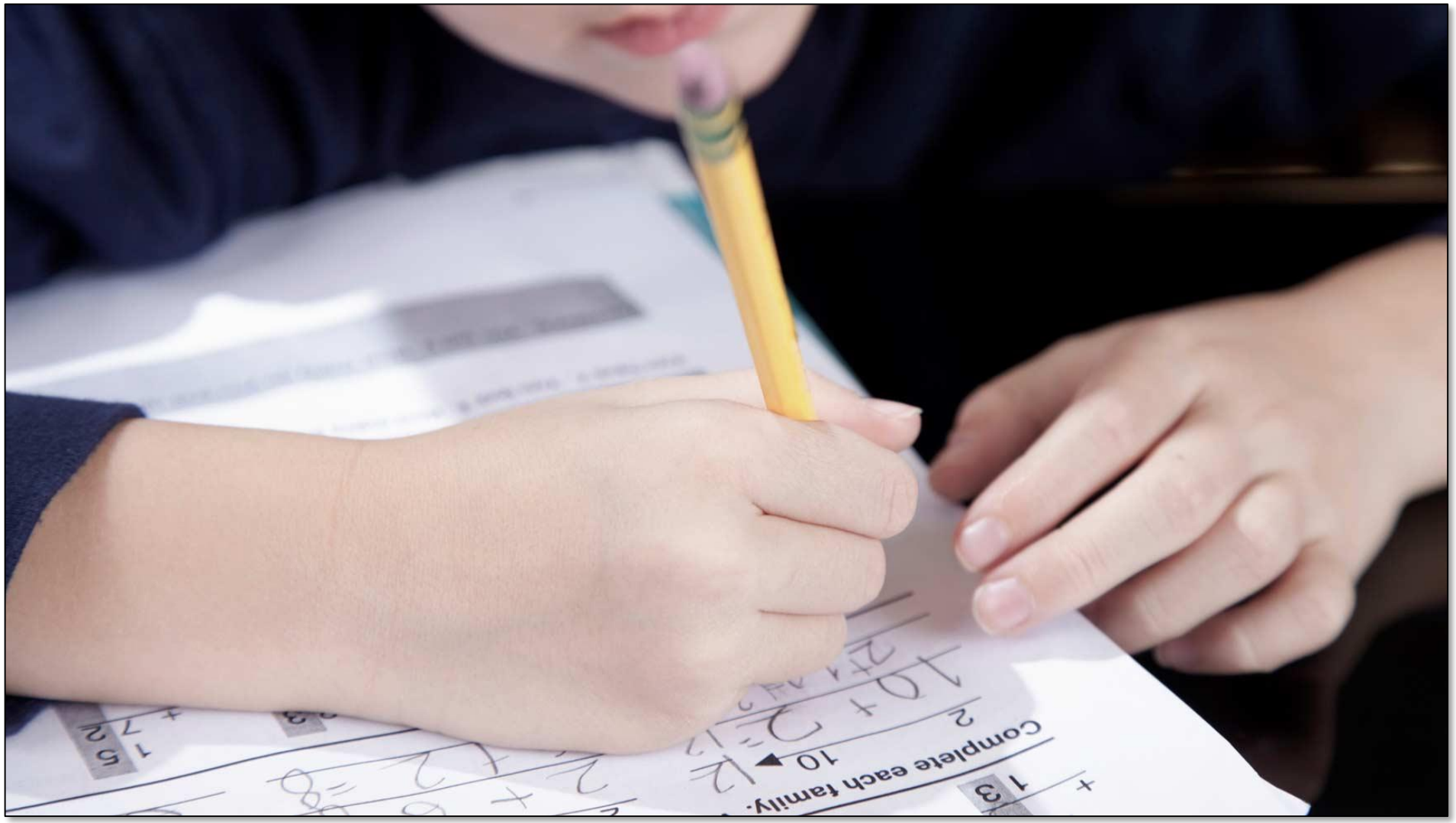
ANALYZING TWITTER TITTERS ABOUT Tide PODS DURING SUPER BOWL LII

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* ….

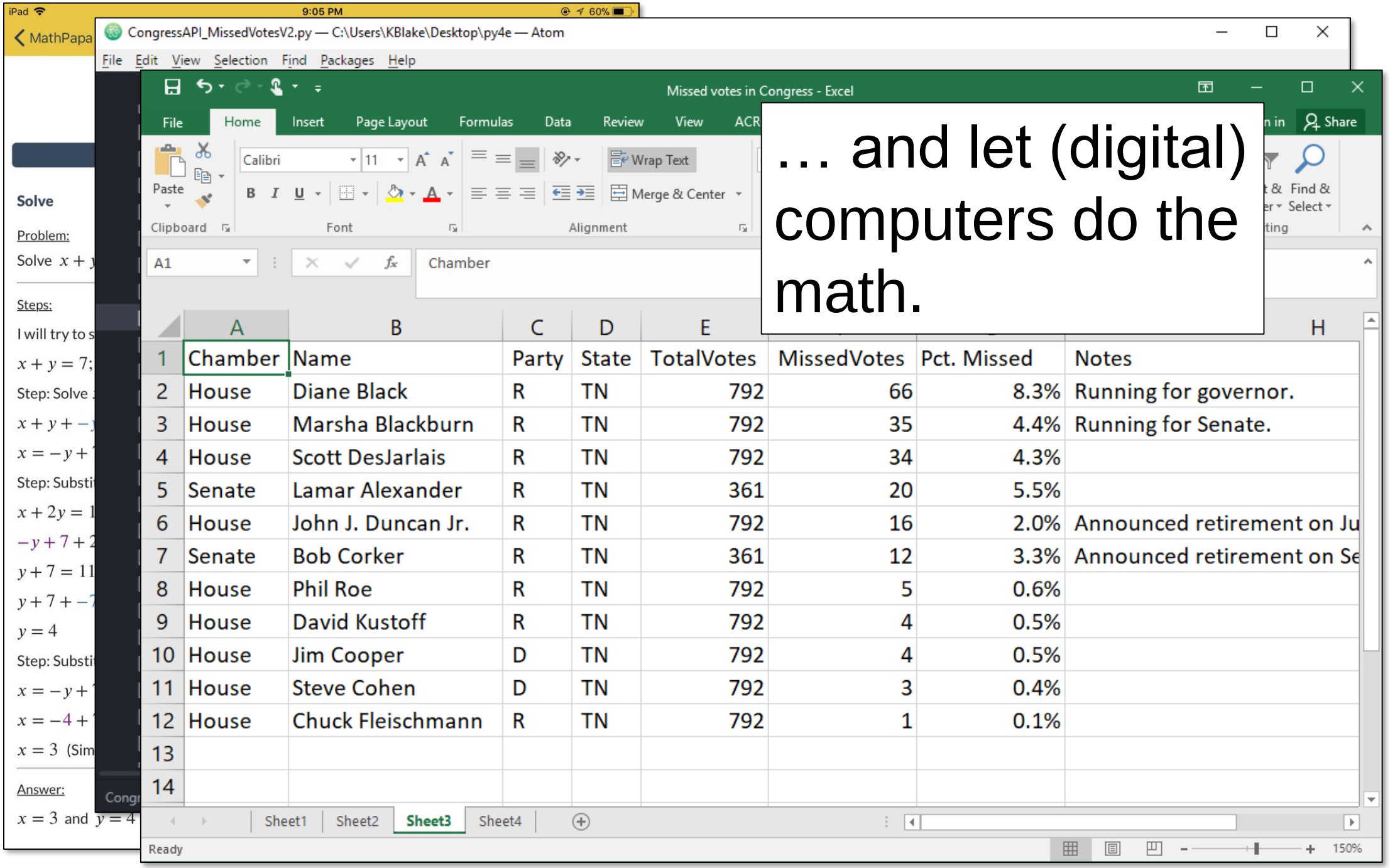


… just the way you were taught to *do* math.

