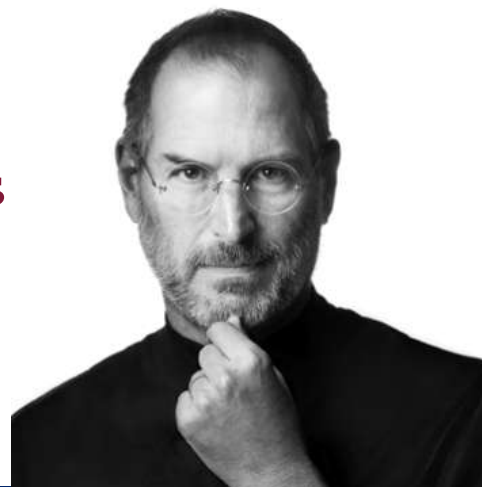


# REPORT

## Steve Jobs: Twitter Analysis

### Findings



#### REPORT

##### Steve Jobs: Twitter Analysis

Leveraging the power of semantic technology, Expert System has conducted an analysis to understand the reactions of Twitter users in the days immediately following the death of Steve Jobs.

Using the Cogito Search Explore Engine, the semantic platform from Expert System, the data collected spans from October 5 through October 17, 2011 and represents a sample of over 255,372 tweets extracted with the keyword "Steve Jobs" during this period.

The findings include quantitative and qualitative data to highlight the predominant topics discussed, the people and organizations most often cited and other trends and patterns in the tweets.

#### General features of the findings

##### Reference period

The findings are based on data gathered in the period of October 5 - 17, 2011.

##### Reference sample

The sample consists of tweets published on Twitter extracted using the keyword "Steve Jobs."

##### Tool

The findings were obtained using Cogito Search Explore Engine, the Expert System semantic software that improves access to content through the automatic comprehension of text. Cogito SEE makes the activities of search, analysis and interactive exploration easier, faster and more precise.

### The Findings

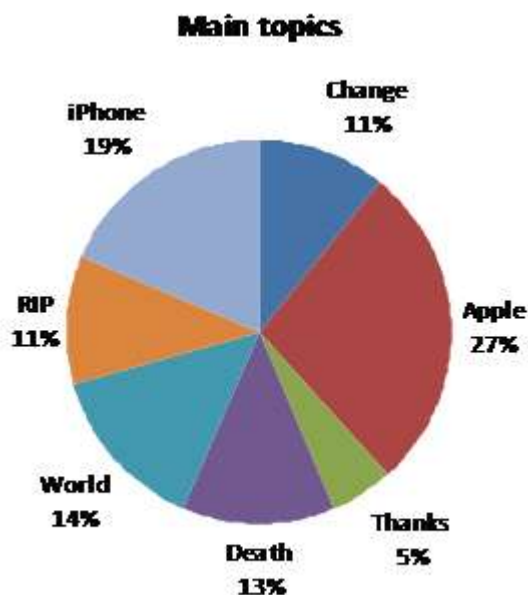


Figure 1

Among the thousands of topics discussed in the collection period, those most frequently mentioned were tied closely to Jobs and to the reactions of users to his death.

## Filtering by Concepts

Filtering the tweets by Concepts such as Organizations and People reveals the top technology players most mentioned in the “Steve Jobs” tweets. The results are related to some of the most popular tweets:

*“Steve Jobs, Bill Gates and Mark Zuckerberg all dropped out of college.”*

*“Dear@Blackberry: Thanks for honoring Steve Jobs’ death with a 3 day silence.”*

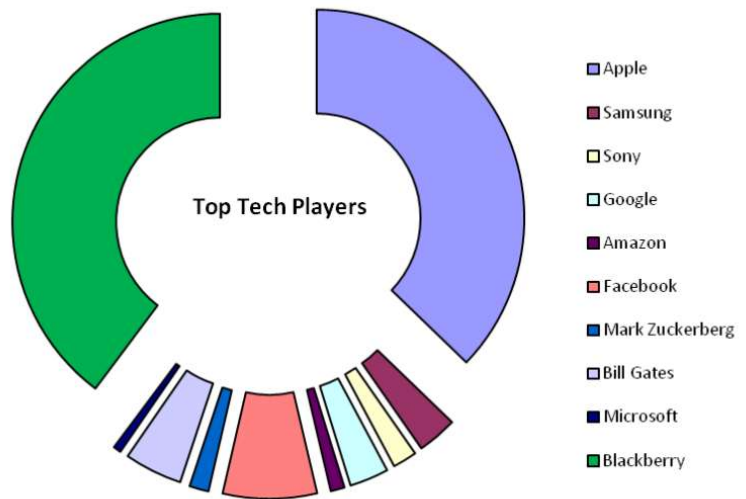


Figure 2

A significant number of tweets related to Steve Jobs centered around his creations and related brands.

