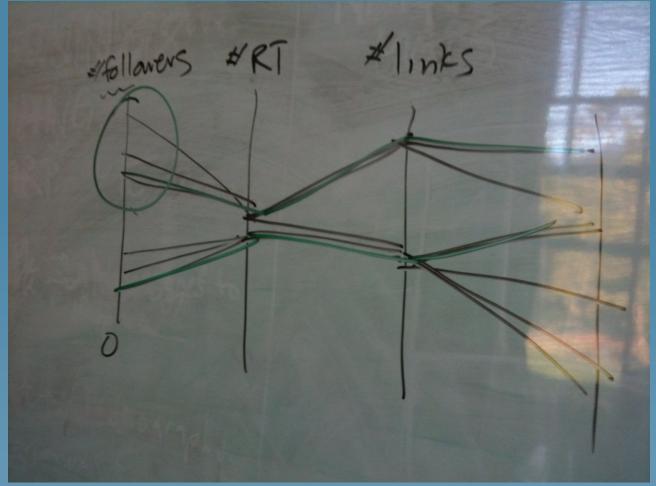


sean carey carol chen yo-shang cheng anjana dasu

What does celebrity success on Twitter look like? An exploratory visualization

We consider Twitter users to be successful if they have a large number of followers and a high number of tweets per day.

We visualized the shape of Twitter behavior based on the percentage of tweets including replies, retweets, hashtags, links, and emoticons.



Male

Female

Initial sketch

Actors

Athletes

Musicians

Barack Obama

3779365 674

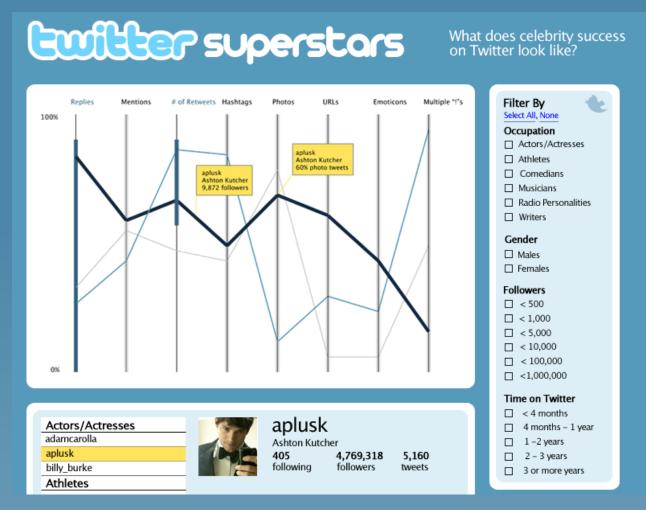
following followers tweets

20.62% Use of !s

730008

0.62 Hashtags

First digital mockup



Subsequent digital mockup



Tweets per Day

Twitter look like? Adam Carolla

0.45%

What does celebrity success on

69.88% Photos Replies Politicians 5.34% Emoticons 1.93% Days on Twitter 1148 Retweets Add Yourself twitter username

Adam Lambert Al Gore Andy Roddick Ashton Kutcher **Barack Obama** Billy Burke **Britney Spears** Danny DeVito David Spade Demi Moore Donnie Wahlberg Ellen DeGeneres Gavin Newsom Jeremy Shockey John Boehner Jonas Brothers Katy Perry Kris Allen Lindsay Lohan Marshall Mathers Neil Diamond Nia Vardalos Paris Hilton Pete Wentz Pierce Brosnan Quincy Jones Rob Corddry Russell Brand Sarah Silverman Serena Williams Soulja Boy Taylor Swift Terrell Owens Tony Hawk Trent Reznor Venus Williams

Bob Saget Curt Schilling David Hasselhoff Demetria Lovato Dolly Parton Drew Carey Felicia Day Gov. Schwarzenegger Jimmy Fallon John Mayer Justin Bieber Kim Kardashian Lady Gaga Mark Hoppus Michelle Branch Newt Gingrich P Diddy

Pee-wee Herman Peter Facinelli Queen Latifah Rachel Bilson Ricky Martin Robert Llewellyn Sarah Palin Selena Gomez Shakira Stephen Fry Team McCain Tom Felton Tracy Morgan Tyra Banks William Shatner

Features:

- Parallel coordinates
- Brushing
- Linking
- Filtering
- Details on demand
- Dynamically adding Twitter users
- Comparing yourself to others

Final visualization