Because you probably were taught to *do* math …

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

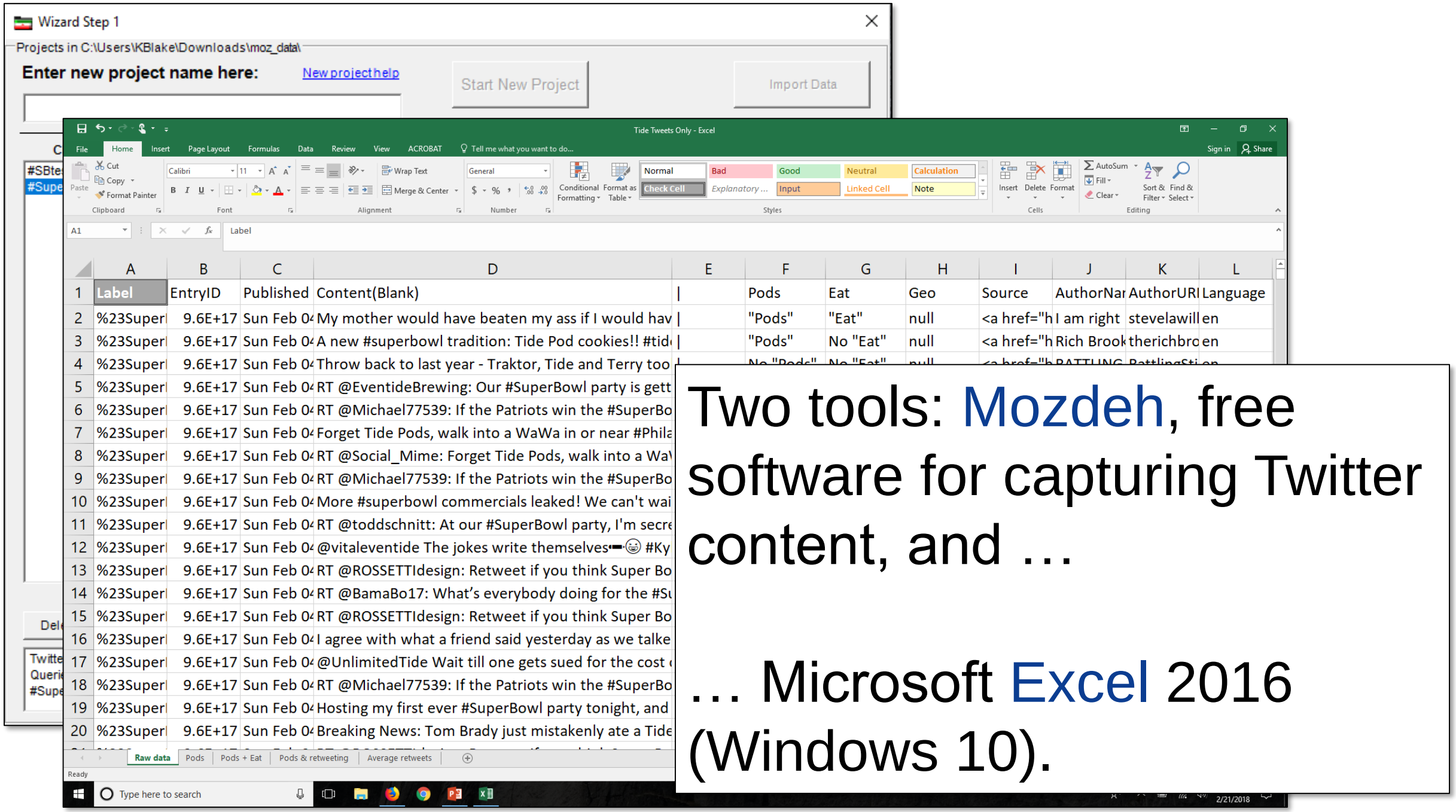
Taraji P. Henson, portraying 1962 NASA “computer” Katherine G. Johnson in “Hidden Figures.”



	A	B	C	D	E	F	G	H
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								

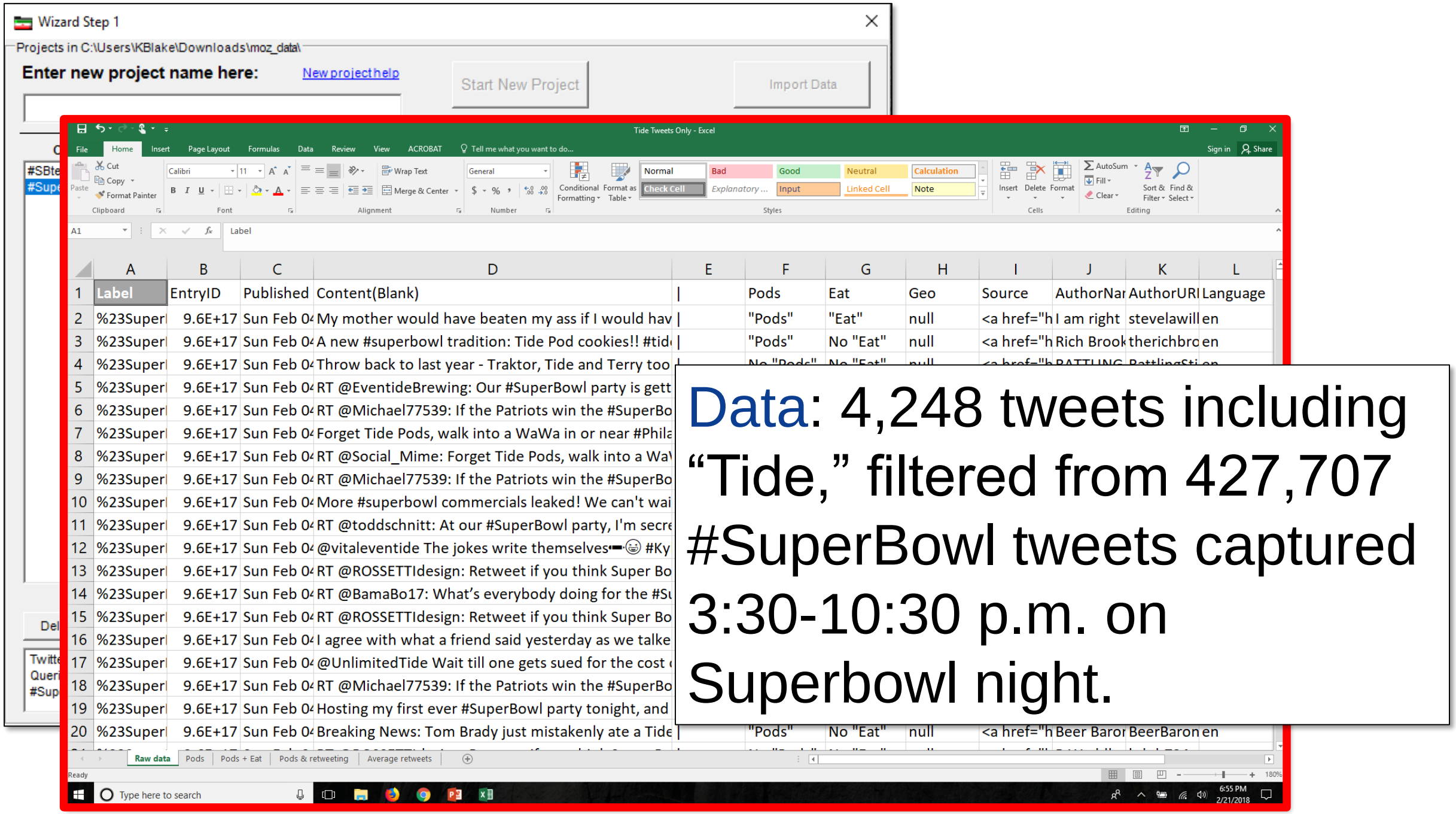
Learn to think mathematically, and you'll realize that it's easy …

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



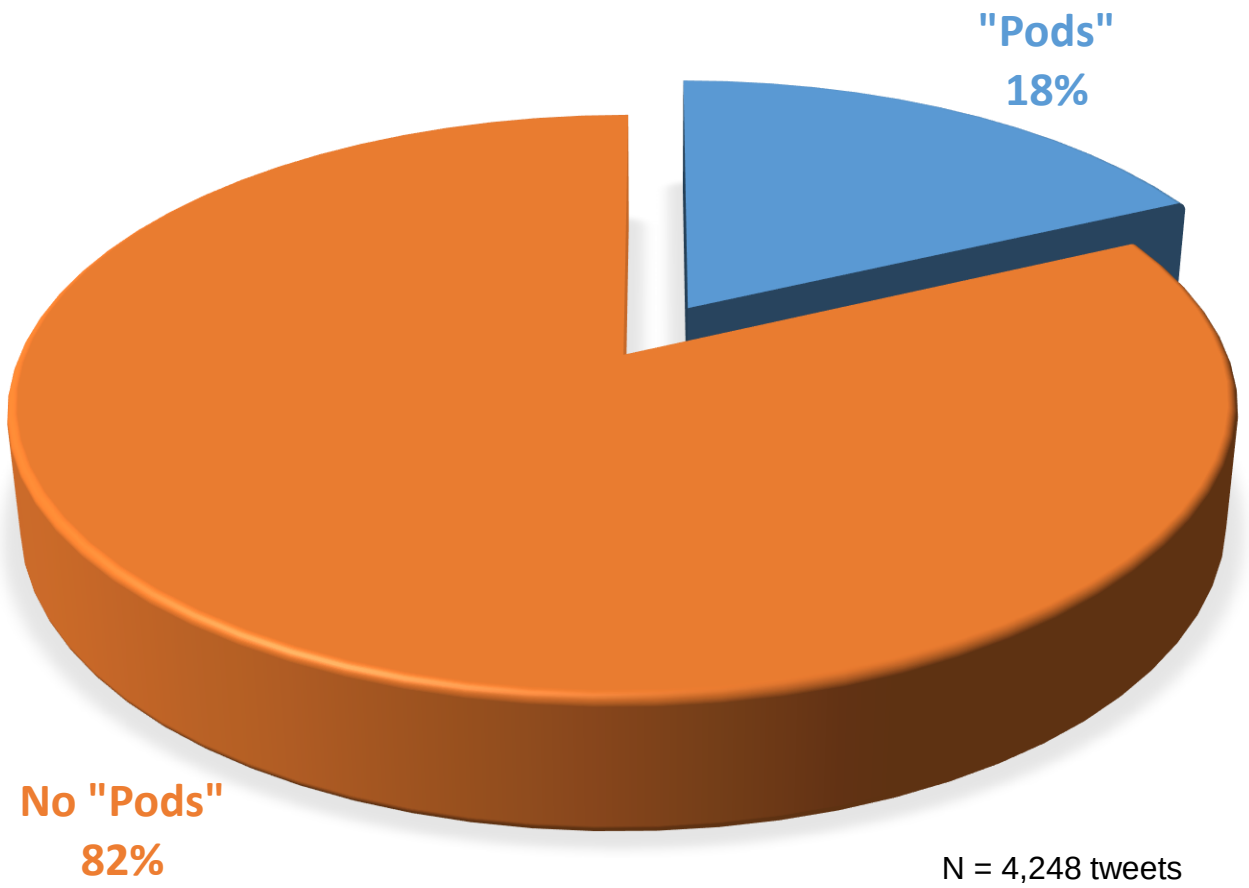
Two tools: Mozdeh, free software for capturing Twitter content, and …

… Microsoft Excel 2016 (Windows 10).



