Building Trust And Positioning Of Image Through Social Message: A Case Of Sentiment Analysis Of Indian Sports Personality’s Tweets

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Abstract
During COVID19 number of social media user have grown significantly. Cricket celebrities use social media and share their personal information, their lifestyle, their precious moments, and their feelings online. Sports personalities or celebrities on social media play a significant role because of their huge number of followers. Captain of an Indian cricket team has 4 crore followers on Twitter and Vice-Captain of the Indian cricketer teams is followed by 1 crore 70 lakh people. So the messages tweeted by these players may impact a large audience This research reflects on various aspects of social media messaging especially during pandemic times and by the sports personalities. Research sheds light on the pattern of social media messages which appealed to their fans about the social cause and suggestions to decrease the spread of the pandemic. This paper found out that sports celebrities support the social cause at the time of national calamity and helps the government in communicating to multiply the messages to the grass-roots level with the help of social media platforms. It was also revealed that negative sentiments and commercial messaging were stopped during the time duration of research and trust was built among the followers which ultimately help in the image positioning of the celebrity.

Keywords:-Twitter, messages, Cricket, Virat Kohli, Rohit Sharma, Covid-19, Pandemic Era, Indian Cricket Team.
1.0 Introduction:
Social media is the fastest emerging form of digital media especially when people are house arrest during the lockdown. The first phase of lockdown witnessed a sudden boom in the usage of social networking apps (Keelery, 2020). Social Media is an important tool for young professionals to showcase their proficiency and find business opportunities (Akram & Kumar, 2018). Generation of content by the user can be done either by creating, participating, or utilizing it. Users generally consume content for fun and for getting information (Shao, 2009). Twitter is a platform for sharing thoughts, opinions, and sentiments on different occasions. It is a popular medium that reaches 69.3 million users in the U.S followed by Japan and India with 50.9 and 17.5 million users (Tankovska, 2021). Famous cricket players use Twitter and share opinions which are followed by their fans. BARC reported Indian cricket carried ninety-three percent of all sports audiences in 2018 who engaged in cricket content (Business Standard, 2019).

Captain of an Indian cricket team has 4 crore followers on Twitter and vice-captain of the Indian cricketer teams is followed by 1 crore 70 lakh people. So the messages tweeted by these players may impacts a large audience. This has led to sports players placing a strong emphasis on the quality of the message content and interactivity etiquette (Pornpitakpan, 2004) which can have an impact on their followers. Tweets help in extracting Sentimental values from the user.

But there has been a limited number of studies on text analysis and opinion analysis which understand sport player sentiments for social media user engagement. Therefore this research threw light upon the content used by sports players for their followers during 1st phase of lockdown due to COVID

2.0 Review of Literature:-
Sports players make use of Twitter to converse with fans by putting questions or discussing their own lives, often more explicitly than conventional media (Frederick, 2014). Conventional media industries emphasize "what a celebrity is," whereas in online social media it becomes “what a celebrity does” (Turner, 2013). Stever & Lawson (2013) stated that celebrities’ interaction through Twitter could be classified into 3 areas: social, marketing, and parasocial. Each tweet gives the sense to the fan that they are with celebrities. Generation of content can be done by either creating, participating, or utilizing it (Shao, 2009). Tweeter users give remarks and views about sporting events that develop a personal opinion and react to fans’ queries (Kassing & Sanderson, 2010).

Any activities on Twitter can link celebrities with fans (Stever & Lawson, 2013). Athletes share activities on Twitter is generally managing stardom which includes 'identity management. There may be a variation in performance, with some tweets determined in the direction of interactivity whereas others carry out a broadcast form, but the objective is to handle and uphold their public image (Thomas, 2014). An athlete can perform activities on social media platform according to their convenience which helps them in image positioning and maintaining audiences at the level
which satisfy niches of interest (Hambrick et al., 2010). These types of activities can be considered as micro-celebrity practices Marwick (2015).

