Wine Critics and Social Media: Can Twitter be useful to measure the influence of U.S. wine critics?

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Objectives

The wine market has become globalized, and the increase and diversification of supply increases the demand for information by consumers.

Due to the size of its market and the capacity of its companies, the United States has a growing weight in the global wine business, and critics and specialized American media have a great influence on consumers and producers around the world.

Therefore, the main objective of this paper is to determine, through a set of web metrics, the influence model of the main wine critics in the United States.

Method

Twitter has become one of the most influential networks; therefore, to perform the analysis data is extracted from the Twitter accounts of Randall Grahm (@RandallGrahm), Jon Thorsen (@ReverseWineSnob), Amy Lieberfarb (@amylieberfarb), Kelly Mitchell (@KellyMitchell), and Eric Asimov (@EricAsimov). The total number of tweets published by all accounts analysed are 234K, and are followed by 862K users.

The tools used to extract data have been the Twitter API, FollowerWonk, Klout and Majestic. The data collected for each account is their age, and total number of followers, friends, tweets, retweets and likes, and was gathered during the period June – September of 2018.

Once collected, the data is cleaned and prepared for the analysis.

Communication Patterns

According to the **age** of the accounts, they are all between 7 and 10 years old. Being the oldest account the one belonging to Kelly Mitchell.
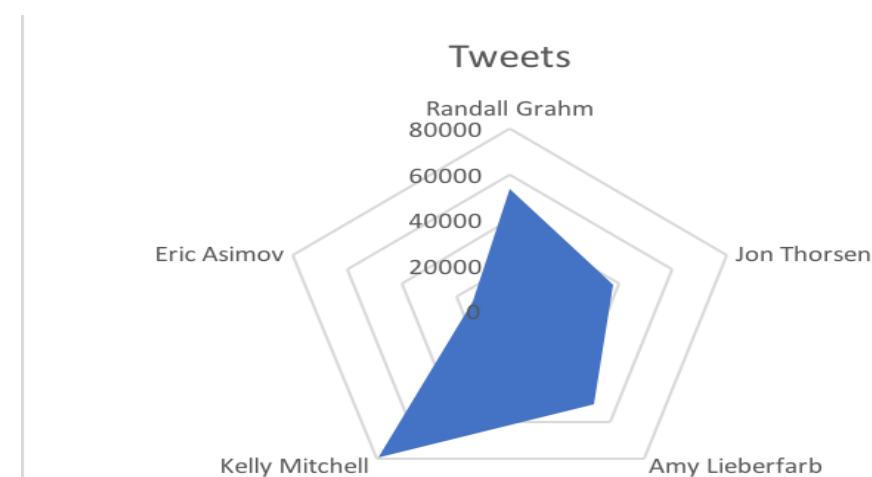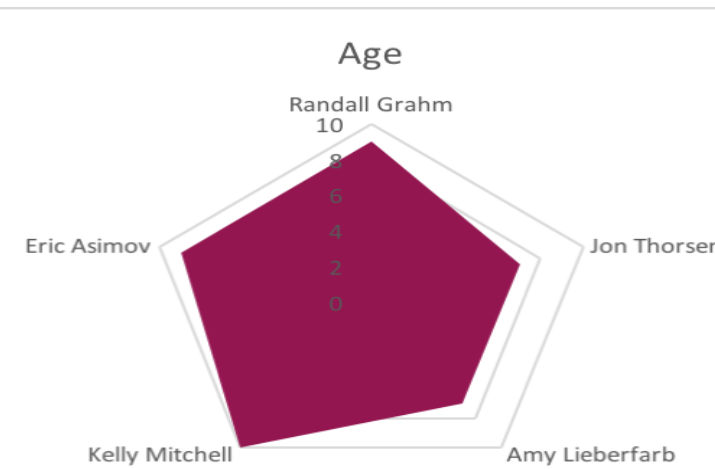
According to the number of **published tweets** there are important differences: Kelly Mitchell is the most productive (79K tweets), and Eric Asimov the less productive (14K tweets). The remaining users exhibit a similar production (40-50K tweets).