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:

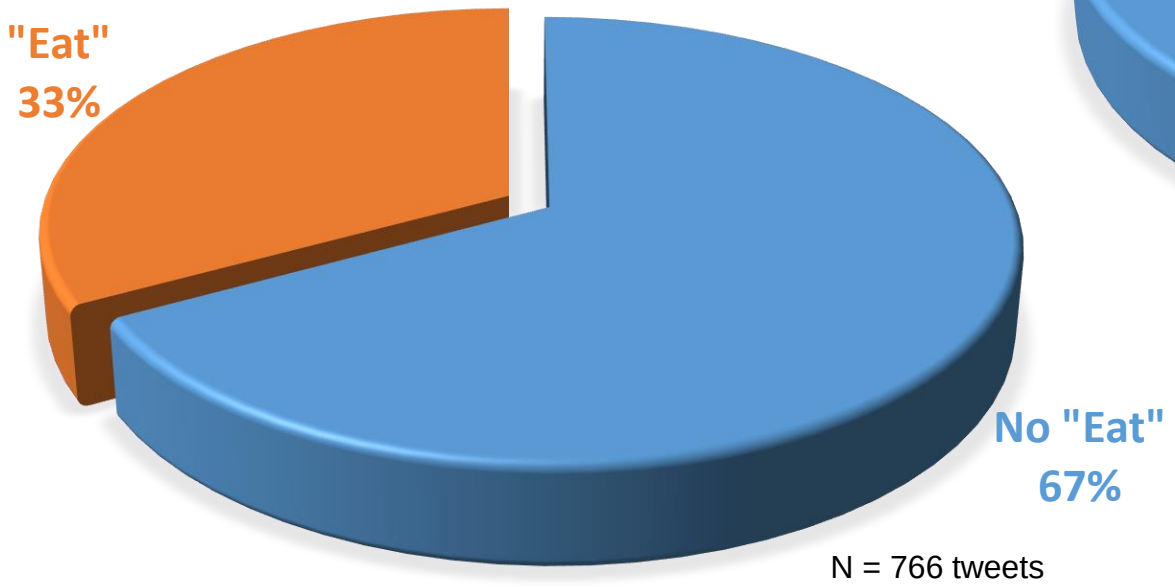


N = 4,248 tweets

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

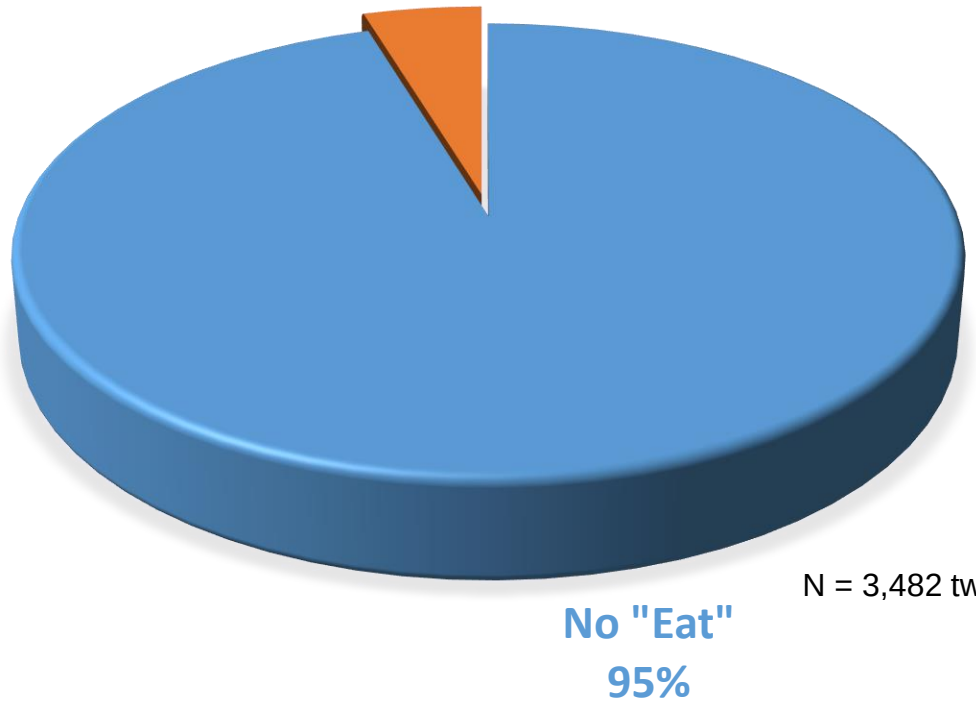
Four key findings:

Mentions of “Eat” among Tide tweets mentioning “Pods.”



N = 766 tweets

Mentions of “Eat” among Tide tweets not mentioning “Pods.”

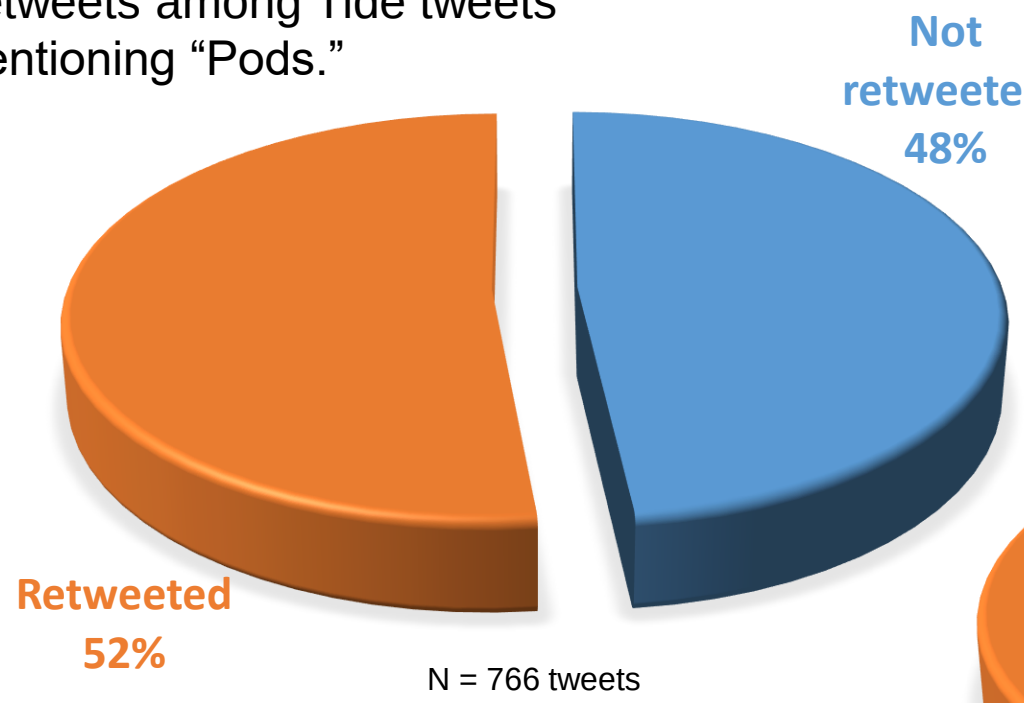


N = 3,482 tweets

“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.”



