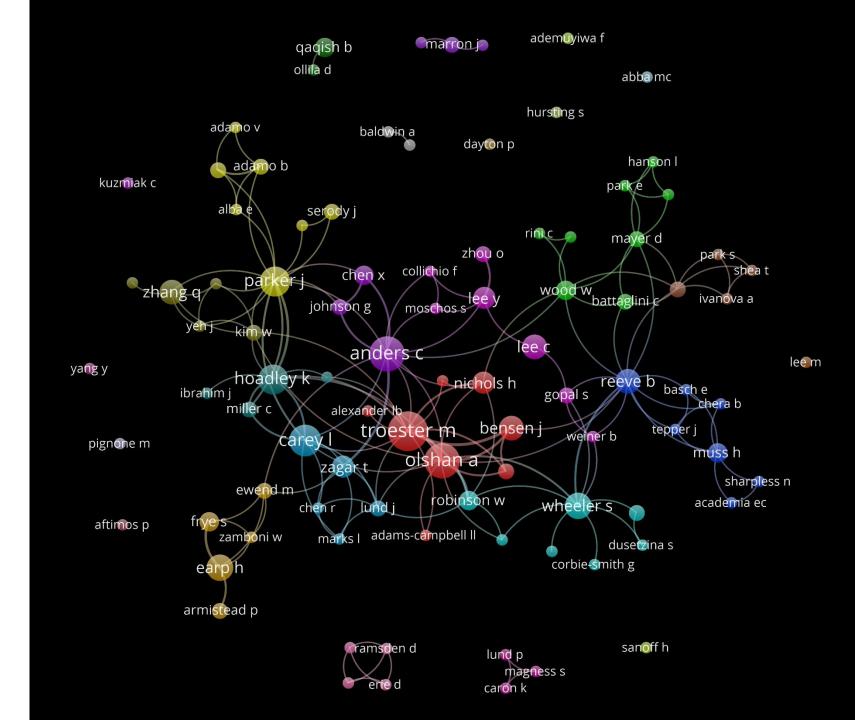
# Tweets analysis & visualization: Outcome@Lineberger

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Visualization & Impact Measurement Group

 Academic Collaborations within Lineberger

PubMed, Scopus,
 Web of Science

Social Network (SN)



## To figure out:

What SN data can be used in twitter for research impact analysis

How to integrate them with exiting citation data resource and workflow

## Outcomes@Lineberger

The Cancer Outcomes Research Program

A collegial community of oncology clinician scientists, researchers and advocates

- 3,232 tweets (12/2015
  - -5/2018)
    - 1357 tweets/1875 retweets
- 804 followers
- Api: Tweepy

- Tweets
  - Hashtags
  - Mentions
- Followers
  - User's bio
  - User's location

# What were tweeted?

## Which are the most discussed topics

FinancialToxicity	CancerLinq Implementation aspph2017 RockStar socio
asco16	16 GoBlue Survivorship JCO Disparities bladder cancer pcsm gerion Costs Of Care
Geriatric	PallOnc SurgOC16 Choosing Wisely GoHeels on Scongress Gerion CostsOf Care SurvOnc18 Survivorship JCO Disparities bladder cancer pcsm Cancer Moonshot Discience 16 Frailty Palliative as Concerns as Co
asco17	asco17FinancialToxic ascoulty Geriatric
ASCOQLTY	HealthIT QualitativeRespro bcsm crcsm DecisionAids ISPOR OualitativeResearch OualitativeResearch SMDM16 hpm Concordium16
ISPOR	7 QualitativeResearch drugpricing FinancialDistr AYACSM pghd
HealthIT	6 Mentorship
CancerMoonshot	6

