Analysis of tweets
of Slovene corporate users

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Motivation

- Qualitative study by Kalin Golob et al. 2018
- type 1:
  - the language of tweets is neutral & standard, sentences are short and nearly always contain a hyperlink
  - the only marked element is the frequent usage of exclamation marks and all caps
  - *ISKRENA HVALA VSEM DAROVALCEM!*
- type 2:
  - tweets are written in spoken tone, directly address the reader
  - frequent use of phraseology, colloquialisms and interjections
  - frequent use of questions, combinations of question and exclamation marks
  - *Je tvoj predplačniški račun prazen?*
- language style carefully selected for the content
  - content: announcements -> formal and standard, social events, invitations and campaigns -> colloquial
  - target audience: general -> neutral style, specialized -> neutral/colloquial
  - author: public instututions -> neutral and standard, companies -> visibility, colloquial, non-standard
  - news, products, persons, institutions and companies typically presented in a positive way

Study

- Janes-Tviti (Erjavec et al. 2018)
  - 11.3 million tweets
  - 10.200 users (private, corporate)
- Part 1
  - production & posting dynamics
- Part 2
  - new media elements
- Part 3
  - language & keywords

Results 1: Production

User type

Users	No. of users	No. of tweets
Corporate	**2612 (26%)**	**2,112,910 (19%)**
Private	7627 (74%)	9,223,736 (81%)
Total	10,248 (100%)	11,336,646 (100%)

User sex

Users	Corporate	Private
Unknown	**1,730,258 (82%)**	134,048 (1%)
Private	**271,729 (13%)**	6,136,470 (67%)
Female	**110,923 (5%)**	2,953,218 (32%)
Total	2,112,910 (100%)	9,223,736 (100%)

Results 1: Dynamics

User production

No. of users	Corporate	Private
> 10.000 tweets	**29 (1%)**	129 (2%)
10.000 – 1000 tweets	**422 (16%)**	1867 (24%)
1000 – 100 tweets	**1640 (63%)**	4055 (53%)
< 100 tweets	**521 (20%)**	1576 (21%)
Total	2612 (100%)	7627 (100%)
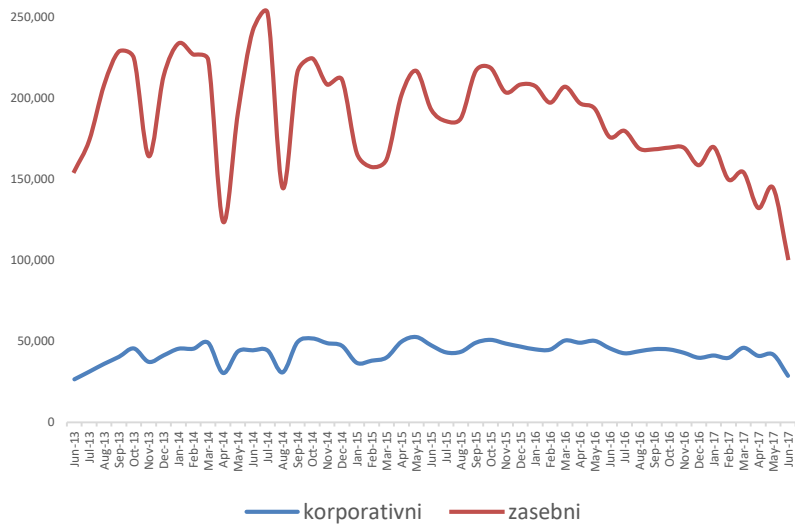
Posting dynamics
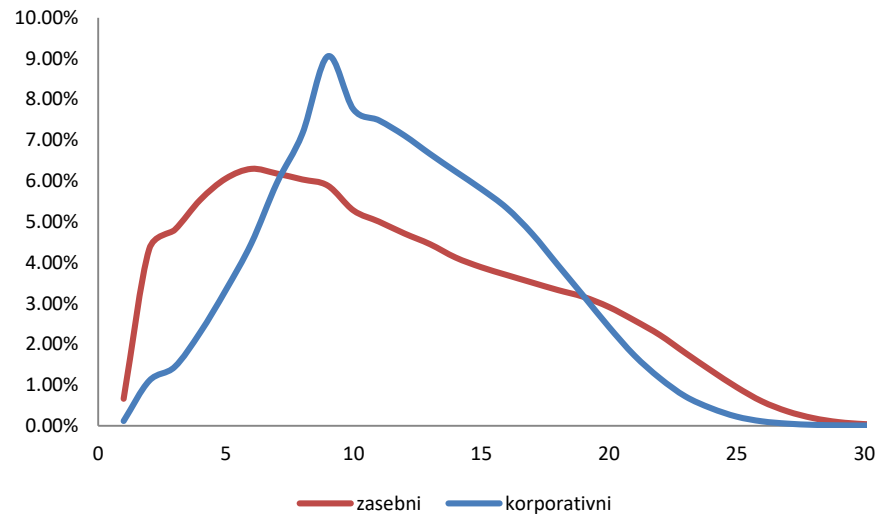
Tweet length

