

The logo for Game of Thrones 2019, featuring the letters 'GOT' in a stylized font with three vertical bars in the 'O', a horizontal line below it, and the year '2019' below that, all in a light blue color on a dark blue background.

GOT
2019

#GameOfThrones

Evaluation Report for **#GameOfThrones** on Twitter

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Executive Summary

Hashtag is a sort of metadata tag which is used in order to find a specific theme or message. The use of hashtag was first proposed by Chris Messina in a 2007 tweet where he talks about using the # (pound or hash) to denote a particular group. Nowadays the use of hashtags has grown profoundly. People are using it through various platforms of social media.

On March 5th the trailer for the 8th season was broadcasted, and people started talking about it on the social media posting comments and reactions about the trailer and the upcoming finale. People shared various theories on how the season may end. This report takes an initiative to track the engagement of the #GameofThrones on twitter and to analyze the data and get some insights.

Introduction

Vulture.com has ranked Game of Thrones' fans as the most devoted in popular culture. Game of Thrones is an American fantasy drama based on the George R. R Martin's series of novels. This television series is created by David Benioff and D.B Weiss. The series premiered on April 11, 2011 on HBO and as of August 2017, 67 episodes and 7 seasons have been aired. The series will conclude this year with the 8th season and. This report focuses on the usage of #GameOfThrones on twitter.

Following is a study to track this hashtag and understand the overall engagement on twitter.

Methodology

The data for the #GameofThrones was collected using Keyhole. The timeline used to collect data for the hashtag was from March 5th 11am to 7pm. The aggregated data was analyzed in Tableau and Excel using various graphs. Few iterations were made to normalize the data, for example, transforming all data to lowercase so that "#gameofthrones" and "#GameOfThrones" is analyzed as a single hashtag.

WordClouds.com was used to generate the word-clouds. The metrics used for this data were date and time of tweets, engagement, reach, retweets, impressions and number of posts. In order to understand the data across different verticals it was divided into seven main categories for tracking:

1. Total number of posts, users, engagement, reach, impressions
2. Frequency of post – both continent and country-wise
3. Content of post
4. Sentiments of people
5. Number of posts with time on the day trailer was released
6. Top influencers
7. Other demographics like type of device used and gender of users

Research Objective

The objective of this research is to know the engagement of the #GameofThrones and analyze data to understand the feedback and reactions on Twitter. Additionally, to track where the fan base is and to see what they are expecting out of the last season.

Analysis

Category 1: Metrics

On March 5th the total number of engagements under #GameOfThrones were **426,728** including retweets. Out of these **654 original posts** were studied which constituted **1423 users** including those who retweeted these posts. The total number of impressions were **5,284,672**.

Category 2: Place

Out of the total unique 654 post only 187 had their location listed. North America had the largest number of posts on twitter followed by Europe, South America, Asia, Africa and Australia.

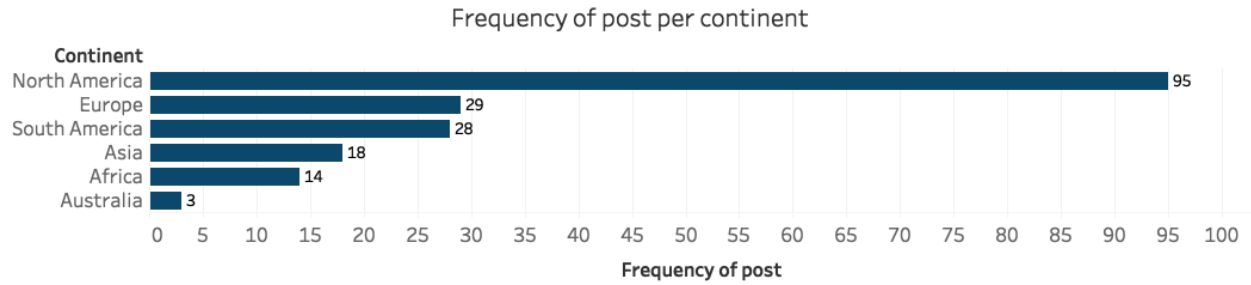


Figure 1: Frequency of post per continent

United States had the most engagement in North America. Likewise, Great Britain in Europe, Brazil in South America, Indonesia in Asia and Nigeria in Africa had the highest number of posts for their respective continents.