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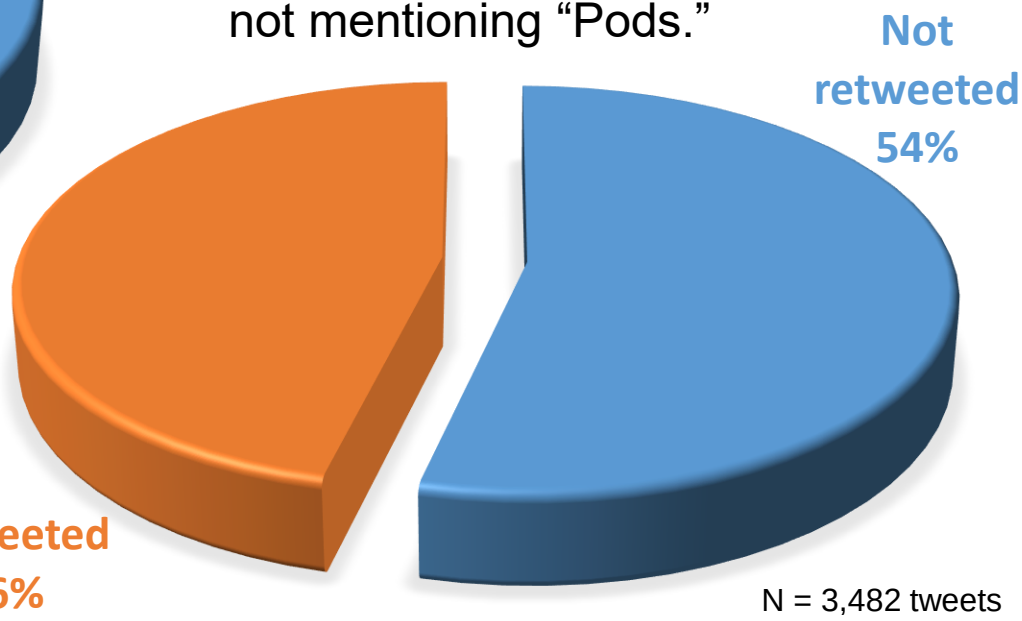
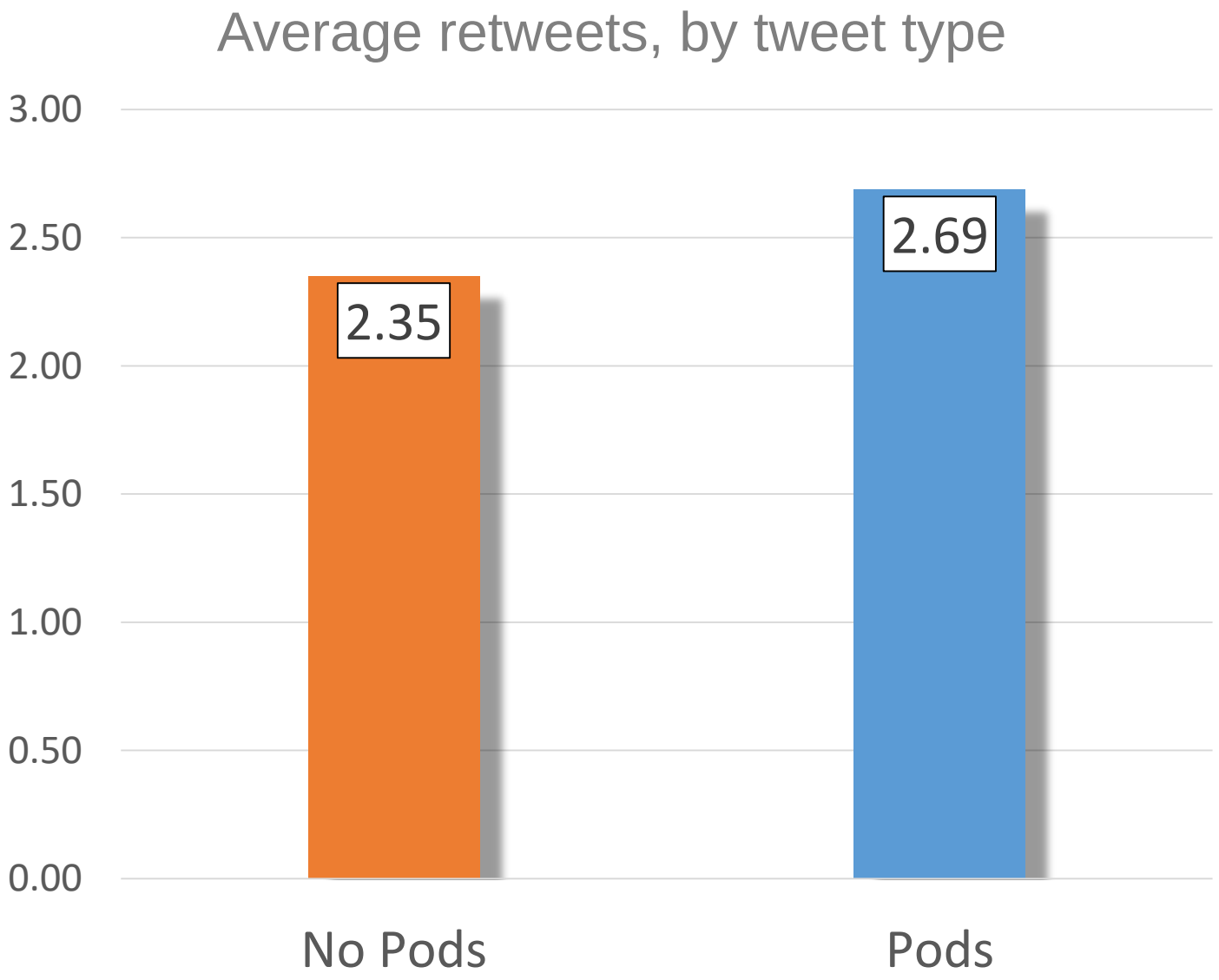


N = 3,482 tweets

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.



Steps:

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- 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

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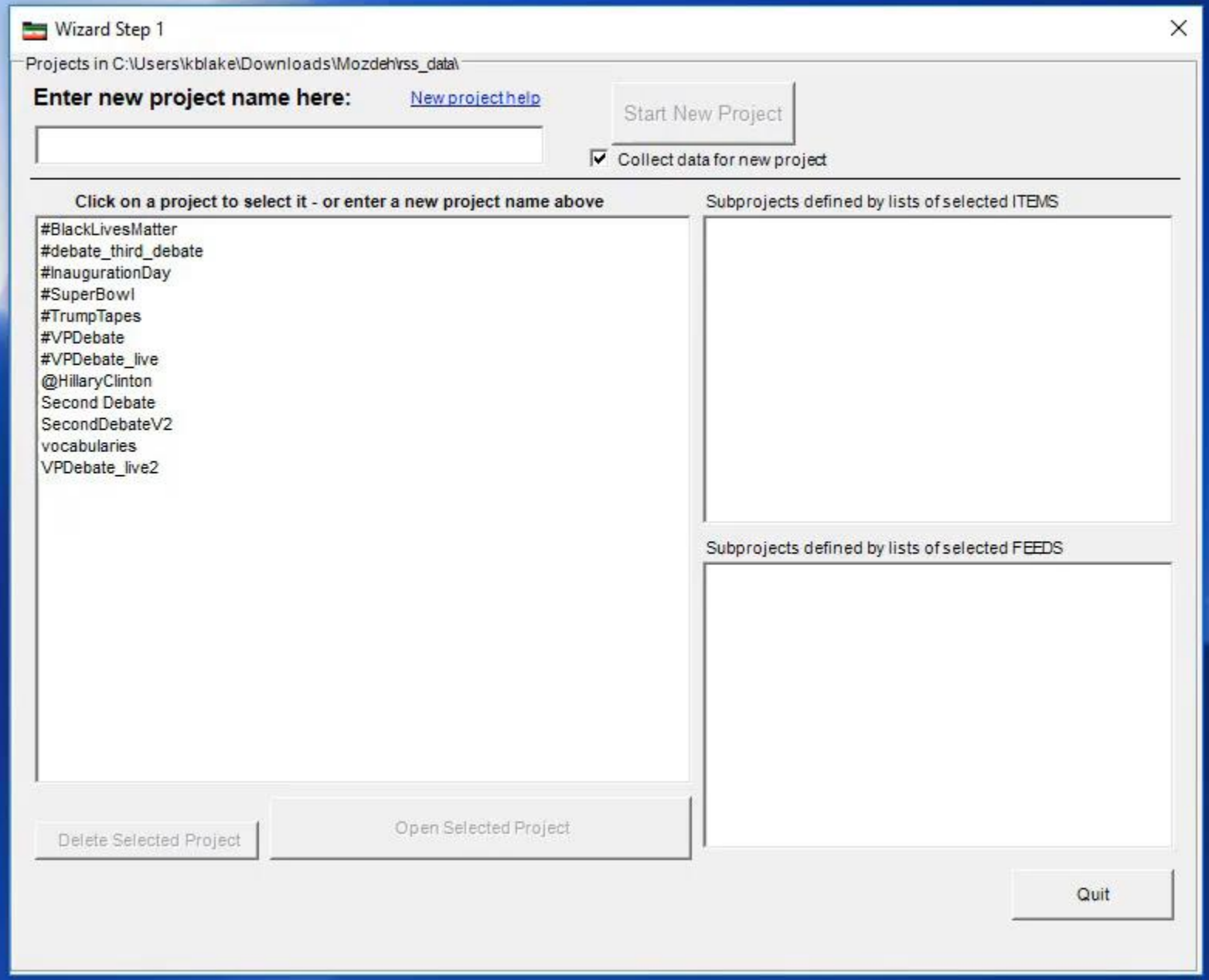
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#SuperBowl
#TrumpTapes
#VPDebate
#VPDebate_live
@HillaryClinton
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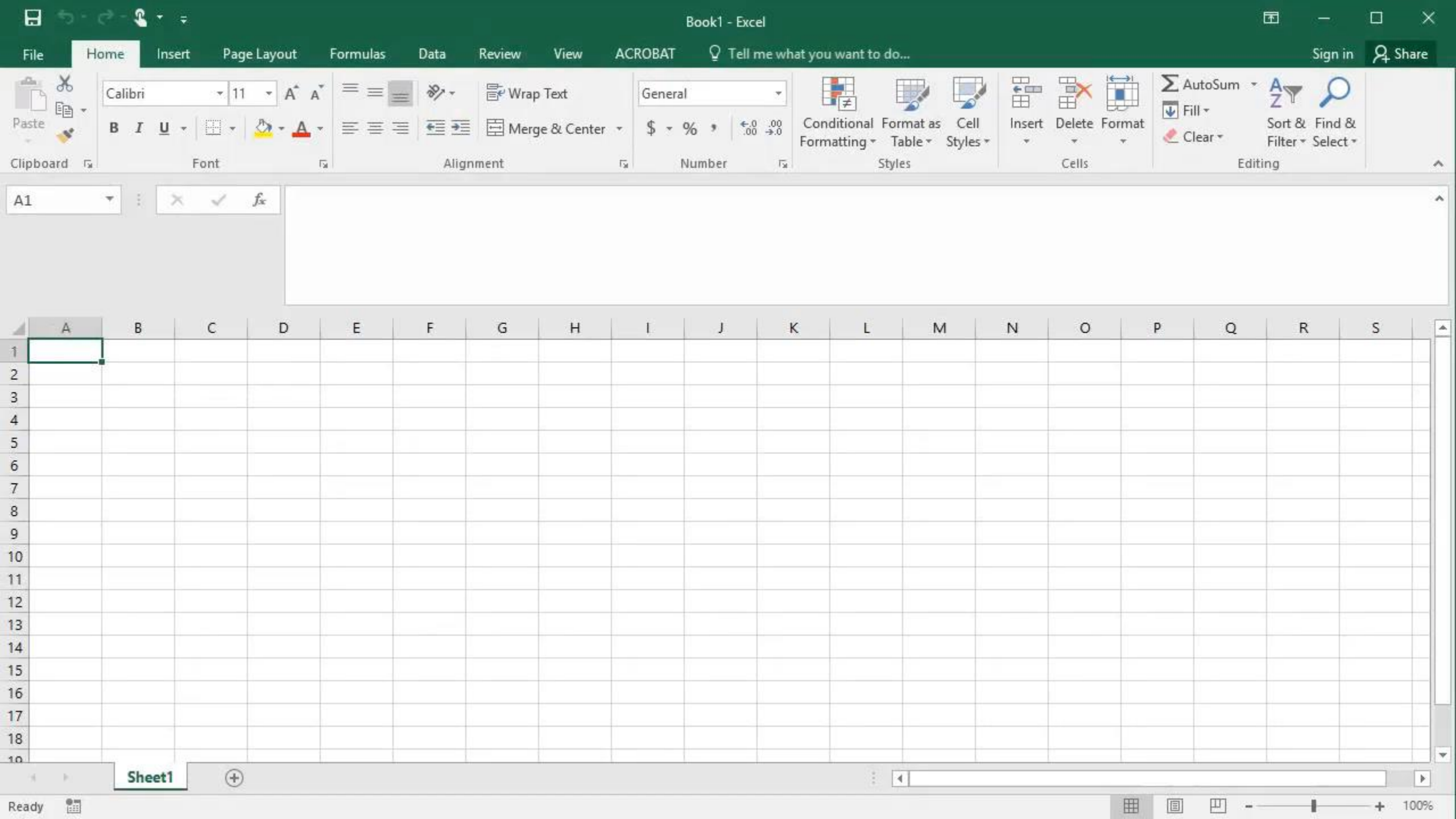
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A1
Sheet1
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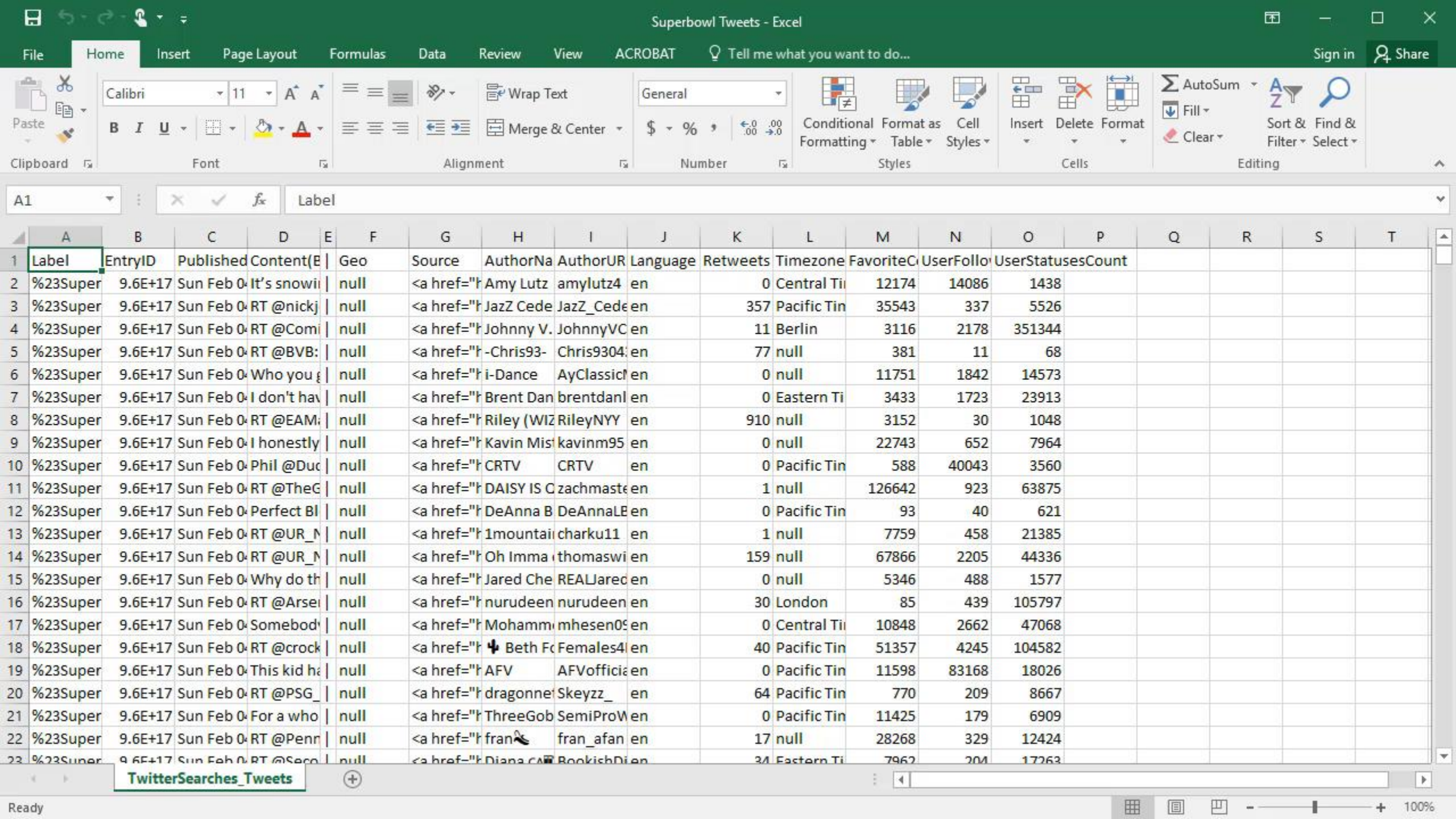

