

Twitter's Impact on Print Media with Respect to Real World Events

Authors : Basit Shahzad, Abdullatif M. Abdullatif

Abstract : Recent advancements in Information and Communication Technologies (ICT) and easy access to Internet have made social media the first choice for information sharing related to any important events or news. On Twitter, trend is a common feature that quantifies the level of popularity of a certain news or event. In this work, we examine the impact of Twitter trends on real world events by hypothesizing that Twitter trends have an influence on print media in Pakistan. For this, Twitter is used as a platform and Twitter trends as a base line. We first collect data from two sources (Twitter trends and print media) in the period May to August 2016. Obtained data from two sources is analyzed and it is observed that social media is significantly influencing the print media and majority of the news printed in newspaper are posted on Twitter earlier.

Keywords : twitter trends, text mining, effectiveness of trends, print media

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