

Oscars Twitter Curation Case Study

March 22nd, 2011

Background:

Real-time social content is a perfect mate for live television programming. Combining the two greatly enhances the overall experience for viewers. Through the integration of real-time social content and live programming, people can watch reactions and commentary from a global live audience while they're watching and hearing a show on TV.

Mass Relevance worked closely with E! Entertainment and the Academy Awards to create a uniquely engaging social experience for Oscars viewers. Using our TweetRiver software as a service (SaaS) technology to moderate real-time Twitter content, we aggregated and filtered through 1.2 million tweets on the night of the Oscars and found those that were the most interesting. Those tweets were then automatically displayed in a customized application we developed for E! Entertainment's website.

The challenge for any company looking to create an engaging social content experience is to find the signal of relevant Twitter content through all of the noise. There were 1,269,970 tweets, 1,663,458,778 potential impressions, and 388,717 users tweeting during the Oscars.¹

We found and surfaced the perfect signal for E! Entertainment visitors on the night of the Oscars by displaying only the most relevant and engaging tweets.

Strategy:

After carefully considering which data would be the most interesting to viewers, we created a visual design that included aggregate- and tweet-level information about the show.

¹ TweetReach

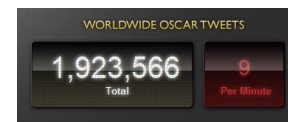
Tweets from select celebrities automatically appeared in the application.

Tweets from the masses appeared on the site after either being filtered through automatic rules or hand selected with a distributed moderation platform.

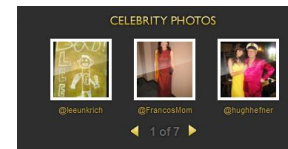
Viewers had the choice of selecting tweets from everyone, only celebrities, or only viewers.



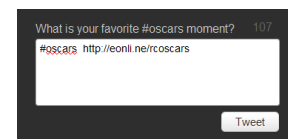
Aggregate-level statistics, such as the total number of Oscars tweets and the number of tweets per minute, were automatically fed into the application.



Photos from approved tweets were turned into thumbnails and shown in the photo section of the visualization.



Viewers were also able to engage with the audience through an easy-to-use tweet input box.



We set up our TweetRiver application to automatically filter out irrelevant tweets. We created rules that can automatically filter tweets based on 17 different attributes in a tweet. For example, we excluded tweets from probable spammers based on their followers to following ratio. We also automatically excluded tweets that were only a few words in length because those tweets tend not to be very interesting. The automatically filtered tweets were then split up into three different streams that were each manually moderated by work-at-home moderators who identified and approved the most interesting tweets. The approved tweets automatically appeared in the application on E!'s website.

Results:


- 64% of visitors were new to the site and saw an average of 6 page views during the session.
- Created a unique and engaging experience for visitors.
- Filtered through over 1.2 million tweets to find the ones that were the most interesting.
- Cut through the noise and filtered down to only the most interesting tweets that conveyed the sentiment of the crowd at any point in the show.

E!


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Chelsea Lately
E! Shows

LIVE FROM THE RED CARPET

83RD ANNUAL ACADEMY AWARDS


SUNDAY, FEB 27
LIVE COVERAGE STARTS @ 6 ET/3 PT

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BAFTA AWARDS 2011
GRAMMYS 2011
OSCARS 2011

@REDCARPET on twitter

Next




@redcarpet E! Red Carpet News BIO

#Oscars recap: <http://eonli.ne/hkq7D>

Wed Feb 22 10:00am


RED CARPET TWEETS All A-List Viewers



@DanaBrunetti Dana Brunetti BIO

Good morning! Up early to go on a flight with the @blueangels. I'm like a kid on Christmas morning!


Wed Feb 22 10:00am



@DanaBrunetti Dana Brunetti BIO

Good morning!


Wed Feb 22 10:00am



@DanaBrunetti Dana Brunetti BIO

Oh yeah RT @LenAndersonIV: Early call at @Danabrunetti's house 4 the trip 2 El Centro. Home of @blueangels writer training. Hope he's ready.


Wed Feb 22 10:00am



@GiulianaRancic Giuliana Rancic BIO

It's the best! Lemme know how u liked RT @Lttz24- just ordered my DDF 400z polishing system thanks to u & ur flawless skin at the oscar!


Wed Feb 22 10:00am



@redcarpet E! Red Carpet News BIO

James Franco: Stoned During Oscars? Enemies With Anne Hathaway? Here's the Real Scoop <http://eonli.ne/ymdzH>


Wed Feb 22 10:00am



@arrahman A.R. Rahman BIO

The dilemma of two composers' sons <http://fb.me/RVDgLSxX>


Wed Feb 22 10:00am



@GiulianaRancic Giuliana Rancic BIO

Giuseppe Zanotti. Love! @DianaMarie530: I love the shoes u were wearing in fashion police for the academy awards!!!! what were they??


Wed Feb 22 10:00am



@DanaBrunetti Dana Brunetti BIO

Dude. I'm like a kid on the night before Christmas! RT @LenAndersonIV: Get some sleep. You're gonna need it. See you in the AM.


Wed Feb 22 10:00am



@helloross Ross Mathews BIO

RT @jayleno: Backstage with more celebrity party insights from @helloross at the Elton John Oscar party: <http://bit.ly/1SPtP1>

Wed Feb 22 10:00am



@leunkrich Lee Unkrich BIO

@sonny_pilgrim I never had before Sunday...

