

New Methods for Triple Helix Research II

**Are social communication channels emerging
supplementary triple-helix relations? A Local
Analysis in Spain through Twitter**

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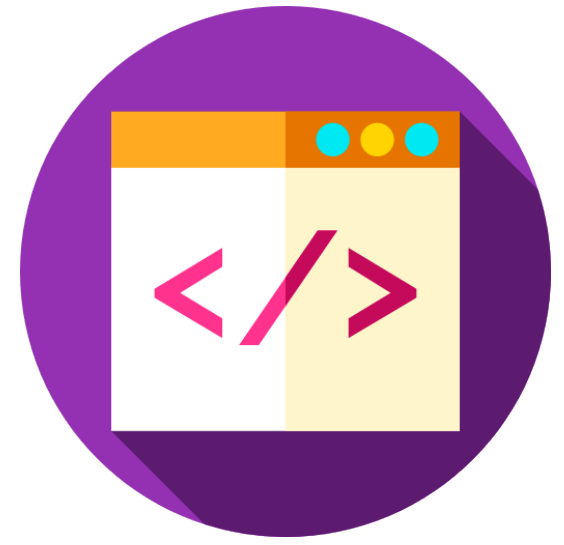
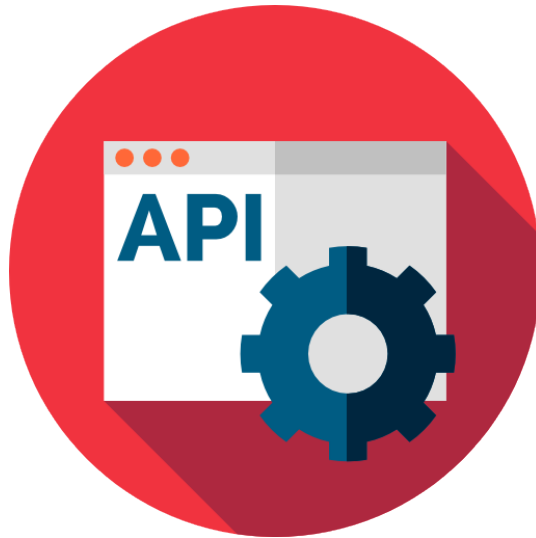
Agenda

- Why the study
- Method
- Method: sample
- Results
- Limitations
- Conclusions
- Future lines

Why the study

- Validate a procedure to typify the behaviour of the accounts in Twitter
- Test it with some case studies

Method



Method: Sample



12

Universities



110

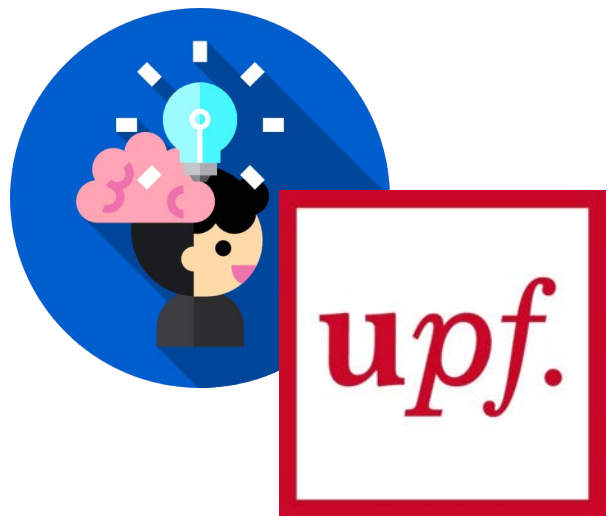
Government



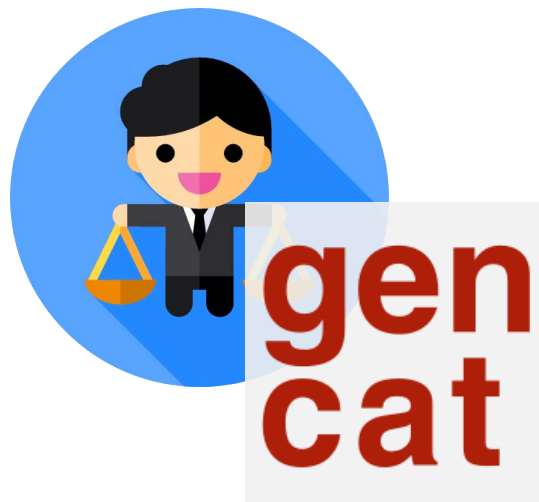
40

Business

Method: sample



Pompeu Fabra
University



Government
Of Catalonia



BASF

Results



Number
of Tweets



2193



479



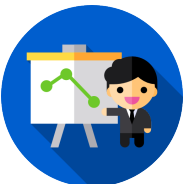
1270

Results



Number of Tweets per month

January	February	March	April	May	June	July
9	23	10	25	14	17	6
95	124	129	98	99	99	80
42	62	36	32	27	18	29