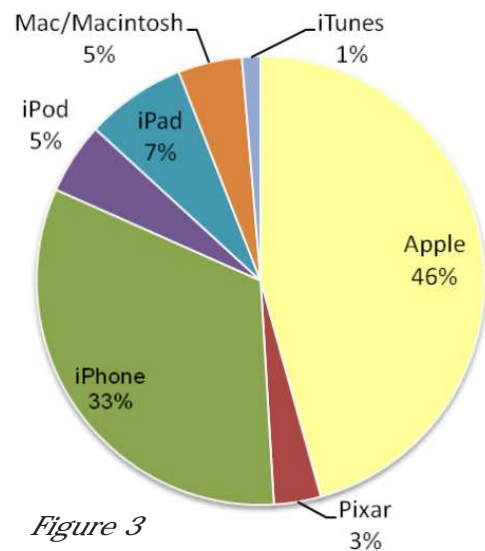


Figure 3

## SAO Analysis

Using Subject-Action-Object (SAO) analysis to better understand the logical roles of words within phrases, we can understand the related verbs and direct objects used to form the tweets.

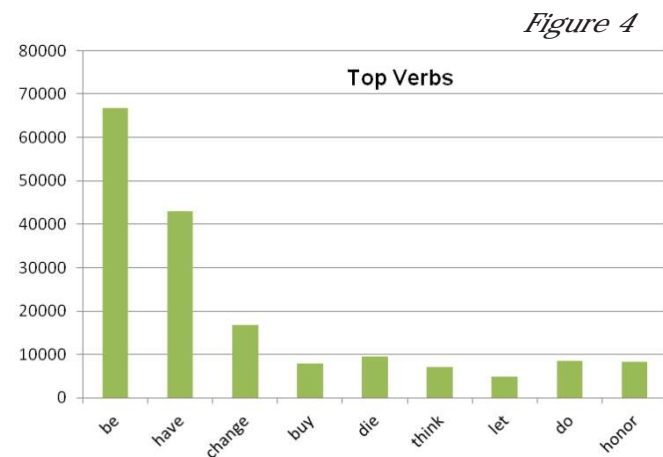


Figure 4

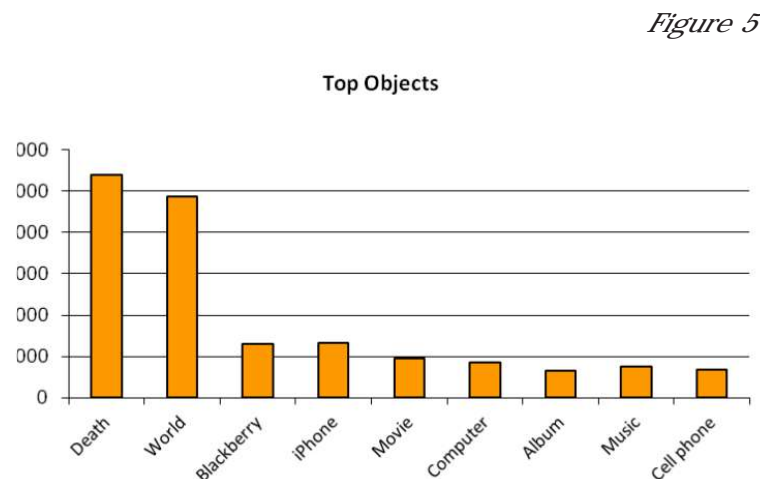


Figure 5

*“Steve Jobs was born out of wedlock, put up for adoption at birth, dropped out of college, then changed the world.”*

*“I buy an iPad and Steve Jobs dies.”*





## Trending Topics

There were thousands of topics in the Steve Jobs tweets that trended at various levels over the collection period. We can look at various topics and see when they first emerged in conversations and how it trended over time.

