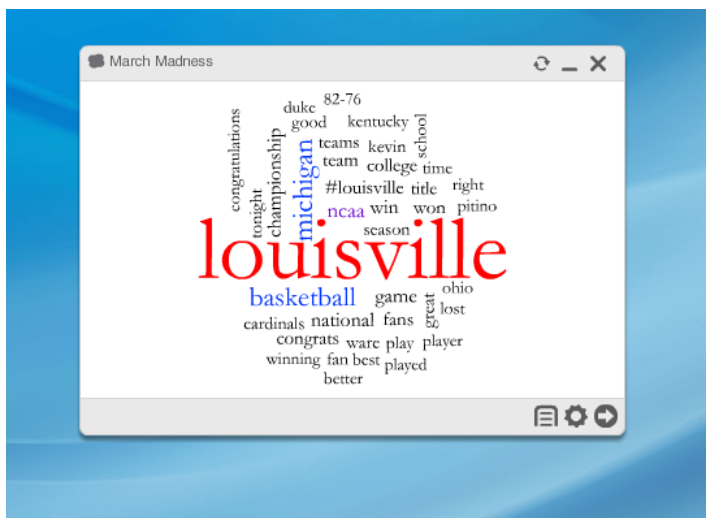
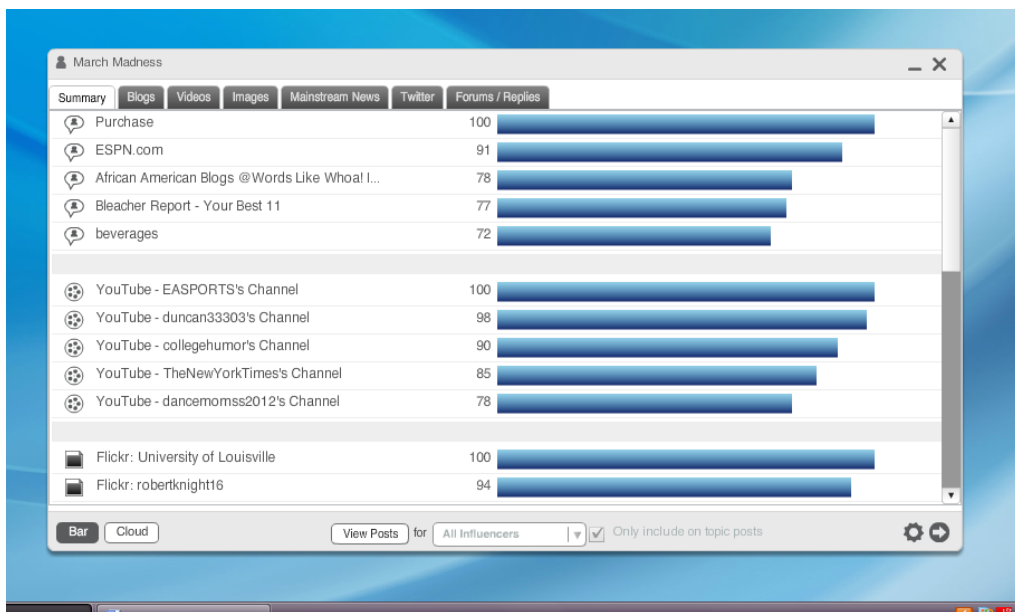
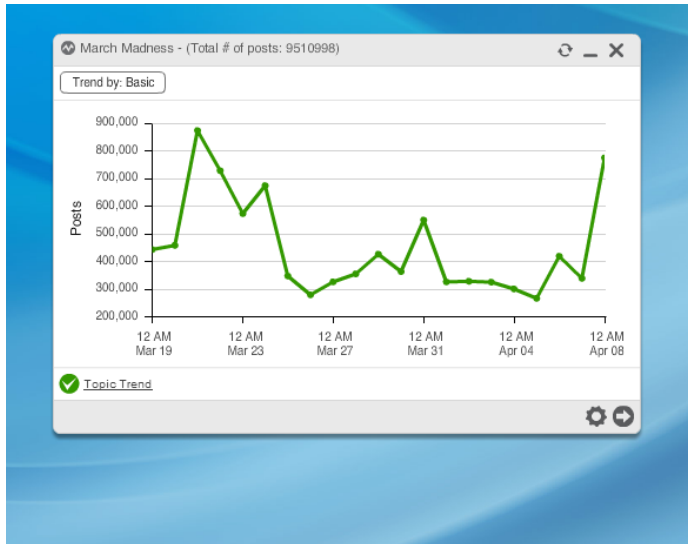


1. The keywords I chose to use for both Radian6 and Topsy were March Madness, Louisville, Michigan, NCAA and basketball. I chose to include Louisville and Michigan because they were the two teams in the final so there was buzz about them throughout the entire tournament. Also Kevin Ware, the point guard for Louisville, suffered a major leg injury during the tournament which sparked a lot of conversation so I thought it was even more vital to include the keyword “Louisville”. The other three keywords were important to include because they are generalized terms that people use when referring to the tournament.
- 2.