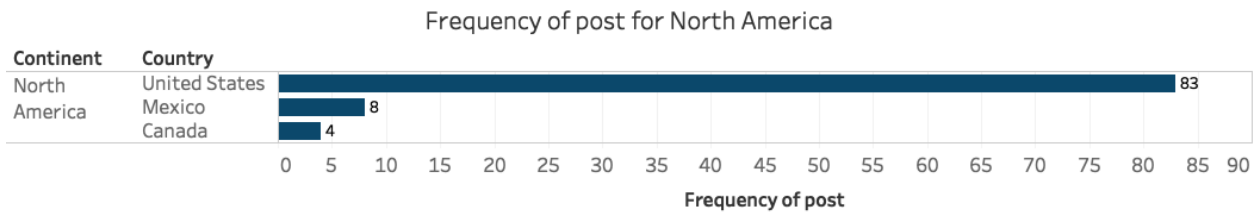


Figure 2: Frequency of post for North America

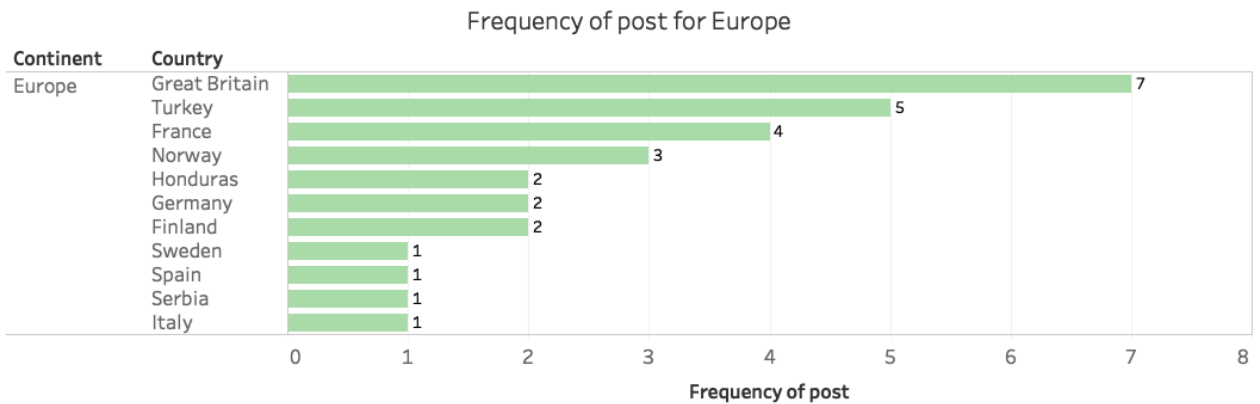


Figure 3: Frequency of post for Europe

Frequency of post for South America

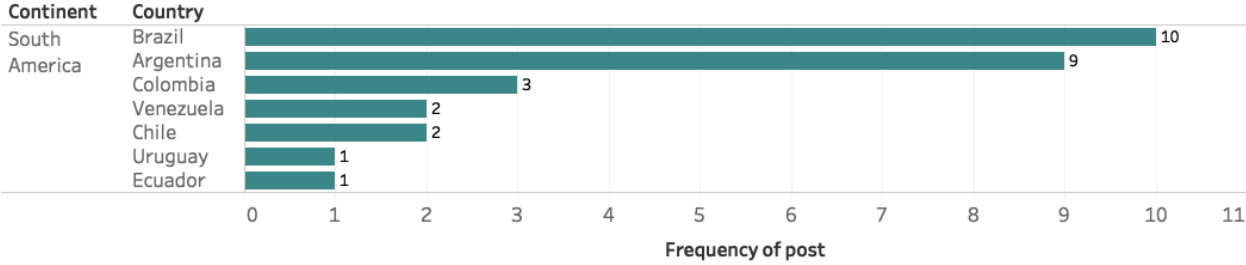


Figure 4: Frequency of post for South America

Frequency of post for Asia

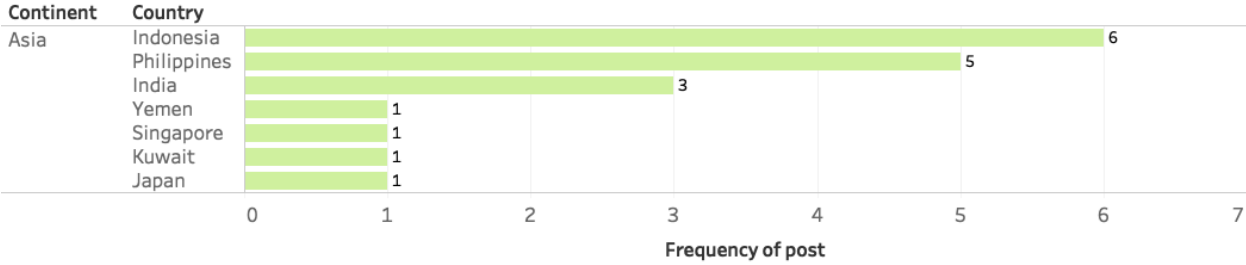


Figure 5: Frequency of post for Asia

Frequency of post for Africa

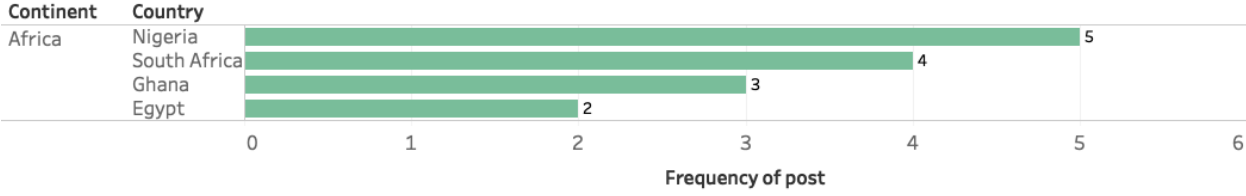


Figure 6: Frequency of post for Africa

Frequency of post for Australia

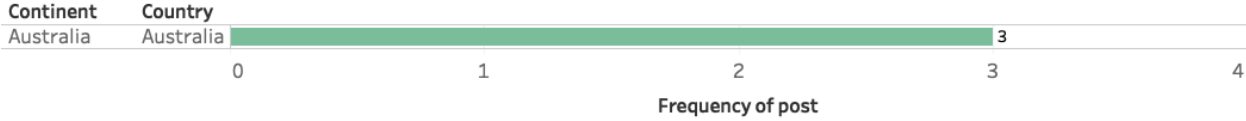


Figure 7: Frequency of post for Australia

Category 3: Content

The posts were analyzed to get more insights about the content.

