Name(s)	Project Number
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Project Title

Talk Is Cheap: How Does News Affect Social Media?

Abstract

Objectives/Goals

The goal of my project was to see how news affects social media. My results showed that sports had the most tweets per article on average. They also showed that sports had a 5x greater ratio of tweets to articles than the next closest, technology. I concluded that news does indeed affect social media.

Methods/Materials

My project studies how news affects social media. I chose four categories of news (entertainment, sports, politics, and technology) and chose dozens of articles (Google News, http://www.news.google.com/) and chose the stories with the most longitudinal traction. Then I used Topsy (http://www.topsy.com/) to measure the number of tweets per article. I also used the Google News data from before as more information for my spreadsheet.

Results

My results showed that sports had the most tweets per article on average. They also showed that sports had a 5x greater ratio of tweets to articles than the next closest, technology.

Conclusions/Discussion

I concluded that news does indeed affect social media.

Summary Statement

My project studies the affect of news on social media.

Help Received

My dad helped me with Microsoft Excel.