According to the interactions there are a lot of differences, the accounts that most interact through **reTweets** belong to Eric Asimov (35.9), Amy Lieberfarb (42), and Kelly Mitchell (26).
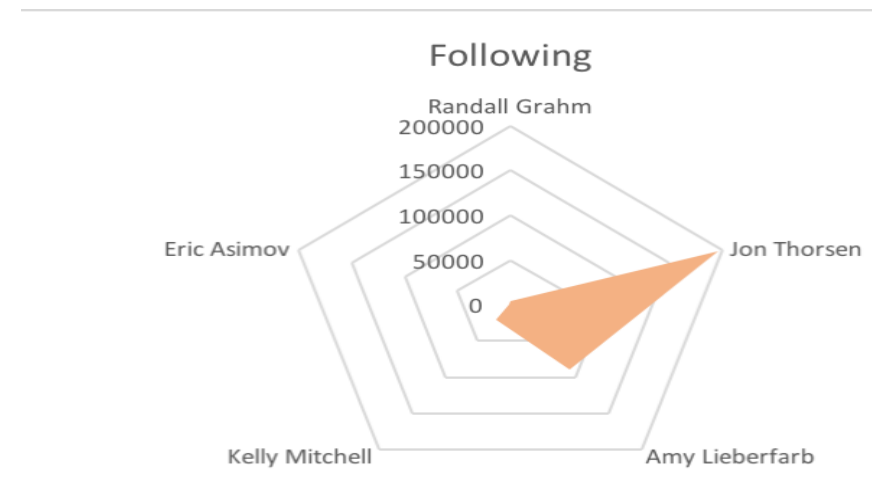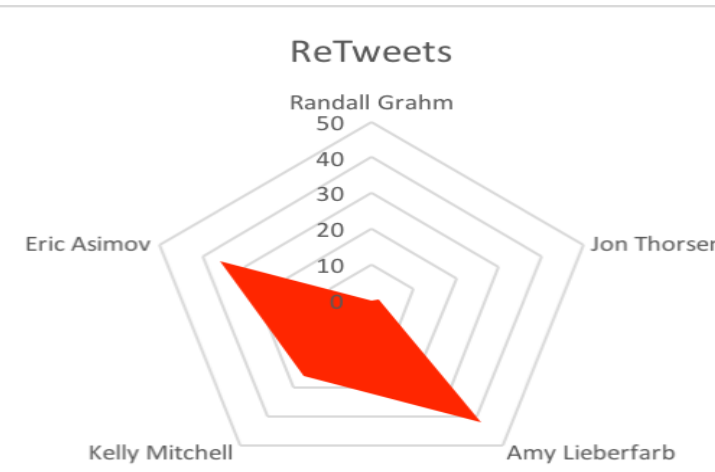
According to the **followings**, there a huge differences between the critics; Jon Thorsen heads the list of wine critics **following** other users (195K), followed by Amy Lieberfarb (90K) and Kelly Mitchell (21K).