Results 2: Interactive elements

- Likes
  - 0 likes: 4/5 corporate vs. 2/3 private tweets
- Retweeted tweets
  - >1 retweet: 17% corporate vs. 8% private
- Less interpersonal communication, more information dissemination

Results 2: New media elements

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Hashtag per tweet	
Corporate	**0,44**
Private	0,24
Emoji per tweet	
Corporate	**0,61**
Private	1,31
Hyperlink per tweet	
Corporate	**0,94**
Private	0,28
Mention per tweet	
Corporate	**0,31**
Private	1,00

Corporate	
Hashtag	Freq.
#plts	18,703
#slonews	18,247
#PLTS	9,620
#Ljubljana	5,724
#izvršba	5,167
#NKDomzale	4,437
#olimpija	4,176
#rokomet	4,143
#junaki	3,941
#skupajdovrha	3,864

Corporate	
Mention	Freq.
@YouTube	8,325
@Nova24TV	6,903
@Val202	3,992
@rtvslo	3,866
@kzs_si	3,736
@union_olimpija	3,616
@JJansaSDS	3,464
@radioPrvi	3,128
@vladaRS	2,764
@nkmaribor	2,758

Emoji	Freq.	User	Freq.	Rel. freq.
:)	114,602	_RecycleMan	530	12,711
;)	55,763	JennParisBags	188	11,522
:D	17,715	EtiVelikonja	160	10,410
<3	13,688	ApartmaNet	184	10,105
:-)	9,672	TRENDtrgovina	436	10,049
;-)	4,926	Pawla40	228	9,720
:))	4,680	iPlace_si	125	8,860
♥	3,679	bozicluka	92	8,290
:P	3,558	matejgaber22	99	7,223
☺	3,436	Modniovitki	424	7,011

Results 3: Language

- Language:
  - almost exclusively in Slovene (93 %)
  - exceptions (English): embassies, ministry of foreign affairs, president of the country, government
- Sentiment:
  - ½ of all corporate tweets have positive sentiment
- Standardness:
  - predominently standard (80%), very nonstandard extremely rare (3%)
  - standard abbreviations (d. o. o., min.), standard punctuation
  - exceptions (non-standard): stand-up comediants, radio show hosts, musicians
- Parts of speech:
  - nearly 2x more proper nouns and numerals than in private tweets
  - much more frequent also conjunctions, prepositions, adjectives and common nouns
  - much less frequent interjections, particles, pronouns and adverbs
- More formal style & informative and influential function of corporate tweets

- Sentiment:
  - negative tweets stand out the most (accidents, disasters)
  - positive tweets typical for corporate communication (congratulations, invitations)
  - neutral tweets the Five Ws
- Standardness:
  - standard for announcements and ads
  - nonstandard ads for a specific (younger) target audience
- Sex:
  - indicates topics and styles intended for male/female audience
  - female fashion, shopping, food, parenting
  - male real estate, sports, music

Conclusions

- Confirmed
  - standard language and formal style prevails in corporate tweets
  - nonstandard language and informal style is rare but deliberate to appeal to the target audience
  - highly 1-way communication, not interactive, just a new dissemination channel for announcements and positive presentation
- Rejected
  - corporate users do not avoid evaluative lexis (high-ranked evaluative adjectives, especially superlatives)
- Future work
  - more fine-grained corporate account types (eg. media, corporations, public institutions)
  - reception of corporate tweets which contain non-standard, interactive and new media elements
- Contribution of the paper
  - systematic and methodologically advanced showcase of the potential of corpus-based approaches in communication studies, media studies and other related disciplines in social sciences which study language use

#tenks ☺

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