It was found that 77% of the tweets were retweets, 22% were original tweets and 1% were replies. Figure 8 demonstrates the % of post that were in the three categories

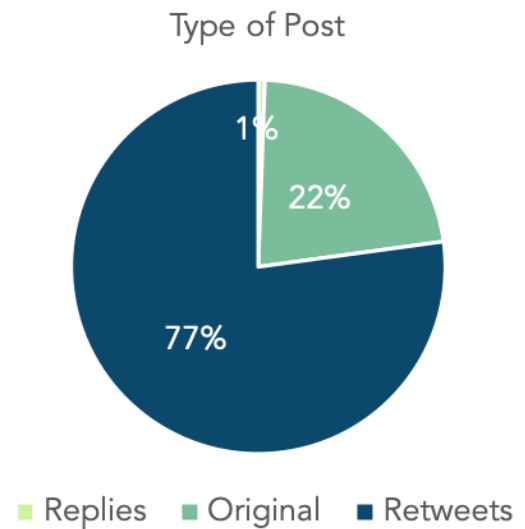


Figure 8 Percentage of type of post

Figure 9 below demonstrates the trending keyword with the number of times it was used in the tweet – as hashtag or in posts. It was observed that “gameofthrones” was the highest trending keyword followed by “trailer” and “season”.

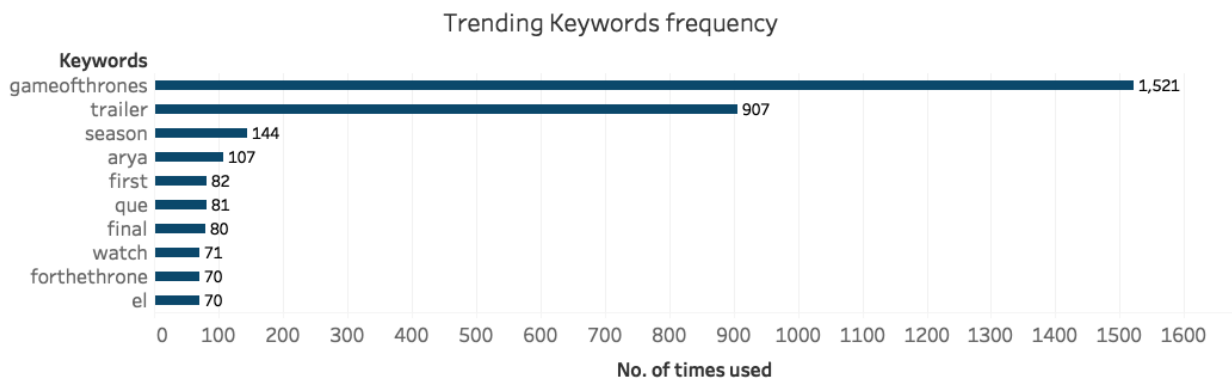


Figure 9: Trending Keywords with the number of times used

Figure 10 below shows the pictorial representation of the trending keywords.