Regarding the number of **followers**, Randall Grahm (321K), Jon Thorsen (252K) and Amy Lieberfarb (121K) lead the ranking. Both Kelly Mitchell and Eric Asimov have 85K followers.
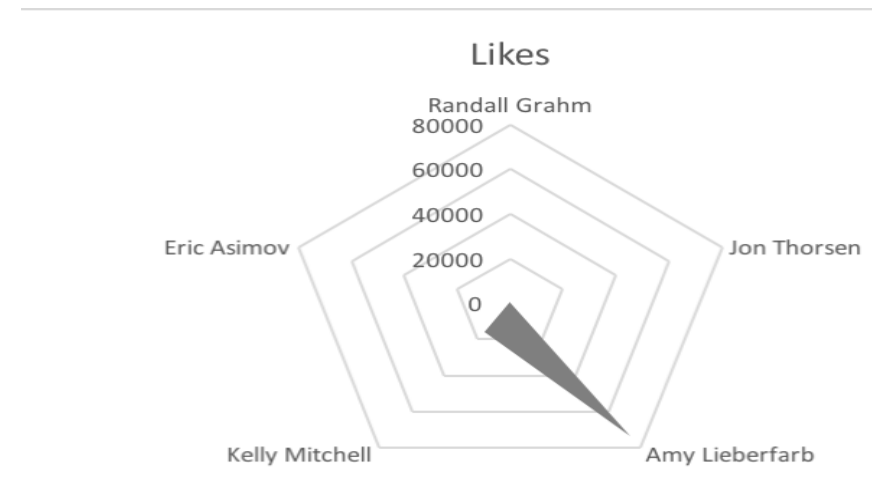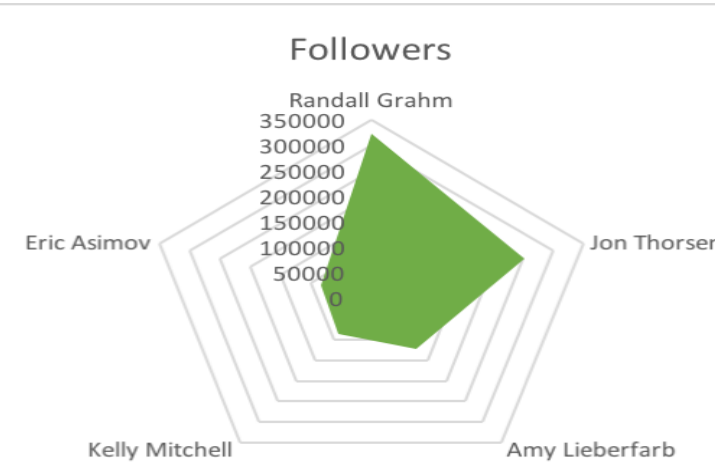