Wed Feb 22 10:00am

More Red Carpet Events

WORLDWIDE OSCAR TWEETS

1,923,566

Total




9

Per Minute

MOST MENTIONED NOMINEES

| | |
|------------------------|--------|
| 1 James Franco | 62,162 |
| 2 Natalie Portman | 46,604 |
| 3 Colin Firth | 25,727 |
| 4 Melissa Leo | 19,868 |
| 5 Helena Bonham Carter | 16,058 |
| 6 Christian Bale | 14,297 |
| 7 Nicole Kidman | 10,315 |
| 8 Halle Berry | 9,991 |
| 9 Javier Bardem | 7,153 |
| 10 Jennifer Lawrence | 6,265 |
| 11 Michelle Williams | 6,083 |
| 12 Amy Adams | 5,345 |
| 13 Jesse Eisenberg | 4,989 |
| 14 Tom Hopper | 4,169 |
| 15 Annette Bening | 3,149 |
| 16 Jeff Bridges | 3,123 |
| 17 Mark Ruffalo | 2,595 |
| 18 Geoffrey Rush | 2,417 |
| 19 David Foyier | 2,255 |
| 20 Jacki Weaver | 1,372 |
| 21 Jeremy Renner | 1,199 |
| 22 Darren Aronofsky | 854 |
| 23 John Hawkes | 695 |
| 24 Coen Brothers | 583 |
| 25 David Russell | 111 |

CELEBRITY PHOTOS


1 of 7

What is your favorite #oscars moment? 107

#oscars <http://eonli.ne/rosars>

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E! & THE ACADEMY TWEETS



@redcarpet E! Red Carpet News BIO

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Wed Feb 22 10:00am

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Designed by  smith & robot

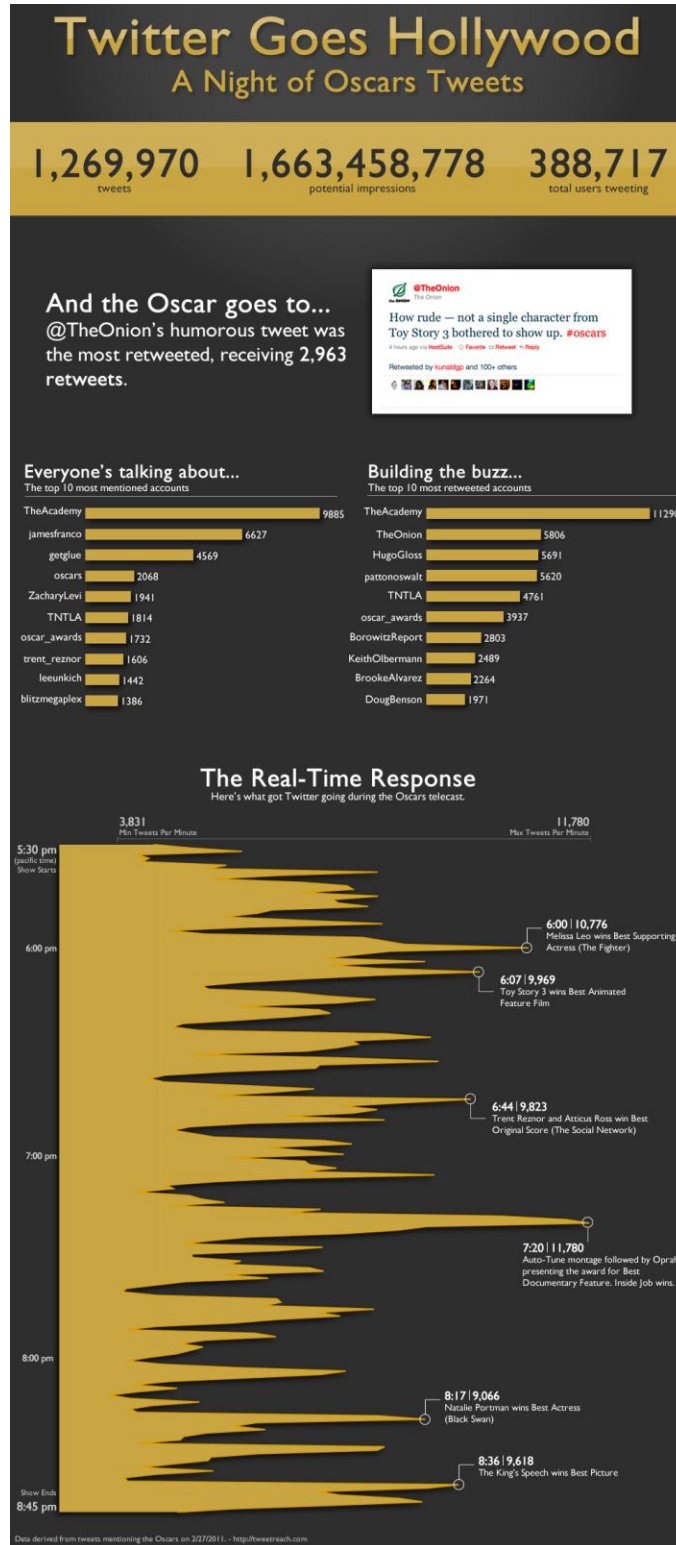


Image courtesy of TweetReach