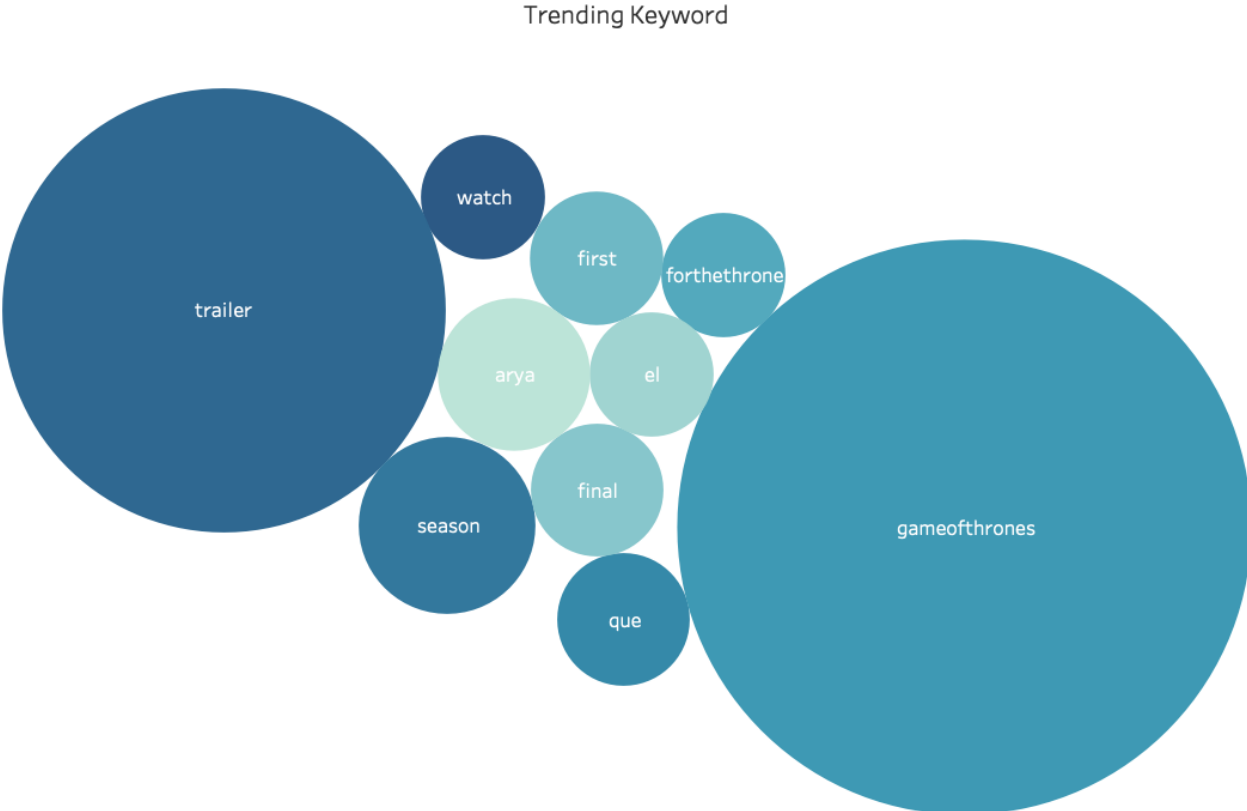


Figure 10: Packed Bubble for keywords

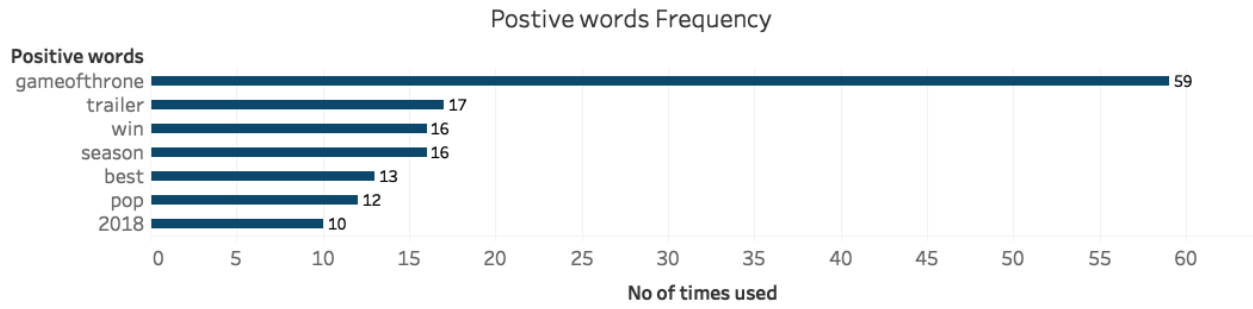


Figure 14: Frequency of positive words

Treemaps for positive words

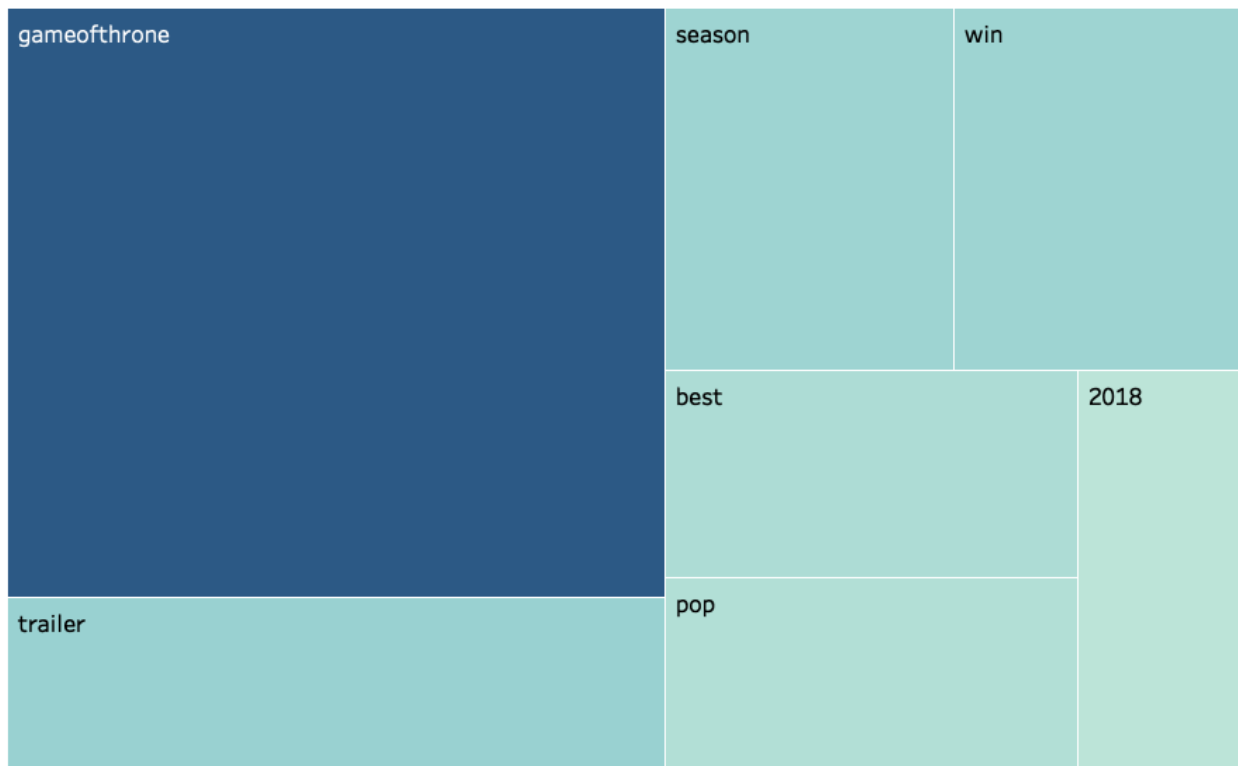


Figure 15: Treemaps for positive words

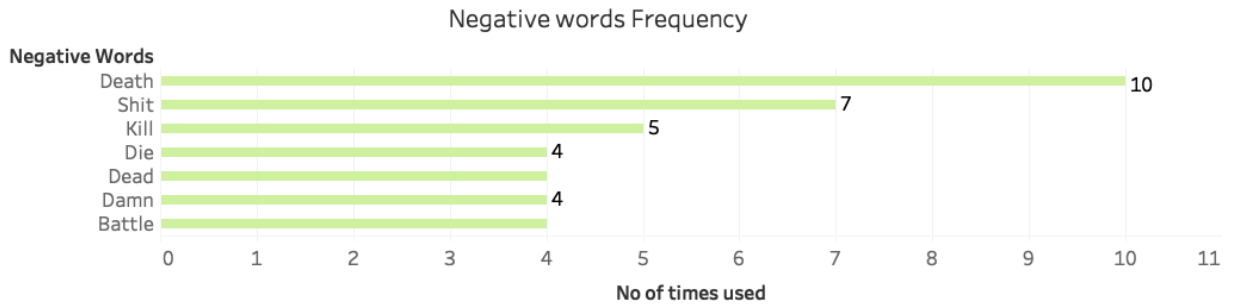


Figure 17: Frequency of negative words