Figure 11: "Tribute"

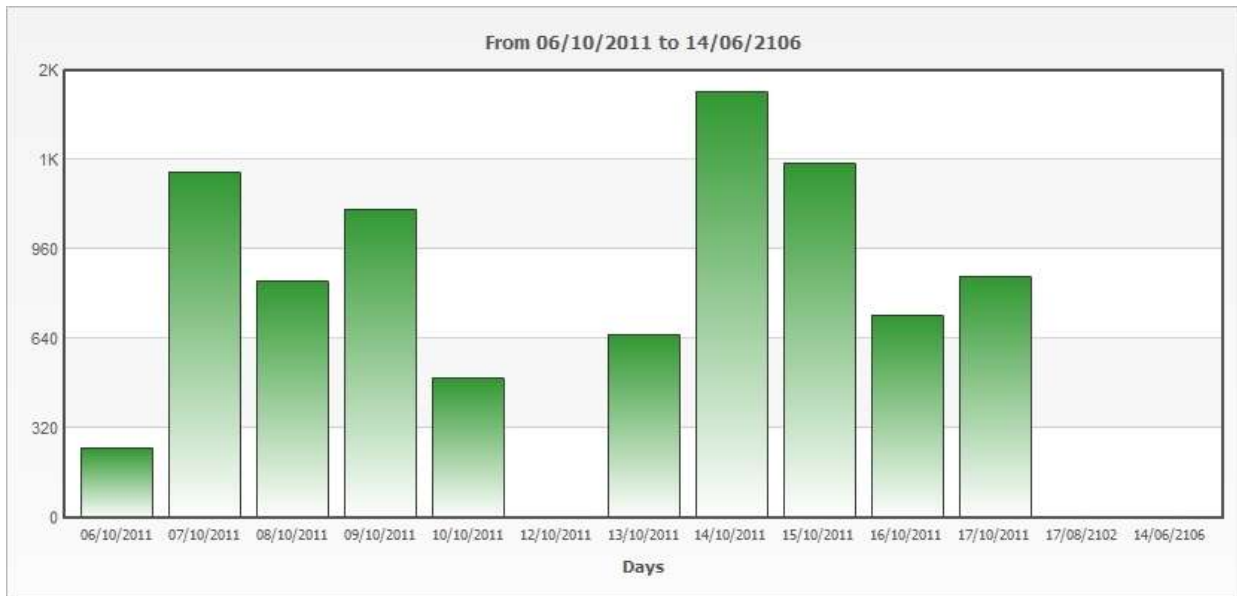
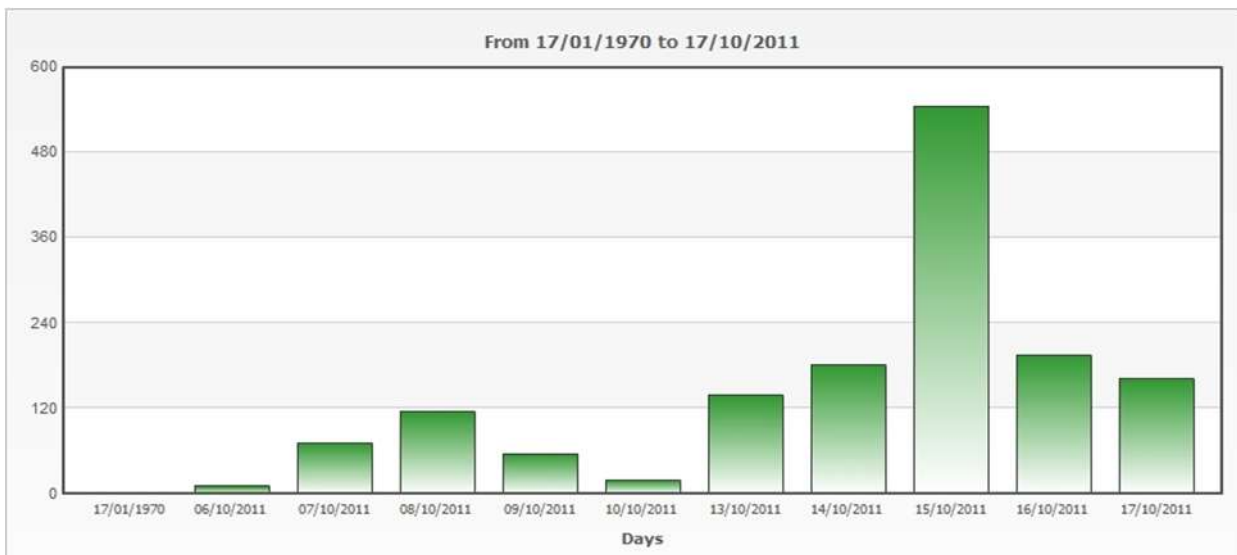


Figure 12: "Turtleneck"



### Expert System

Expert System is the leading provider of semantic software that discovers, classifies and interprets text information. All Expert System products, which are based on the patented technology Cogito, leverage the company's expertise in the development of business solutions that support the activities of Knowledge Management, Customer Care and Intelligence.

[www.expertsystem.net](http://www.expertsystem.net)  
[info@expertsystem.net](mailto:info@expertsystem.net)

