Tweets to Touchdowns: Predicting National Football League Achievement from Social Media Optimism

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Abstract : The NFL Draft is a chance for every NFL team to select their next superstar. As a result, teams heavily invest in scouting, and millions of fans partake in the online discourse surrounding the draft. This paper investigates the potential correlations between positive sentiment in individual draft selection threads from the subreddit r/NFL and if this data can be used to make successful player recommendations. It is hypothesized that there will be limited correlations and nonviable recommendations made from these threads. The hypothesis is tested using sentiment analysis of draft thread comments and analyzing correlation and precision at k of top scores. The results indicate weak correlations between the percentage of positive comments in a draft selection thread and a player's approximate value, but potentially viable recommendations from looking at players whose draft selection threads have the highest percentage of positive comments.

Keywords : national football league, NFL, NFL Draft, sentiment analysis, Reddit, social media, NLP
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