

Social Response Analysis: Exploring social media demographic changes in response to sporting events

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Abstract

This thesis argues that valuable insights into communities of sports followers can be developed through examining changes in their characteristics before and after critical events. Using readily available social media data, it is possible to build a profile of these follower communities and to monitor these data over time. A new methodology called Social Response Analysis is proposed to provide a framework to understand what is occurring around sport teams and events. The examination of several case studies using SRA demonstrates that even in the age of big data, valid and actionable intelligence can still be found using smaller datasets.

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