Taking into account the number of **Likes**, the most influential is Amy Lieberfarb (73K likes), followed by Kelly Mitchell (15K). The rest of accounts do not exceed 1,000 likes.
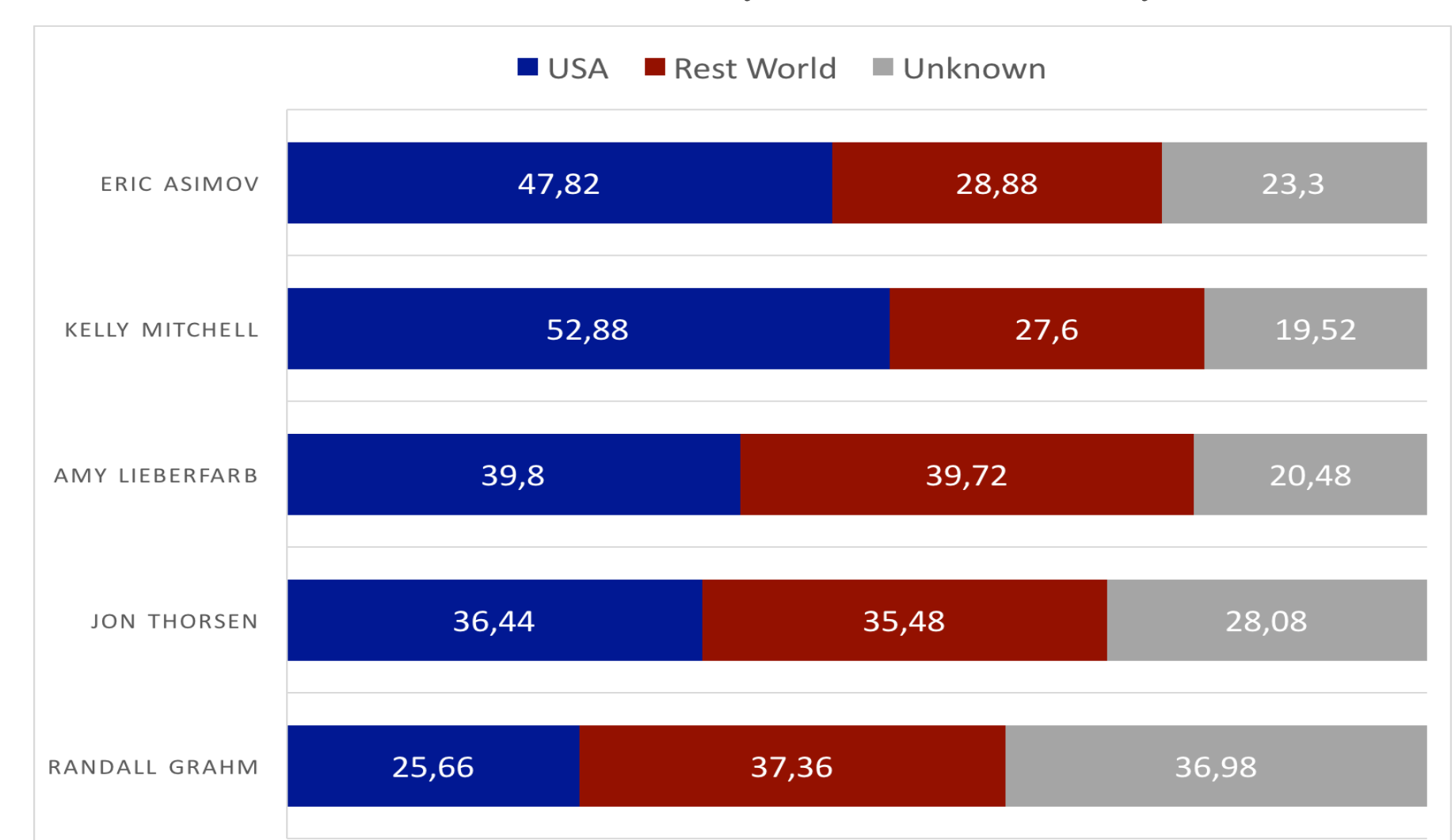
The **Venn Diagram** shows the overlapping of users among all the Wine critics' Twitter accounts analysed:

- @AmyLieberfarb and @ReverseWineSnob represent the biggest users overlap (49K users shared), which represents **13,23%** of the total of its followers.

- The remaining overlaps are between 1,000 and 5,000 users.

- Eric Asimov shares more than 10,000 users with three different accounts.
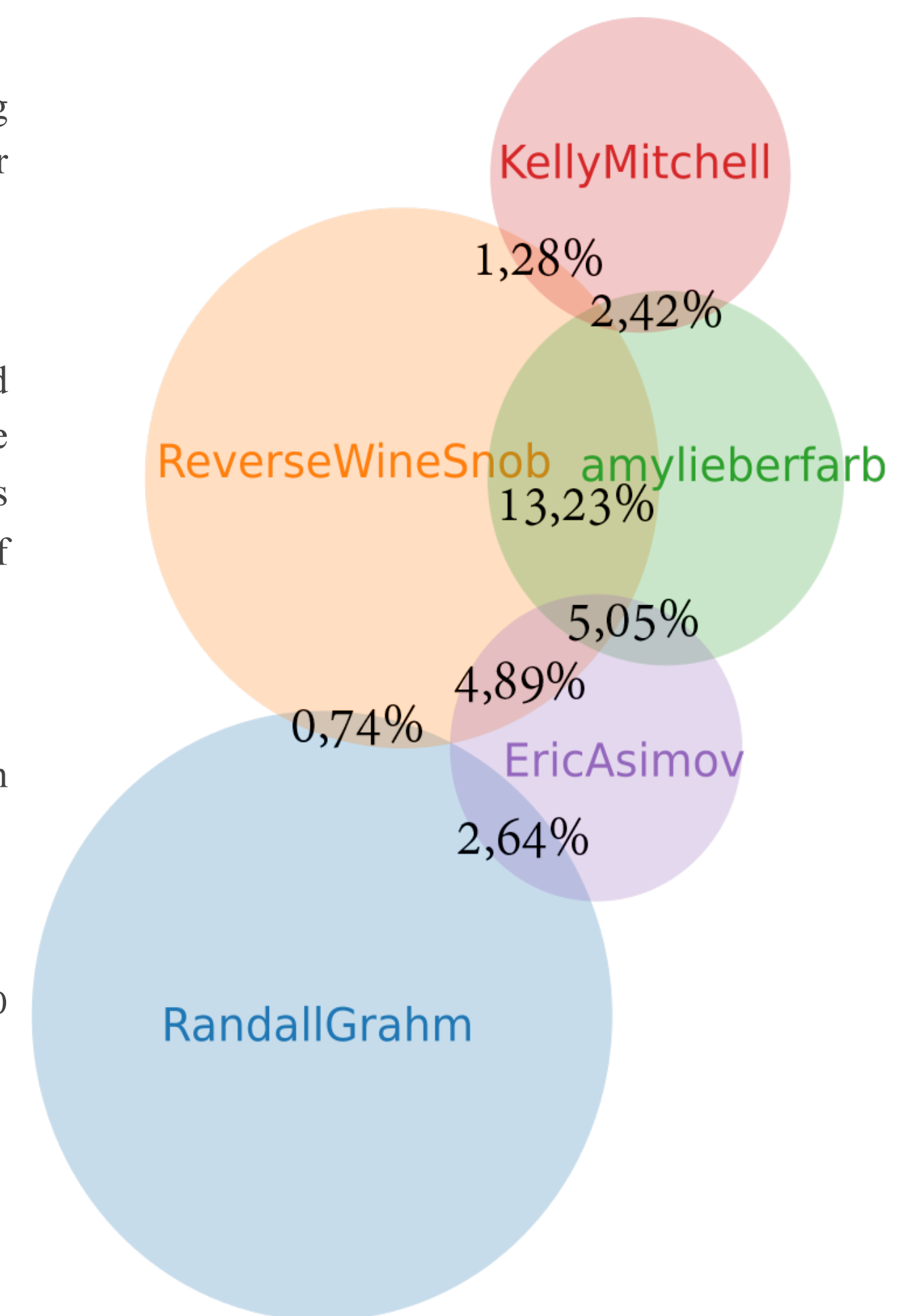
Finally, the bars graph represents the percentage of users* that follows each account and their **origin**.

The one with more users from United States is Kelly Mitchell, followed by Eric Asimov.

	USA	Rest World	Unknown
ERIC ASIMOV	47,82	28,88	23,3
KELLY MITCHELL	52,88	27,6	19,52
AMY LIEBERFARB	39,8	39,72	20,48
JON THORSEN	36,44	35,48	28,08
RANDALL GRAHM	25,66	37,36	36,98

sample: 5.000 followers with the highest Social Authority

Conclusions

- Twitter is, in general, one of the most influential Social Networks.

- One of the most important economic functions of Social Networks is the ability of some of its users to influence the consumers and producers of an industry.

- In the world of wine, unlike traditional critics and the classic information and influence' media, it is not exactly known who are the most influential users and their main characteristics.

- This work verifies that, in the United States, there are several Tweeters very active in wine, and each of one exhibits a distinctive behaviour pattern. This means healthy and wealthy diversity.

- Some of them are, almost equal, or even more influential outside than in the United States, that shows the strong current influence of US into the world of wine.

- The work in progress will allow not only to identify the most influential users but also the users influenced by them, and will enlarge the analysis to non US's Tweeters.

- The growing importance of Twitter will force wineries that are not active or have not given too much interest to this Network to change their communication strategy to take into account the results of the most influential Tweeters.