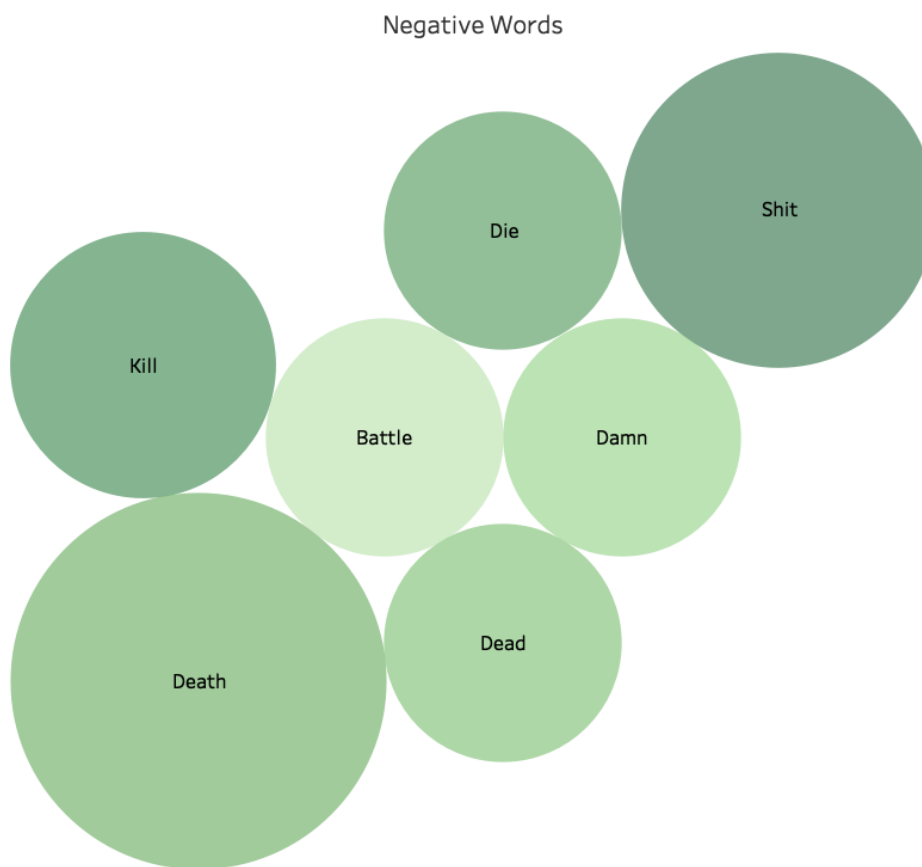


Figure 16: Packed bubble for negative words

Category 5: Time of posts

The trailer was released at 11am ET. For the first couple of hours it was trending on twitter followed by a slump in number of posts. The number of posts then peaked between 5:30pm to 6:30pm. 40% of the post were tweeted within the four-minute interval after 6:37pm.