Superbowl Tweets - Excel

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TwitterSearches_Tweets

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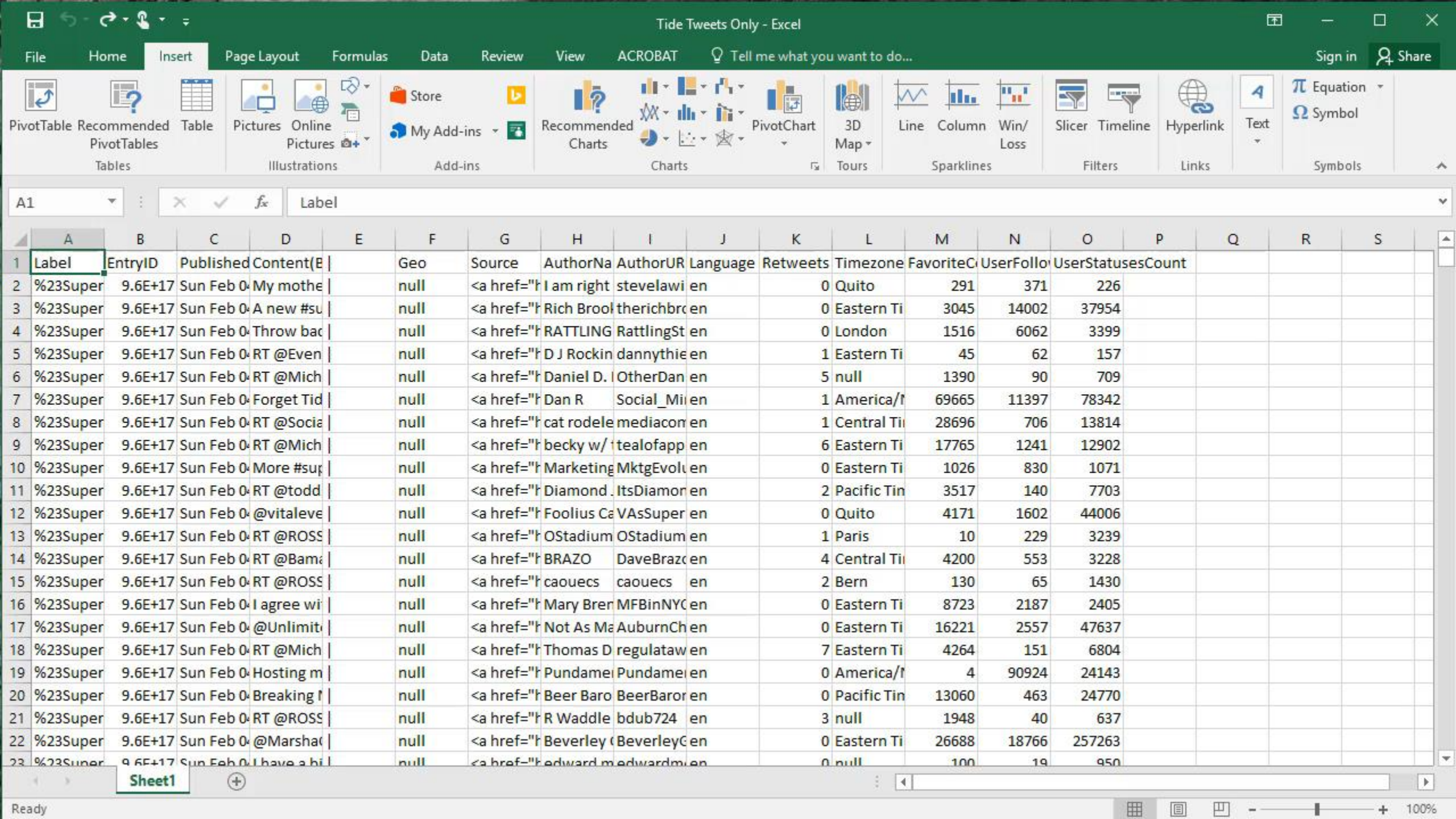

Tide Tweets Only - Excel

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3D Map Tours
Line Column Win/ Loss Sparklines
Slicer Timeline Filters
Hyperlink Links
Text
Equation Symbol Symbols