Results



Number
of ReTweets



690



245



104

Results



Number of Users mentioned

Individual	Gov	Uni	Companies	Communication	Events	Others	Total	Total users / tweets published
144	23	179	21	33	13	61	487*	4,5
36	63	4	7	2	3	6	124*	10,2
13	2	17	37	34	17	14	134	3,6

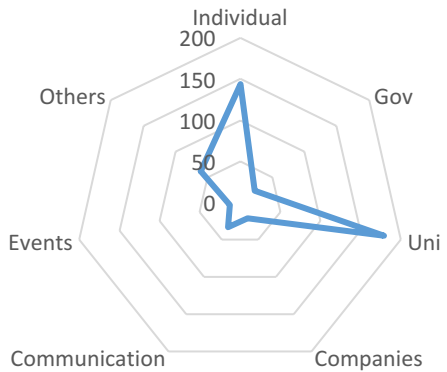


Results

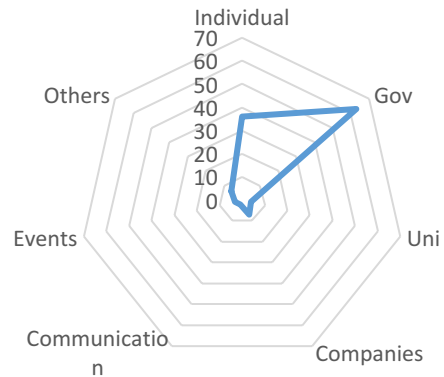


Number of Users categorised

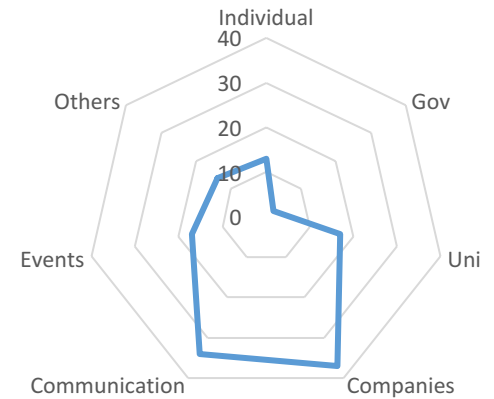
University



Government



Business



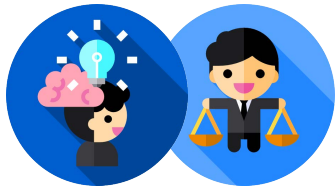
Results



Number of users' overlap



Total overlap: 17 users



University-Government Overlap: 9 users

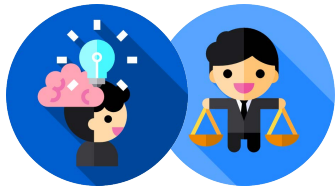


University-Business Overlap: 8 users

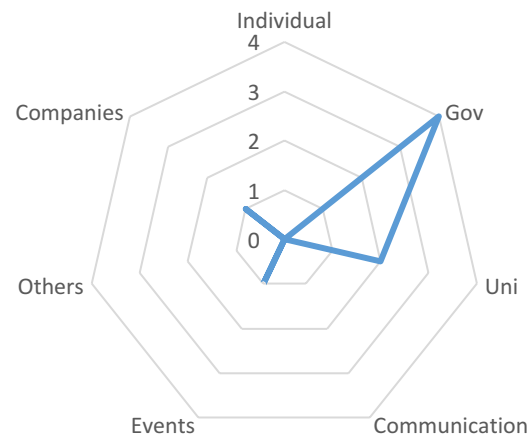
Results



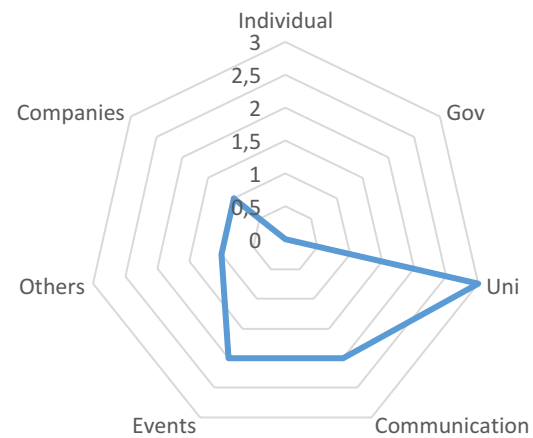
Categorisation of users' overlap



Universities-Government



Universities-Business



Limitations

- API collects dirty data (body of the tweets)
- Difficult to automate user extraction
- 3 accounts in 7 months
- Problem to categorize automatically

Conclusions

- Little interrelation between the 3 dimensions
- Productivity of the accounts unlike
 - The university publishes much more
- The rate of users mentioned by published tweets varies
- There are differentiated profiles
 - The complete analysis will verify it

Future lines

- Expand coverage
 - all Catalonia
 - all Spain by regions
- New metrics
 - Intensity of mentions (how many times a user has been mentioned)
 - Reciprocity (mentioned user has mentioned the first)
 - Users mentioned in RT
 - Co-mention of users (users mentioned together in a tweet)
 - etc....

*¡muchas
¡gracias!*

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