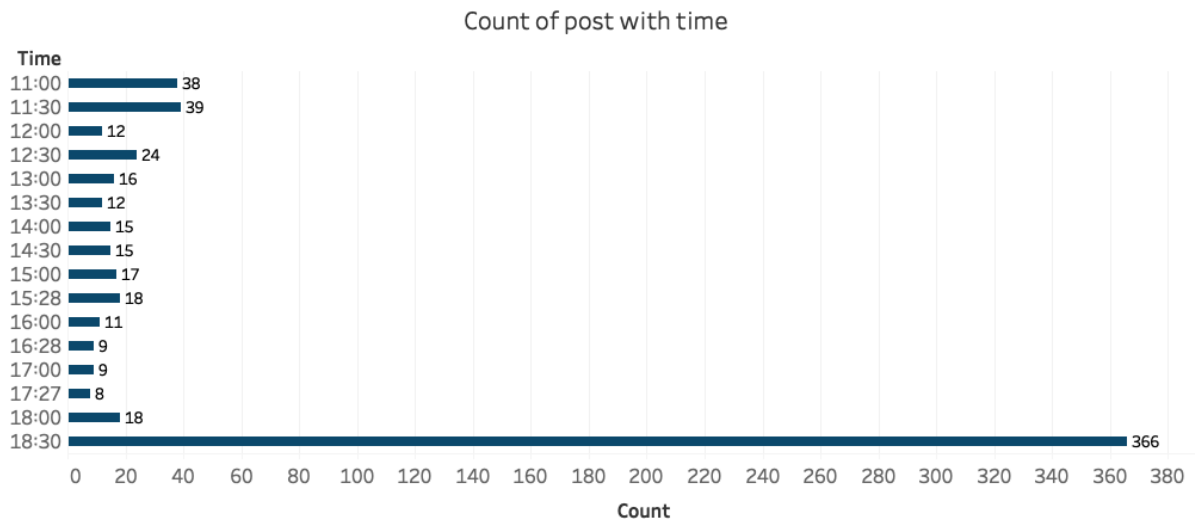


Figure 18: Frequency of post with time

Category 6: Influencers

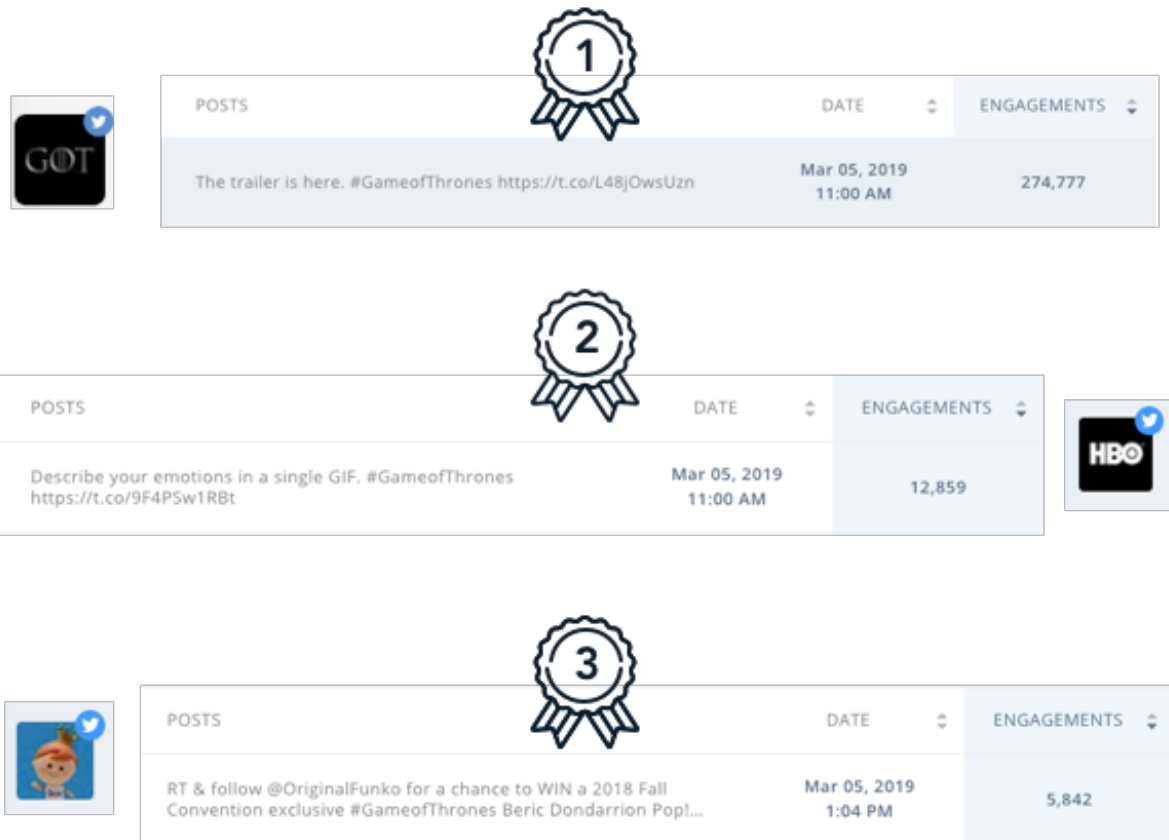


Figure 19: Tweet of top three influencers

The top two influencers were the official page of Game of Thrones (GOT) and its broadcasting network HBO, respectively. The third influencer is a company headquartered in Washington state, USA which makes fandom collectables like action toys, figures and housewares.

Below is the summary of the top three influencers.