A1 Label

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Sheet1

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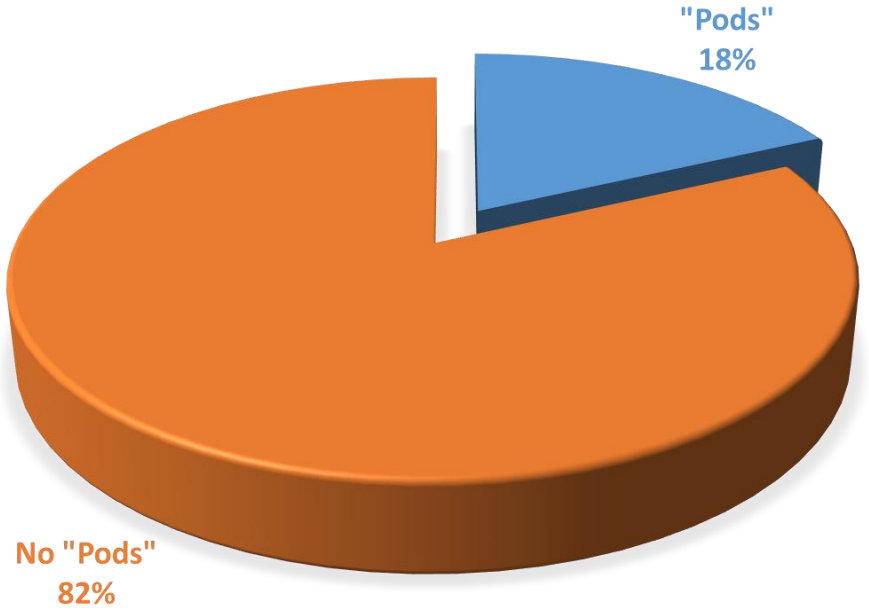

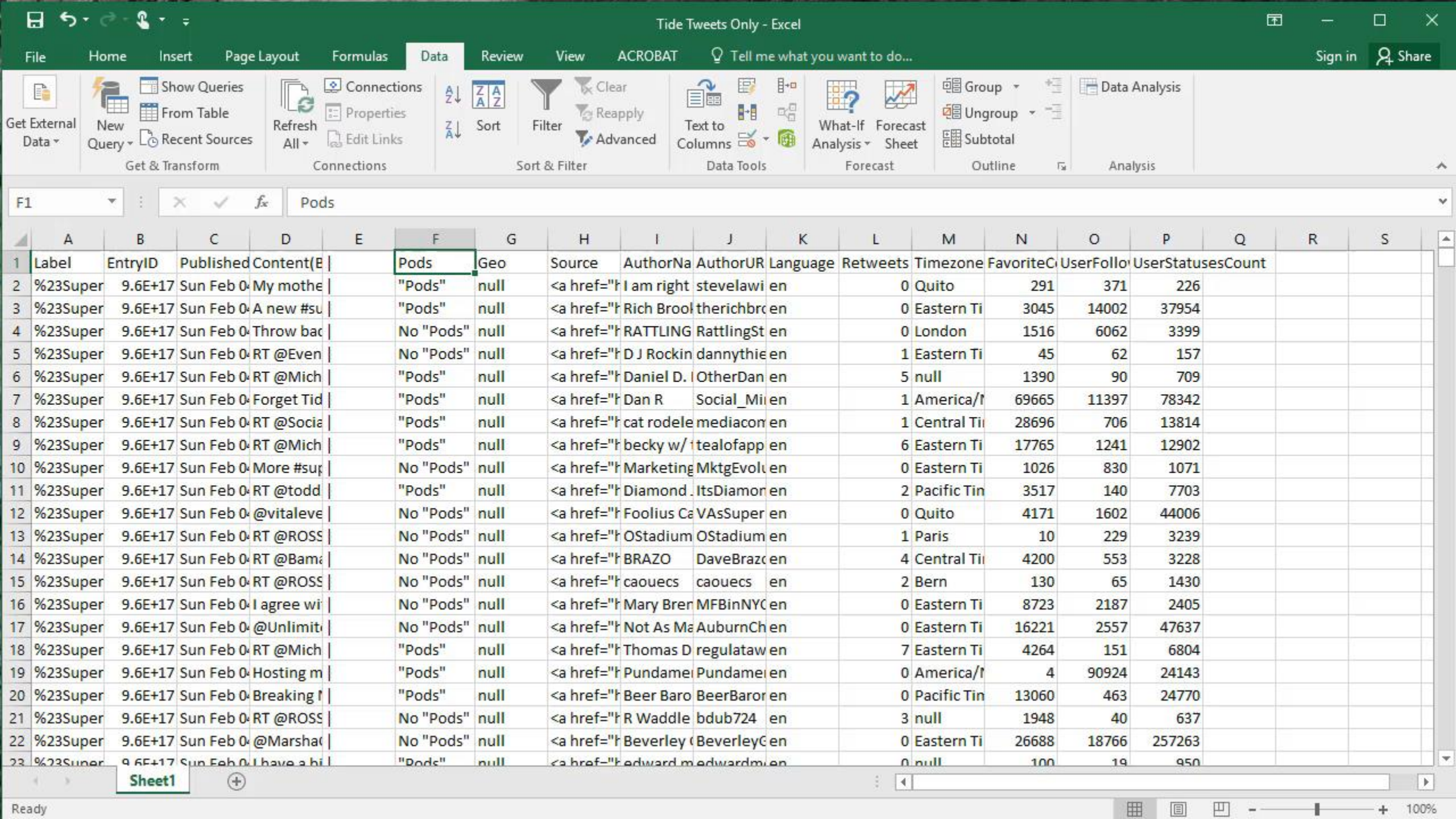

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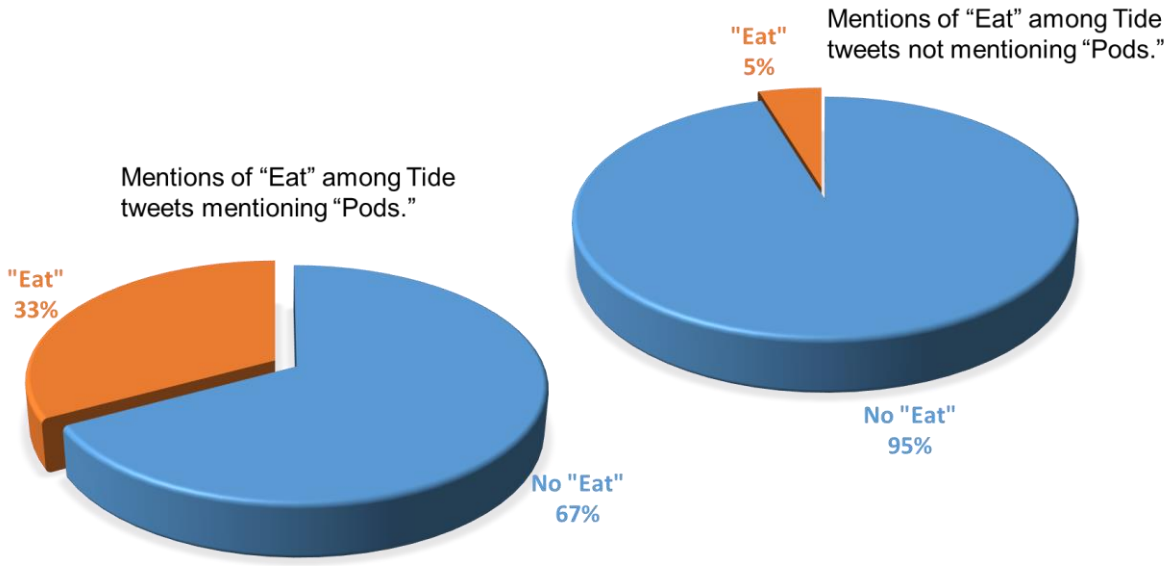
13	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	null	<a href="h	OStadium	OStadium	en	1	Paris	10	229	3239			
14	%23Super	9.6E+17	Sun Feb 0	RT @Bama		No "Pods"	null	<a href="h	BRAZO	DaveBrazc	en	4	Central Ti	4200	553	3228			
15	%23Super	9.6E+17	Sun Feb 0	RT @ROSS		No "Pods"	null	<a href="h	caouecs	caouecs	en	2	Bern	130	65	1430			
16	%23Super	9.6E+17	Sun Feb 0	I agree wi		No "Pods"	null	<a href="h	Mary Bren	MFBinNYC	en	0	Eastern Ti	8723	2187	2405			
17	%23Super	9.6E+17	Sun Feb 0	@Unlimit		No "Pods"	null	<a href="h	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="h	Thomas D	regulataw	en	7	Eastern Ti	4264	151	6804			
19	%23Super	9.6E+17	Sun Feb 0	Hosting m		"Pods"	null	<a href="h	Pundame	Pundame	en	0	America/	4	90924	24143			
20	%23Super	9.6E+17	Sun Feb 0	Breaking		"Pods"	null	<a href="h	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="h	R Waddle	bdub724	en	3	null	1948	40	637			
22	%23Super	9.6E+17	Sun Feb 0	@Marshal		No "Pods"	null	<a href="h	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="h	edward m	edwardm	en	0	null	100	19	950			

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?
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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 Options

Active Field: Pods Field Settings

Drill Down Drill Up

Group Selection Ungroup Group Field

Insert Slicer Insert Timeline Filter Connections

Refresh Change Data Source

Clear Select Move PivotTable

Fields, Items, & Sets OLAP Tools Relationships

PivotChart Recommended PivotTables

Field List +/- Buttons Field Headers

PivotTable | Active Field | Group | Filter | Data | Actions | Calculations | Tools | 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

- 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

Sheet2 Sheet1

Ready 100%

Steps:

- Get the tweets
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Steps:

- Count “Pods & Eat” tweets
- **Is “Pods & Eat” random?**
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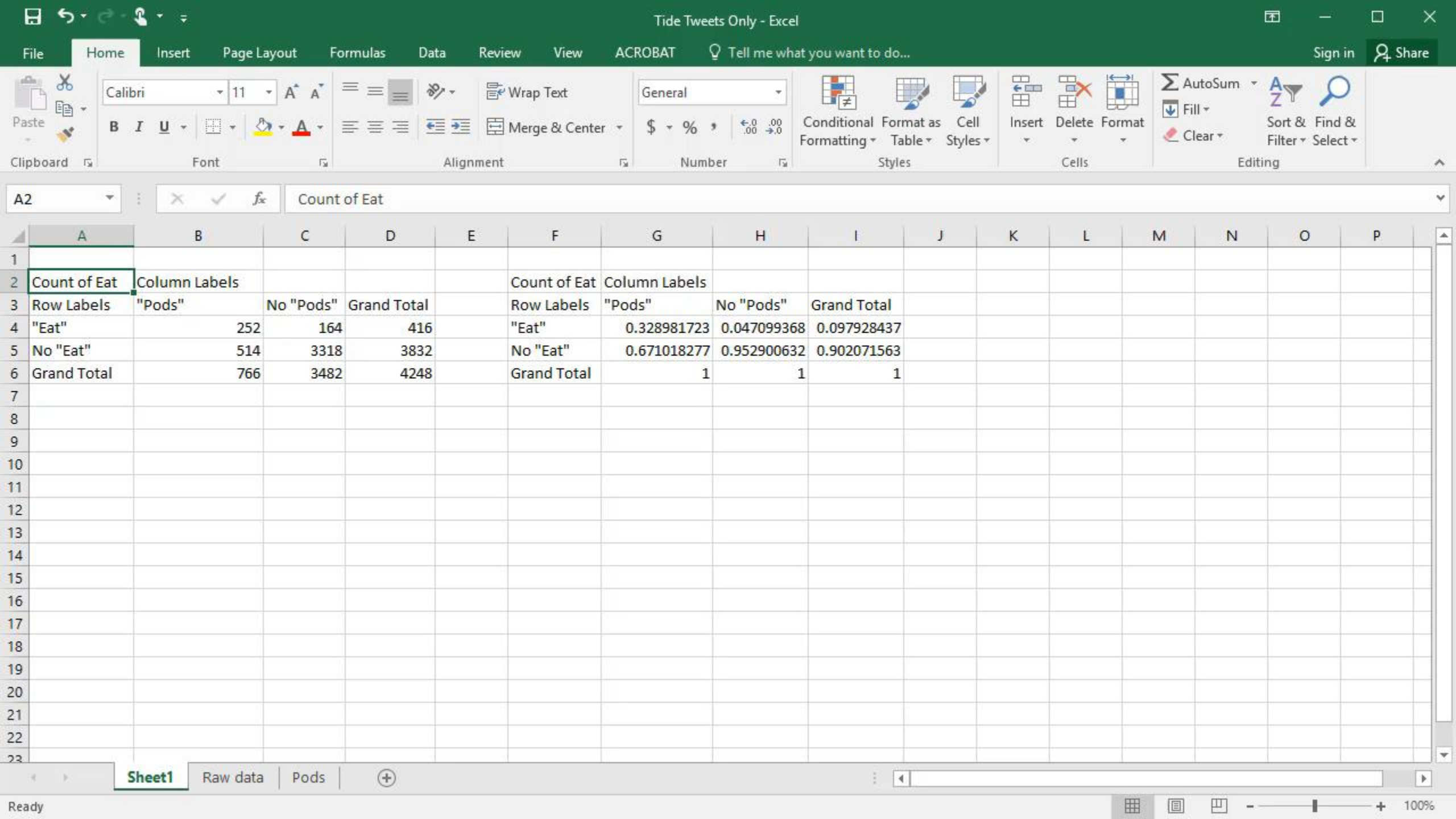
Random variation: Why 10 pennies dumped onto a table aren’t half heads and half tails every single time.



	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																
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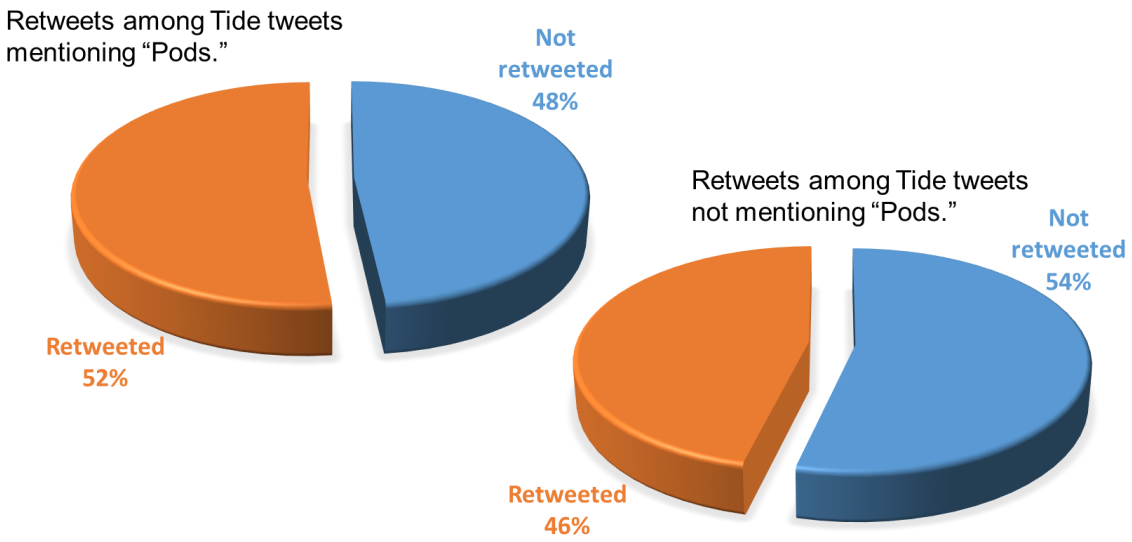

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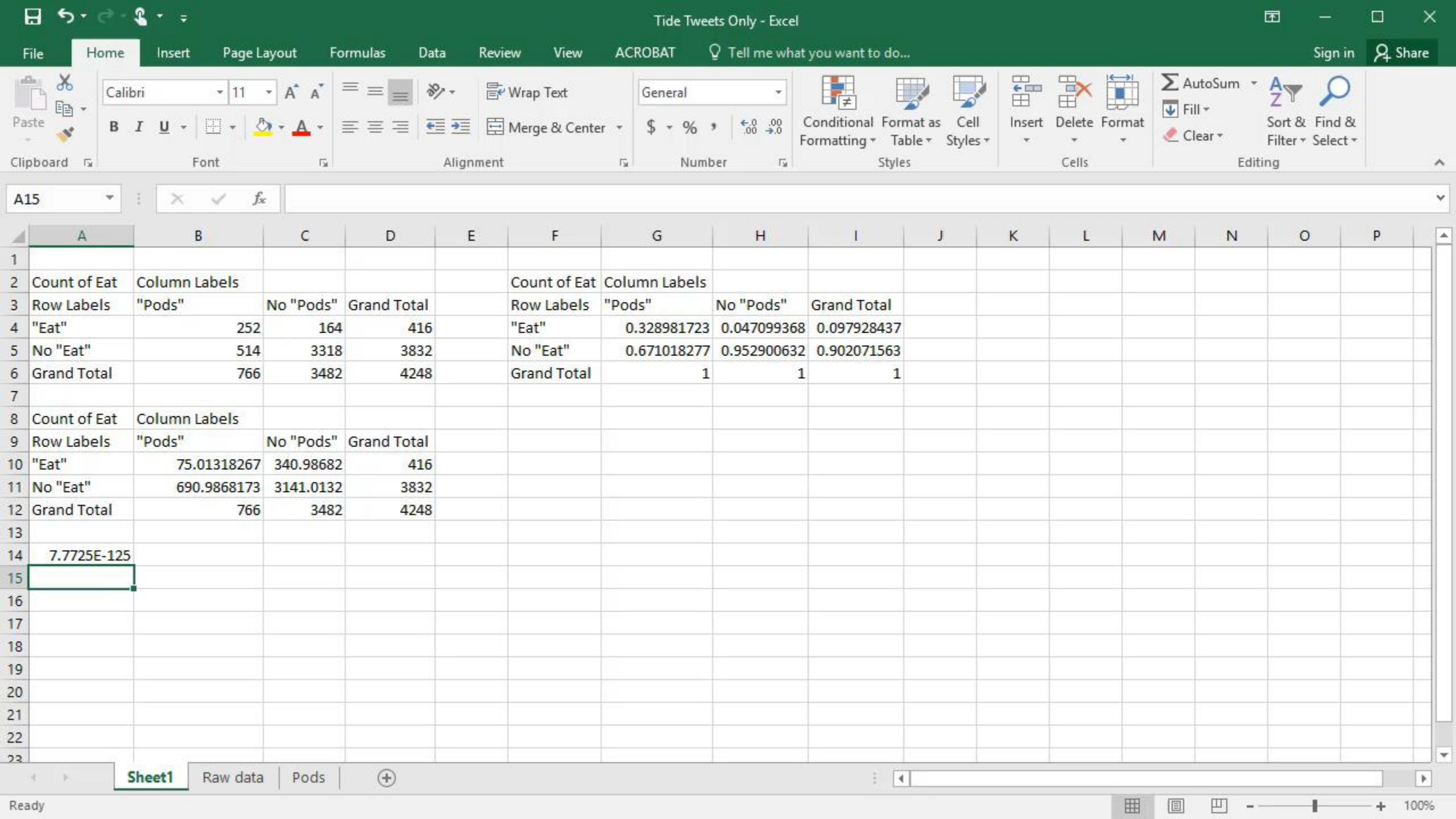

