

Figure 1: Most popular bands over weekend of T in the park according to analysis of tweets

Analysis of tweets made during T in the Park 2011

Introduction

T in the park is an annual music festival, that takes place in Scotland. It is the biggest such event in Scotland and one of the largest in the UK.

We thought that we would conduct a small case study of tweets made during the festival, and using our **discover** product examine who was the most popular and more importantly **why**. For this piece of analysis, we downloaded all tweets that used the hashtag #titp or #tinthepark over the weekend of T in the Park 2011.

It should be pointed out that for this particular analysis, the tweets have come from all publically available tweets - some of whom will have come from those attending the event, and others who were watching the coverage on BBC television.

Popular acts

To begin with, we wanted to know who was the most popular act? We can work this out by using Brand Aura's **discover product** and calculating a score for how close in context the various acts were against key words such as 'amazing', 'brilliant', 'love' and so on.

This analysis can be seen in figure 1.

This analysis shows that Coldplay attracted the largest number of positive tweets, with Foo fighters coming second and other acts such as Pulp, Arctic Monkeys, The Strokes, Brandon Flowers and Beyonce also doing well.

Now this analysis is useful, and shows how a single data source (i.e. tweets having the appropriate hashtags) can be analysed using our tools. However it



Figure 3: Word cloud showing words in context with ‘Coldplay’ and also in context with ‘Travis’ from tweets made on the Saturday

‘rain’. This is not so surprising, given that festivals are renowned for their poor weather. But is this word coming up as a reference to the weather? And why particularly for Coldplay? In addition, why is Travis coming up in context at all?

Well we can explore this further by asking the Brand Aura discover tool to tell us which words come up in context with Coldplay and also then with Travis. This allows us to ask the question ‘What are people saying when they talk about Coldplay **and** Travis?’

The analysis for this can be seen in figure 3.

The analysis shows a number of words coming through: covering, does, always, rain, fix, brilliant. This is because Coldplay did a cover of Travis’ song ‘Why does it always rain on me?’ during their set, which then segued into ‘Fix You’, one of their own songs. It is easy to see by examining the wordcloud that this choice of song was extremely well received by the public.

We can do a similar analysis with another band, Pulp, with the analysis shown in Figure 4. Why did the public respond so positively to them? If we look at what words come up in context then we can see some interesting words such as: jarvis, last, ever, world, news, wiped, derriere.

These words are coming through strongly as Jarvis Cocker, the lead singer for Pulp, took on stage the last ever News of the World newspaper, which due to the hacking claims made against it produced its last publication on the Sunday of T in the Park, when Pulp did their performance. During his set, he pretended

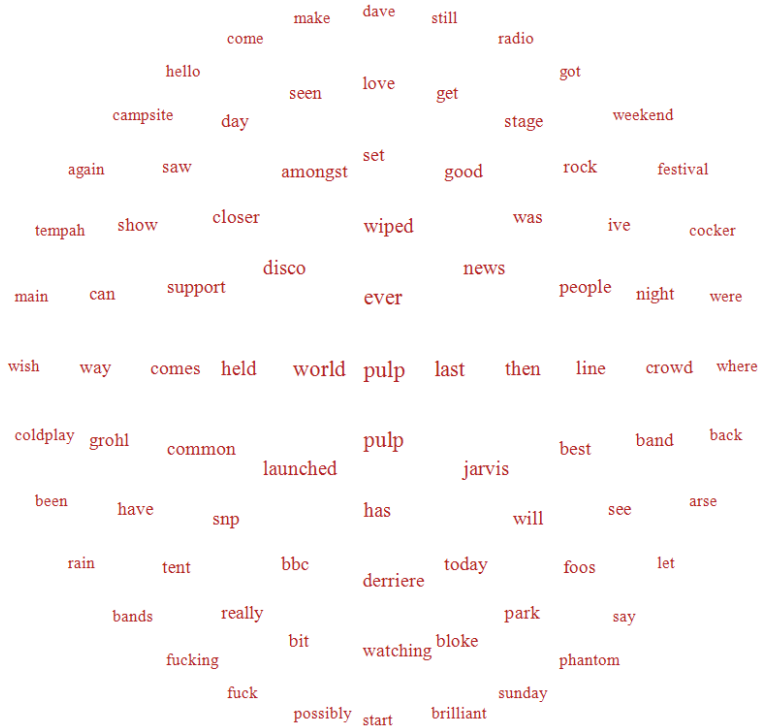


Figure 4: Word cloud showing words in context with ‘Pulp’ from tweets made on Sunday.

to wipe his bum (derriere) with the paper, saying ‘Best thing it’s done in 168 years’.

We can see other words coming through in context, such as: disco, common, people. These refer to the names of the songs that Pulp performed (Common People, and Disco 2000) and obviously are the public’s favourites as they are mentioned the most.

Conclusions and discussion

This white paper highlights the additional insight that can be gained by the use of our contextual analysis techniques.

We show how not only can the most ‘popular’ acts be easily discovered using our tool but also why the particular acts are liked so much. All of the analysis is undertaken from a single data source, unlike other tools which would require you to define at the outset exactly what it is that you would like to analyse.

As our tools allow you to **discover** the details of what is being said, our approach is much more powerful and flexible than any other product out there.

This whitepaper gives further evidence of how our tools can be used to analyse the ‘why’ of people’s opinion on any topic that is discussed through social media.

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Contact

If you would like to discuss the contents of this whitepaper, or to see how this analysis could be used to benefit your own company, and the pricing level for the service you require, then please contact Steve Bone at steve@brand-aura.com.