Louisville became a trending topic towards the end of the tournament. On March 31, there was a huge peak in conversation about the team. Posts jumped from about 44,000 to nearly one million because Kevin Ware, the team’s point guard, suffered a major leg injury. The following week posts began to slow down because there weren’t any games, but during the championship game and after they won it on April 8, posts shot back up to






over 1.2 million. Another popular trending topic was Michigan, Louisville's opponent in the final. The team also received a similar topic trending graph, peaking around the 29 and 31 of March after big wins and again peaking during the championship game.



OVERALL ACTIV...	233K	LOUISVILLE	47K	MICHIGAN	57K	NCAA	51K	BASKETBALL	77K
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TWEET	TWEETS	
 <p>@kevinhart4real Kevin Hart Michigan is killing Florida...I got Michigan winning it all! <i>Mar 31, 2013 19:08 GMT (14 days ago)</i></p>	2K	
 <p>@scooterbraun Scooter Braun Fun night with great people. Some good laughs. #goodtimes . Oh and that Michigan game was amazing. #marchmadness <i>Mar 30, 2013 7:37 GMT (16 days ago)</i></p>	1K	
 <p>@kingjames LeBron James Man that dude Henderson from Ol Miss got the greenest light in basketball history!! Hahaha. <i>Mar 22, 2013 18:17 GMT (23 days ago)</i></p>	11K	
 <p>@conanobrien Conan O'Brien I picked M.I.T. in my NCAA pool. Their robots are unstoppable. <i>Mar 19, 2013 15:10 GMT (27 days ago)</i></p>	2K	
 <p>@espn ESPN Wichita State is playing angry... and better than Louisville. #UpsetAlert <i>Apr 6, 2013 23:44 GMT (8 days ago)</i></p>	1K	

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TITLE	TWEETS	
Y! SPORTS  m.yahoo.com <i>Jan 1, 1970 0:00 GMT (43 years ago)</i>	512K	
GetGlue - Your app for TV, Movies, and Sports  getglue.com <i>Mar 20, 2013 21:10 GMT (25 days ago)</i>	2K	
Louisville 72, Wichita State 68: Louisville Advances to Title Game by Beating Wichita State  nytimes.com <i>Apr 7, 2013 11:39 GMT (8 days ago)</i>	400	
South: Michigan 87, Kansas 85: Michigan Stuns No. 1 Seed Kansas  nytimes.com <i>Mar 30, 2013 3:03 GMT (16 days ago)</i>	438	
Midwest: Louisville 85, Duke 63: Louisville Defeats Duke but Kevin Ware Breaks Leg in First Half  nytimes.com <i>Apr 1, 2013 0:49 GMT (14 days ago)</i>	348	

- I used both Topsy and Radian6 to identify influencers. Some of the most influential twitter handles were @ESPN, @yahoosports, @kingjames and @conanobrien. ESPN is obviously a huge influencer because many people use ESPN as their go-to source for all things sports. People responded to LeBron James and Conan O'Brien because they are big celebrities and both have a lot of loyal followers.
- In terms of buzz about the keyword "Louisville", there was a lot of chatter about Kevin Ware. Athletes across the entire world were expressing their emotion about his injury. For example comedian Kevin Hart tweeted, "I have never in my life seen an injury like the one suffered by "Ware" from Louisville...My PRAYERS go out to him & his family." Many other celebrities sent out their thoughts and prayers to the athlete as well. Because it was a basketball game a lot of the sports broadcasters could not be bias to one team so influencers such as @ESPN and @yahoosports were tweeting more about the facts than opinions. For example @yahoosports tweeted, "The title game is set! Michigan holds off Syracuse and will play Louisville for the championship Monday."

Over the entire tournament, Michigan actually received about 40,000 more positive tweets than Louisville.

5. I found both tools to be extremely useful. I definitely got a hang of Topsy Pro more quickly than I did Radian6, but Radian6 offers much more detailed analytics. Topsy Pro was very easy to navigate, but it really only focused on Twitter analytics whereas Radian6 offered information across a variety of platforms. I also found the conversation cloud on Radian6 to be extremely useful. Overall, I would say that Radian6 was more effective because of its ability to provide more information even though it takes a bit more time to learn and understand.