Sentiment analysis studies people’s sentiments towards certain entities, which is also known as opinion mining. (Kim & Hovy 2004; Liu 2010; Liu et al 2005). Pak & Paroubek (2010) considered Twitter as a corpus for sentiment analysis. Sharef (2014) observed research on sentiment analysis using Twitter, Facebook and MySpace have been rising by a substantial amount recently. Terrana et al. (2014) used this technique to examine the association between Facebook users. Bae and Lee (2012) observed the impact of influential people's tweets on the emotions of their audience. Various research has been conducted on sentiment analysis (Caton et al., 2015; Mihaltz et al. 2015; Thelwall et al., 2010) In particular, the researchers were concerned to find out what is generally posted by the user, with whom he often agrees or disagree in real-time.

Various studies in the past have indicated that pandemics and disease outbreaks could be controlled if the relevant experts considered the data posted by the public (Singh et al, 2018). Saire and Navarro(2020) used a Text Mining approach to know about symptoms of covid19 in Bogota and analyzed the relevancy of the topic and most prominent words. While Schild( 2020) study the emergence of Sinophobic behavior on the Web during the outbreak of the COVID-19 pandemic.

Huang and Carley(2020) studied the community sentiments and conversation on COVID-19 on Twitter and observed that the posts of regular Twitter users are the most effective and impactful. Depoux et al. (2020) observed that panic messages posted on social media are spreading faster than that of COVID-19. Therefore, social media creates the possibility to analyze public sentiment during the pandemic, revealing insights into prevailing sentiment and its network effects. However, less work is available on the sentiments of sports players in social media during the lockdown.

3.0 Objectives:-

The objective of the study is to identify sentiments expressed through Twitter messages during 1st phase of lockdown during COVID-19 by the captain and vice-captain of India which helps in Building trust and image positioning.

4.0 Methodology:-

For conducting the research, Twitter messages of two prominent cricket players of India(Captain & Vice-Captain for One-day matches) was studied and an exploratory analysis of the data set and topic discovery and sentiment detection was done Using R studio. Twitter data were collected using the Twitter API from February to March 2020. Text Mining, Natural Language Processing, and World Cloud libraries were embedded. The following steps were performed
A. Collection of data

B. Preprocessing of data to remove irrelevant data.

C. Visualization

A. Collection of data during a particular time frame
The extraction of tweets using Twitter API was taken for 48 days from 14th March to 30th April 2020. This time frame was selected because the cricket series was canceled between India and South Africa on 13th March due to Covid19. From 25th March national lockdown was implemented by the Indian government till 14th April. Following were the parameters for data collection

- Date: 14-03-2020 to 30-04-2020
- Tweeter data: Virat Kohli, Rohit Sharma
- Language: English and Hindi.

B. Preprocessing Data
- Translate Hindi tweets into English using google translator
- Converted uppercase into lowercase
- Removed Punctuation.
- Removed Number.
- Removed common word in English (in, on, and, is, etc) Table 5.1 Mentioned in annexure
- Removed URL
- Removed White Space.

C. Visualization
- Word Cloud of Indian Cricket team Captain tweets to analyze the most frequent terms involved during Lockdown Phase I
- Word Cloud of Indian Cricket team Vice Captain tweets to analyze the most frequent terms involved during Lockdown Phase I
- Sentiment analysis Table and Sentiment analysis chart.