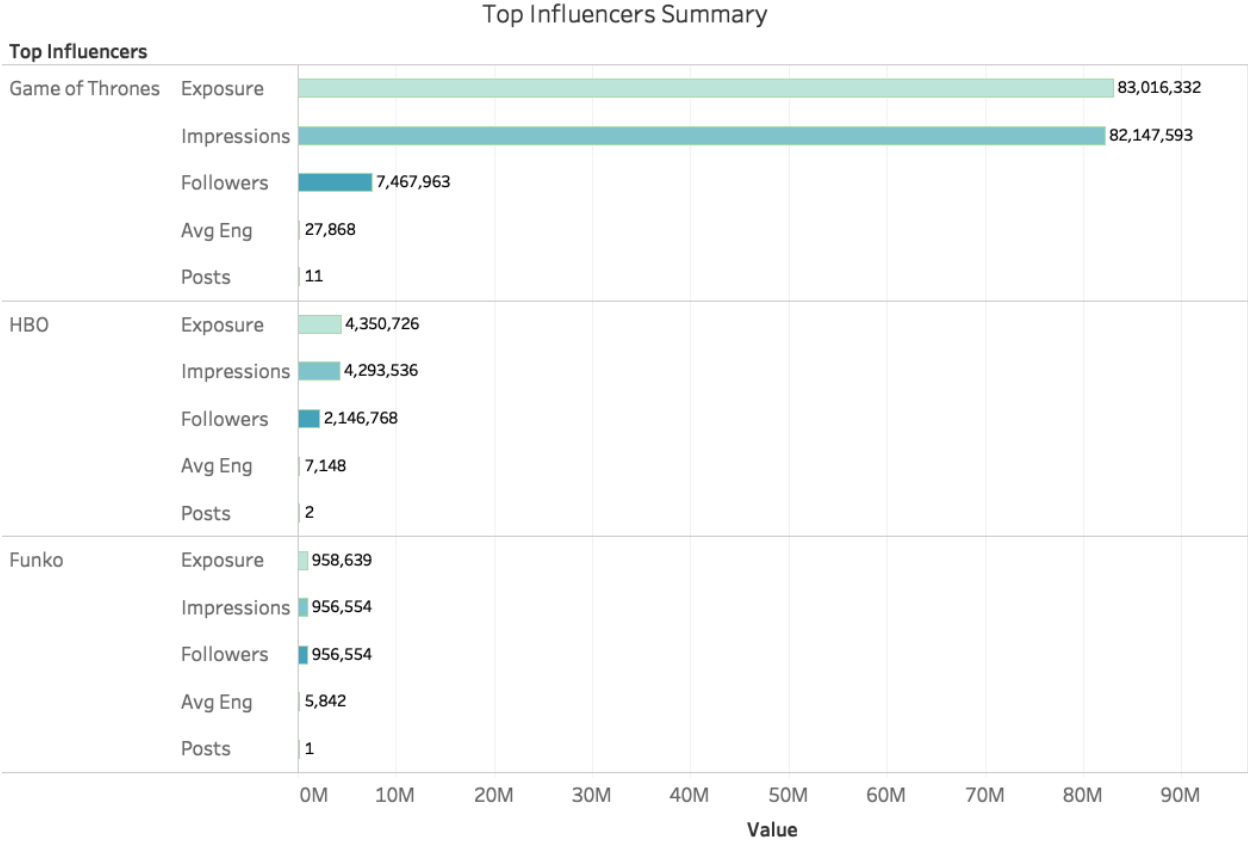


Figure 20: Summary of top three influencers

Category 7: Other Demographics

Some other demographics in the figures below indicate that male to female ratio of tweeters is 3:2. Less than 10% of the users posted using a desktop and 50% posted using an iPhone.

Users Percentage

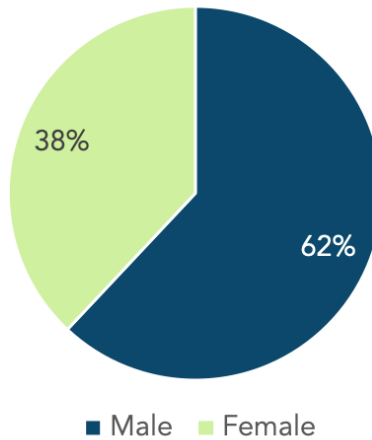


Figure 21: Pie-chart for gender

Devices Used

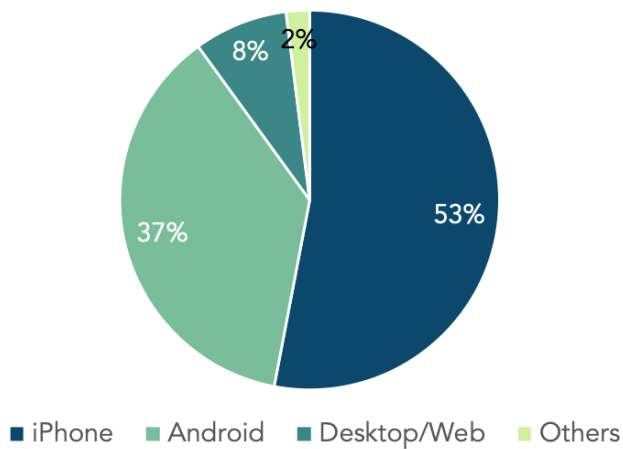


Figure 22: Pie-chart for devices used

Key Findings

Place

United States, Brazil and Great Britain constituted the top three countries talking about Game of Thrones on twitter. The hashtag is more popular in English speaking countries but has a presence in many countries worldwide.

Content

People were retweeting more than writing the post themselves since it is easier to retweet and quicker to spread the word than writing it on your own.

Arya, a character in Game of Thrones, was mentioned most on the posts – the trailer focuses on her mostly.

Sentiment

People are sad as seen from the emoticons – this may be because its is the last season and they suspect that many of their favorite characters may die. Words like death, kill, faces are used which seemed to be the theme of the trailer.

Frequency of post

The frequency of the post was highest in the evening after office hours even though the trailer was out in the morning - this is probably because it was a working day.

Influencers

Game of thrones page on the twitter had the highest engagement. It posted 11 times during the day to increase engagement. The average engagement for HBO and Funko was comparable - indicating that besides the official page there are other sources that can lead to high engagements.

Demographics

Most of the people who posted about the trailer were male and used iPhone.

Recommendations

HBO official page should tweet more post in order to increase engagement.

Game of thrones official page should post tweets in different languages to increase followers and engagements.

Another source of marketing can be companies like Funko that give away freebies to people who retweet and spread the word.