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2	Count of Eat	Column Labels				Count of Eat	Column Labels									
3	Row Labels	"Pods"	No "Pods"	Grand Total		Row Labels	"Pods"	No "Pods"	Grand Total							
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6	Grand Total	766	3482	4248		Grand Total	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															
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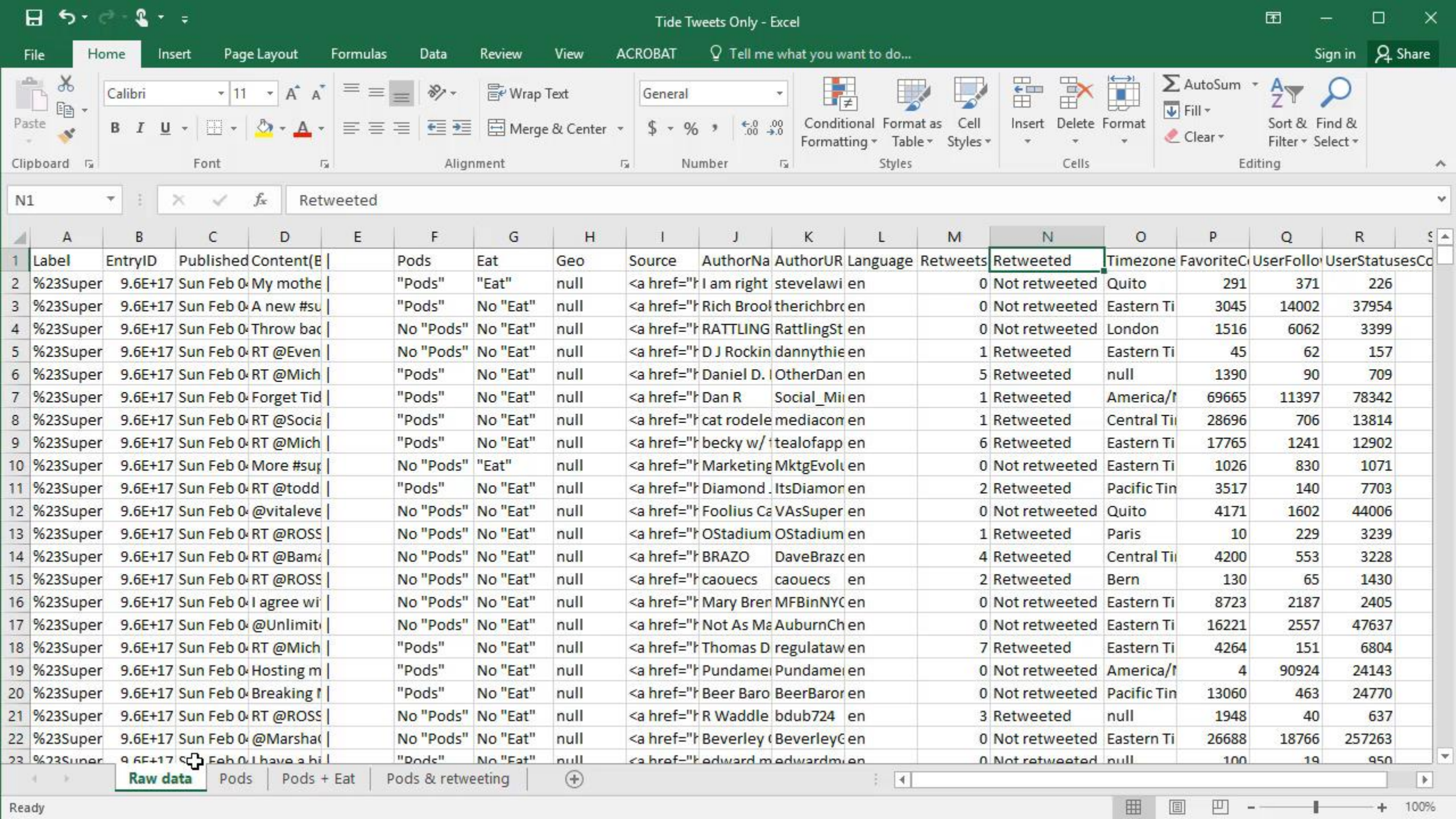
Tide Tweets Only - Excel
File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do... Sign in Share
Paste Clipboard Calibri 11 Font Wrap Text Merge & Center Alignment General Number
Conditional Formatting Format as Table Cell Styles Styles
Insert Delete Format Cells
AutoSum Fill Clear Sort & Filter Find & Select Editing
N1 Retweeted
Raw data Pods Pods + Eat Pods & retweeting
Ready 100%

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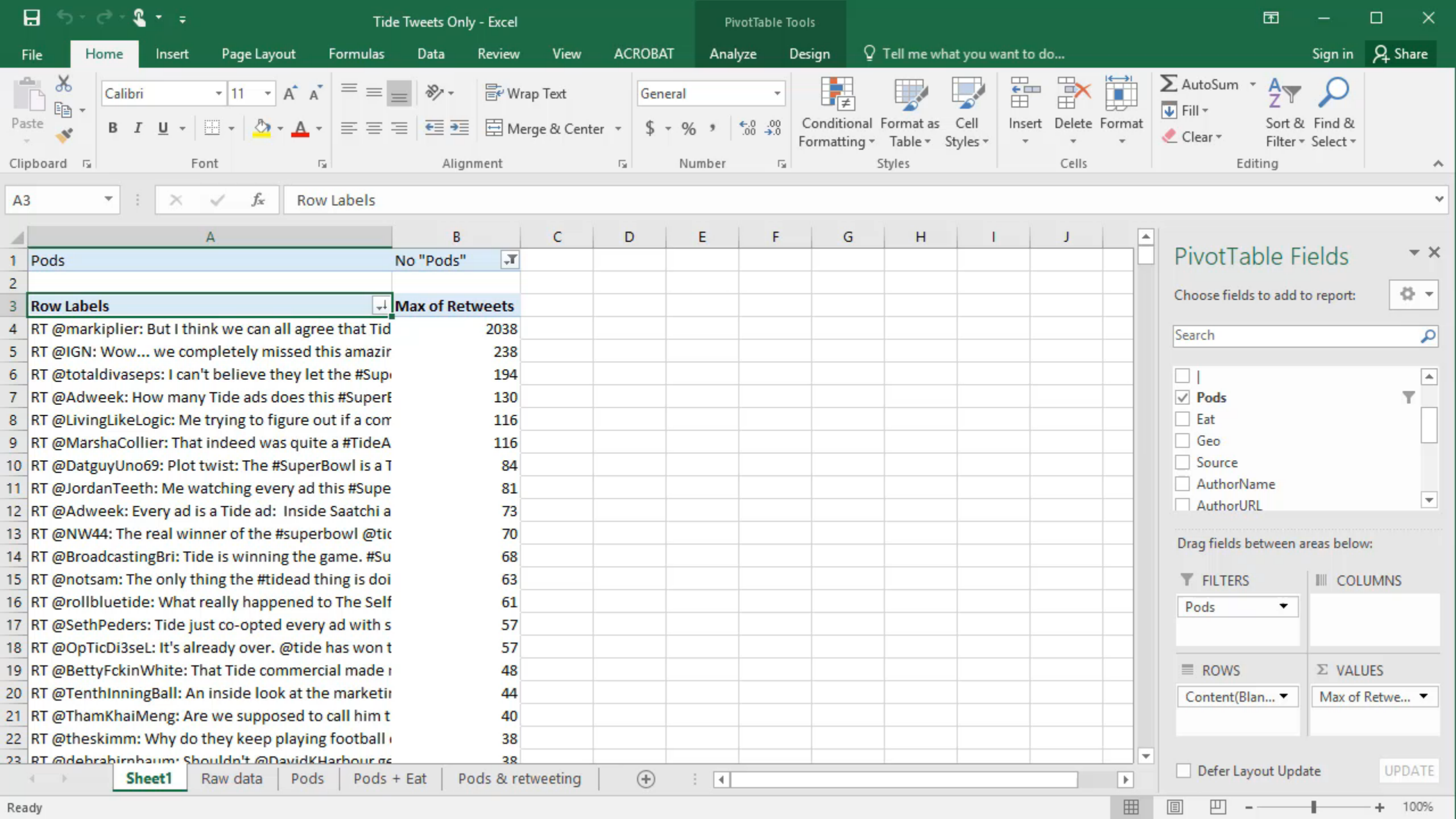
Tide Tweets Only - Excel
PivotTable Tools
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Tell me what you want to do...
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Calibri 11 Font
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General Number
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Insert Delete Format Cells
AutoSum Fill Clear Sort & Filter Find & Select Editing
A3 Row Labels
Pods No "Pods"
Row Labels Max of Retweets
RT @markiplier: But I think we can all agree that Tid 2038
RT @IGN: Wow... we completely missed this amazir 238
RT @totaldivaseps: I can't believe they let the #Sup 194
RT @Adweek: How many Tide ads does this #SuperE 130
RT @LivingLikeLogic: Me trying to figure out if a com 116
RT @MarshaCollier: That indeed was quite a #TideA 116
RT @DatguyUno69: Plot twist: The #SuperBowl is a T 84
RT @JordanTeeth: Me watching every ad this #Supe 81
RT @Adweek: Every ad is a Tide ad: Inside Saatchi a 73
RT @NW44: The real winner of the #superbowl @tic 70
RT @BroadcastingBri: Tide is winning the game. #Su 68
RT @notsam: The only thing the #tidead thing is doi 63
RT @rollbluetide: What really happened to The Self 61
RT @SethPeders: Tide just co-opted every ad with s 57
RT @OpTicDi3seL: It's already over. @tide has won t 57
RT @BettyFckinWhite: That Tide commercial made 48
RT @TenthInningBall: An inside look at the marketi 44
RT @ThamKhaiMeng: Are we supposed to call him t 40
RT @theskimm: Why do they keep playing football 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
Sheet1 Raw data Pods Pods + Eat Pods & retweeting
Ready
100%

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ANALYZING TWITTER TITTERS ABOUT Tide PODS DURING SUPER BOWL LII

KEN BLAKE, PH.D.