5.0 Tweet Analysis of Captain of Indian Cricket Team:-
Data suggests that the Maximum times the word used was found to be ‘Stay’ and ‘Please’. That means during the pandemic times, even India's most celebrated cricket star was messaging to its followers to stay at home. ‘Stay’ word was used maximum times. The name of pandemic ‘Covid’ and ‘Cure’ was also used to spread the word and alertness about the disease which was taking the lives of the people. Apart from it the word related to sportsman spirit 'Fight' was also used during the spreading the messages on Twitter. The term related to Team sentiment "Let's" was also coined by the Captain of the Indian Cricket Team. To give a sense of responsibility to its follower's words such as "Citizens" were also found to be used. It was also found that the Captain tried to spread the message of the Prime Minister too to spread the awareness in the public and amongst his social media followers. Emotions such as Anger, Anticipation, Disgust,
Fear, Joy, Sadness, Surprise, Trust, Negative, Positive were analyzed. The data revealed that 'Positive' sentiments were found more in the sentimental Analysis while negative sentiments were less used. The sentiments related to 'Trust' and 'Anticipation' were also found out in the tweets of Indian caption. Although the pandemic also resembles the fear of death, so the sentiment of 'Fear' was also found in the content of tweets. But the prominent absence were the sentiments such as 'Disgust' and 'Sadness' which indicates the positivity in the messages of the Captain and shows his leading ability on the ground and it has been established that on the cricket ground in every match the captain of Indian cricket team goes for positive side every situation and even in the time of emergency there is no scope of sadness in his messages. Although the sentiment related to 'Anger' was found in the tweets but at the same time ‘Joy’ was also found in the content.

Figure 1.1: Word Cloud showing bigger word which is the most discussed word of Captain of Indian Cricket Team

6.0 Tweet Analysis of Vice-Captain of Indian Cricket Team:-

Data suggests that the Vice-Captain of the Indian Cricket Team also did the tweets in Marathi during the lockdown period as he belongs to Mumbai. It was found out that ‘Stay’, ‘India’, ‘Help’, ‘Can’, ‘Mumbai’; were the prominent words that highlights his tweets during the lockdown period. It also shows the way he was trying to send to his followers during the tough times. He also raised the social issue of Domestic Violence which was most talked about during the lockdown. He also tried to send messages related to the environment, earth, and planet during the pandemic era. The Vice-captain of the Indian team also tried to strike a chord with the Chief Minister of the Maharashtra and Mumbai Police to spread the word of caution. Out of 10 emotions that were analyzed as Anger, Anticipation, Disgust, Fear, Joy, Sadness, Surprise, Trust, Negative, Positive. The data revealed that there were no sentiments found in the tweets which
were related to 'Anger', 'Anticipation' and 'Disgust'. Although sentiment related to 'Sadness' and 'Fear' was found in the tweets there was 'Trust' and 'Joy' too with a bit of 'Surprise' Sentiment. It shows the content and theme of the messages on social media and how he was trying to connect with his followers with a sense of responsibility.

Figure 1.2: Word Cloud showing bigger word which is the most discussed word of Vice-Captain of Indian Cricket Team

7.0- Combined Analysis of India's Captain & Vice-Captain of Cricket Team:-

Overall word cloud analysis of both the players and messages of their tweets suggested that words such as "Stay, Safe, Home, Support, Can, Fight and Please" were found to be the prominent words used frequently in the word cloud, which indicates that both the cricket icons were suggesting and focussing on fighting against the pandemic while staying safe at home during the lockdown period. Total 511 words were analyzed with the help of 'R'. Total ten sentiments were also analyzed for both the players and they were Anger, Anticipation, Disgust, Fear, Joy, Sadness, Surprise, Trust, Negative, Positive. It was observed that both captain and Vice-captain were spreading positivity which have a greater impact on the audience during covid. It was also found that sentiments related to Trust followed by Joy were beaming through the messages of both the players. Apart from this few of the sentiments were also related to fear, sadness, surprise, and filled with negativity too. But the positive sentiments were found to be more in numbers.

