ANTHROPOLOGY
ARTS AND SCIENCES

SUMMER RESEARCH OPPORTUNITIES FOR UNDERGRADUATE WOMEN

APPLICATION DEADLINE: 03/01/2019

PROJECT TITLE: Twitter and the NBA: A Social Network Analysis

Jeremy Koster
ML 0380
University of Cincinnati
Cincinnati, OH 45221-0380
jeremy.koster@uc.edu

Project Description

This project examines the use of Twitter by professional basketball players in the NBA. Most players have Twitter accounts, which they use to interact with other players in the league. The players potentially use social media to curate their reputations and gain status. The long-term focus of this project is on the relationship between on-the-court performance and Twitter usage. Are players more likely to post messages on Twitter following good performances? Do they respond defensively after poor showings?

To examine such hypotheses, a pre-existing dataset of Twitter usage by players will be matched to performance data from the 2018-2019 NBA season. The WISE student will learn methods for scraping web data and assembling relational databases that combine the Twitter data with conventional basketball statistics. Building on prior research (Koster and Aven 2018), the resulting dataset lends itself to several possible studies. The student will obtain transferrable skills in database management, digital media, programming in R software, and statistical analysis. This project will be accomplished via a modern workflow that substantial independent effort along with regular communications with Dr. Koster via shared databases and teleconferencing.


See also: https://qz.com/work/1265807/lebron-jamess-twitter-habits-can-teach-us-about-successful-organizations/