Challenges

People use different hashtags for the same purpose which can be difficult to track.

Raw data from tools like keyhole need to be processed and clean like changing the case, removing spaces, editing typos for accurate analysis.


A lot of auxiliary data is required to remove the bias in analysis for example male to female ration was 3:2 this does not mean that there were more male followers since we do not know the male to female ratio for twitter users.

Conclusion

Social Media is a good medium for marketing. It is also a good source for deriving the insights into the user-base - their feedback and reactions. Keyword base analysis can be very useful to understand the users - what gets them excited and spreading the word.

Appendix

Top three influencers




Game of Thrones @GameOfThrones
All #ForTheThrone. #GameofThrones returns for its final season on April 14 <http://ForTheThrone.com>

60,808 **7.49m** **39,590**
TOTAL POSTS TOTAL FOLLOWERS TOTAL FOLLOWING

2,428
AVG LIKES

422
AVG RETWEETS

0.04%
AVG ENGAGEMENT RATE

x	 <p>HBO @hbo</p>	2 Posts	7,148 Avg Eng	2,146,768 Followers	4,293,536 Impressions	4,350,726 Exposure
POSTS	DATE	ENGAGEMENTS				
Describe your emotions in a single GIF. #GameofThrones https://t.co/9F4PSw1RBt	Mar 05, 2019 11:00 AM	12,859				
Mood #GameofThrones https://t.co/3Js17RpsXe	Mar 05, 2019 11:30 AM	1,469				



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52,872 **956,674** **3,440**
TOTAL POSTS TOTAL FOLLOWERS TOTAL FOLLOWING

639
AVG LIKES

1,287
AVG RETWEETS

0.20%
AVG ENGAGEMENT RATE

Optimal Time of post

Optimal Post Time

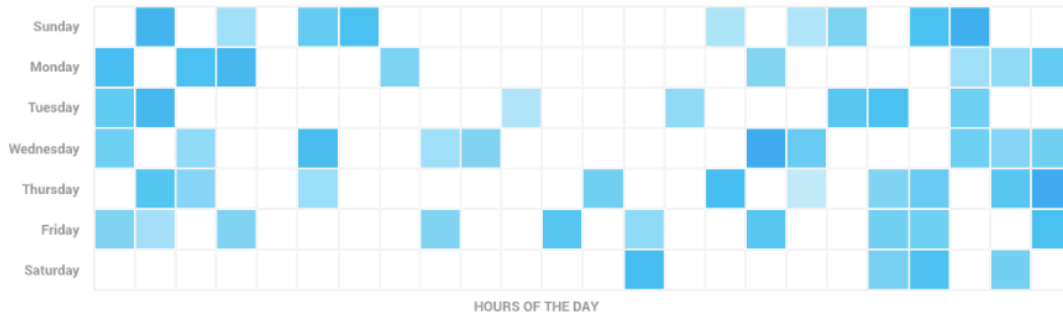


Figure 23: Optimal post time for GOT Page on twitter

Optimal Post Time

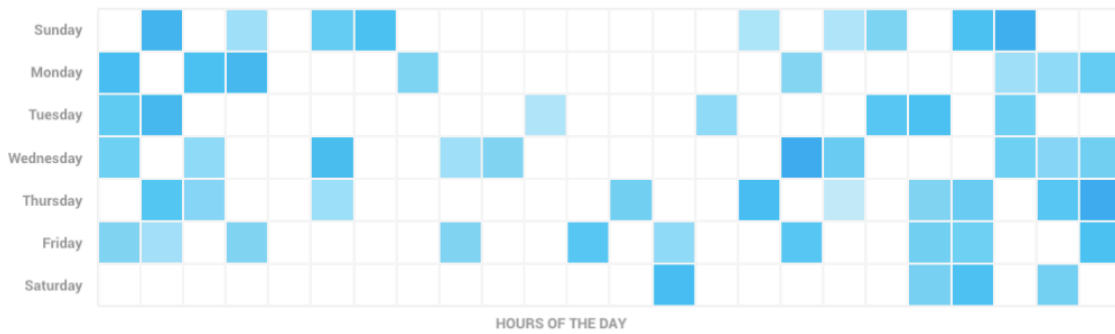


Figure 24: Optimal post time for HBO Page on Twitter

Optimal Post Time

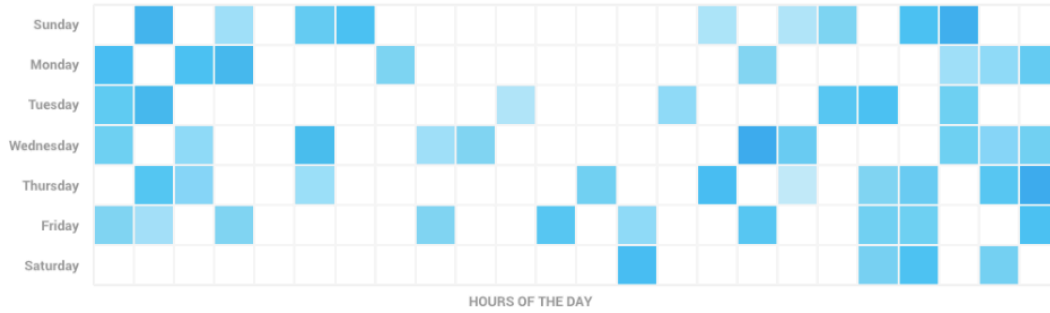


Figure 25: Optimal post time for Funko on Twitter