Sentiment Analysis
Figure 1.3 Sentiment Analysis of tweets of captain and Vice-Captain of Indian Cricket Team

Sentiment’s Bar chart

http://www.webology.org
8.0 Result and Discussion: In sentiment analysis positive and trust scores are high. Tweets posted by the captain and vice-captain of the Indian cricket team represent positiveness and show trust among social media users. Barreda et al (2015) indicated it is an essential element for social networking marketing. It also observed trust tends to have a positive impact on satisfaction, and satisfaction partially mediates the impact of trust on brand behavioral intentions and word of mouth. Goffman (1959) developed Impression management (IM) and mentioned significant features of role theory and stated that people create, maintain, defend, and frequently enhance their societal image through assumptions, settings, props, and scripts in a play metaphor (Dillard et al 2000, Goffman 1959, and Schlenker 1980). Krämer & Winter (2008) also considered impression management as a significant reason for eagerly involving in social networking sites. Benthaus (2016) stated that social media management tools support organizations to build a positive image in the mind of social media users and influence user perception.

9.0 Conclusion: Based on the outcome of the study, it can be concluded that sports personalities or celebrities play a vital role on social media in influencing the huge number of followers. At the time of national lockdown, these cricket personalities not only appealed to the common man to stay at home but suggested to do and not to do things too. During this time they create awareness about the pandemic and spread a social message. Being a public figure both the cricket players posted all the messages very responsibly and a sense of responsibility was also seen during the time of

Figure 1.4 Sentiment’s Bar chart of tweets of both captain and Vice-Captain of Indian Cricket Team
the pandemic. They made sure that no negative posts and fewer commercial posts were posted during the time duration of the study which was the first and second lockdown. This can help in generating trust among the audience (Followers or fans) which ultimately helps in the image positioning of the celebrity. The contribution of this study is the identification of words and sentiments which influenced Twitter users. This research is useful for the organization which endorses celebrities for their branding and does celebrity management. It also plays an important role for the social media vendors to ascertain which word can be impactful while posting the messages. It further helps digital media managers in crafting words carefully which can influence millions of followers. Our dataset is currently limited to only text data. Emoticons, images, audio files, and videos were not taken into consideration. Another drawback is the whole comment is not taken into consideration. Only words were taken into consideration to understand emotion. In the future, we intend to repeat the same experiment on several public figures and then compare the results.

10.0 References:-


Web Reference

- “Rs 2.5 crores! That’s how much Virat Kohli’s one tweet is worth” Retrieved from https://www.freepressjournal.in/sports/cricket/rs-25-crores-thats-how-much-virat-kohli-one-tweet-is-worth, Last Assessed August 21, 2020

11.0 Annexure:

Stop word in English eliminate the following word

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[1] "english"
  stopwords('english')
[12] "yourself" "yourselves" "he" "him" "his" "himself" "she" "her" "hers" "herself"
[23] "its" "itself" "they" "them" "their" "theirs" "themselves" "what" "which" "who"
[34] "this" "that" "these" "those" "an" "is" "are" "was" "were" "be"
[45] "being" "have" "has" "had" "having" "do" "does" "did" "doing" "would"
[56] "could" "ought" "i'm" "you're" "he's" "she's" "it's" "we're" "they're" "i've"
[67] "we've" "they've" "i'd" "you'd" "he'd" "she'd" "we'd" "they'd" "i'll" "you'll"
[78] "she'll" "we'll" "they'll" "isn't" "aren't" "wasn't" "weren't" "hasn't" "haven't" "hadn't"
[89] "don't" "didn't" "won't" "wouldn't" "shouldn't" "can't" "cannot" "couldn't" "mustn't" "mustn't"
[100] "that's" "who's" "what's" "here's" "there's" "where's" "when's" "why's" "how's" "a"
[111] "the" "and" "but" "if" "or" "because" "as" "until" "while" "of"
[122] "by" "for" "with" "about" "against" "between" "into" "through" "during" "before"
[133] "above" "below" "to" "from" "up" "down" "in" "out" "on" "off"
[144] "under" "again" "further" "then" "once" "here" "there" "when" "where" "why"
[155] "all" "any" "both" "each" "few" "more" "most" "other" "some" "such"
[166] "nor" "not" "only" "own" "same" "so" "than" "too" "very"
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