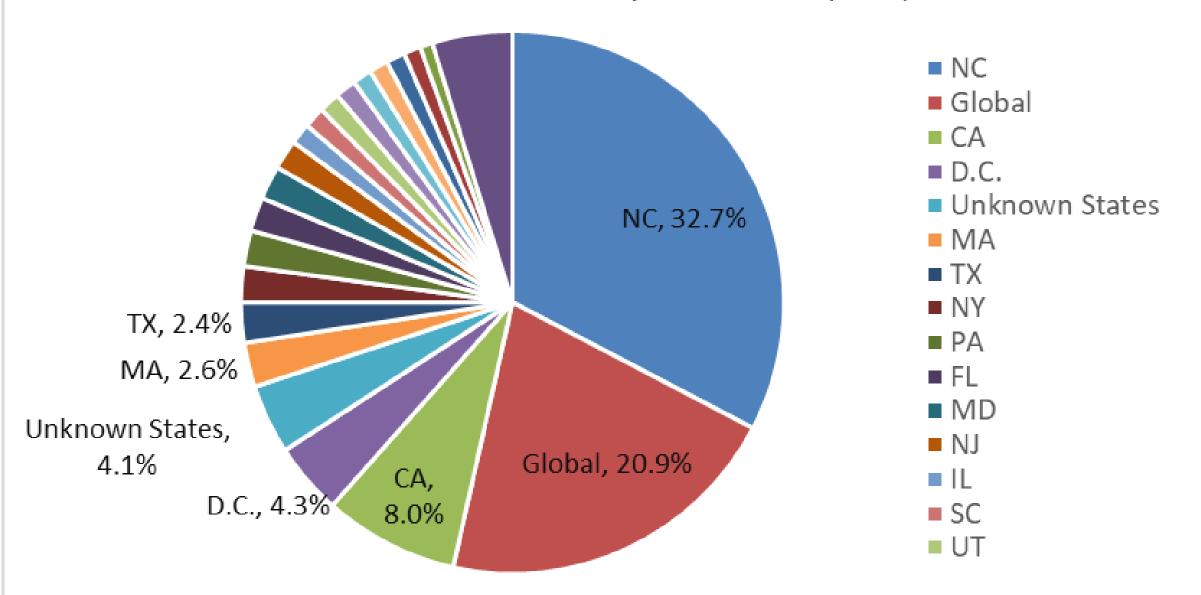
## Who are frequently mentioned

theNCI	79
ASCO	74
UNC_Lineberger	58
EthanBasch1	36
mattias_jonsson	34
uncprocore	33
JAMAOnc	29
unchpm	29
Odum_Institute	27
DusetzinaS	25
bennettphd	23
JournalCancer	21
OutcomesLineberger	20

UM_IHPI fischmd		
UWSoHE carevivegorejohncorp_UNC RyanNipp fredhutchBenMcUro LeakBryant cityofhope danariely		
CCSI_UNC WhitneyEpi UNC_PHCI UPMCnewslaurenlux12CDC_Cancer Ibarbera123 mpergolotti: NCTraCS NCIDirector pbjacobsen uncsheps		
JAMAOnc"drdgoldstein tanyawildes pcrcGroup dremmaallottstatnews:dannymak76UPittUrology lindsaysabik m_e_nielsen dkmayer52:ellis_ct, NYUUrology contirena1		
EthanBasch1, peterbachmd peterbachmd, ACS_Research KHS_Urology ACPinternists EmilyRHaines christine_rini sandralwong AaronWinn2 DusetzinaS:		
marilyn_kwan CMSinnovatesDellMedSchool AmericanCancer UNCurology ansmitherman WiSOR_group DrSeanMackey ISPORJournals MedscapeOnc hwitteman		
CDCgov theNAMedicineNatQualityForum alison_brenner ASCOPost DanaFarber NCIDAChambers RTIHS TheLancetOncol ProjDataSphere SpringsStacey		
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UNC MedicalCareLWW		
UNC_SOMNatRevClinOncol ConquerCancerFd NIH JAMAOnc Health_Affairs ResearchTalkInc ConquerCancerFd NIH JAMAOnc Health_Affairs ResearchTalkInc ConquerCancerFd NIH JAMAOnc Health_Affairs ResearchTalkInc angiesmith_uro Angela_M_Stover JAMAInternalMed UABCancerCenter kbilimoria Angela_M_Stover, ALLIANCE_org al.UNC_Lineberger-ledphsong ISPORorg devon_check! JAMA_current JAMA_current UNC Health_Care Socmdm UNCGeriOnc ASCO UNC_Health_Care Socmdm UNCGeriOnc UNCGeriOnc ASCO		
LaurenWallner Odum_Institute ValeCOPPER DusetzinaS UNC_Health_Care Socmdm UNCGeriOnc ASCO		
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OutcomesLineberger   UNC_Lineberger the NC   mattias_jonsson		
PCORI AcademyHealth arlenechung LaurenWallner& Uncprocorebennettphd NCICareDelivResyzafar EthanBasch1NINR		
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dollhouse815111 SurgOutcomes TOTIKD all ancortIN(aublichealth) uke(ancerung uporting pharmacy JOF_A3CO ancerting		
OncologyNursing Carrow Description Converged C		
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JustinTrondon NiklausSteiner Lisakotenstein Donkosenstein Pauters Health Hawleysarahtmatt coward		
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kibbemr YaleAG MyESWO Kembon nes04/		

# Who is the audience?

## Followers by Geo Area (796)



## Classification:

User description (Hashtags) associated with redefined categories or explicitly shown in the user description

## **Clinical Medicine:**

Terms like Surgery, icu, vaccine, transplant, respiratory

#### **Cancer:**

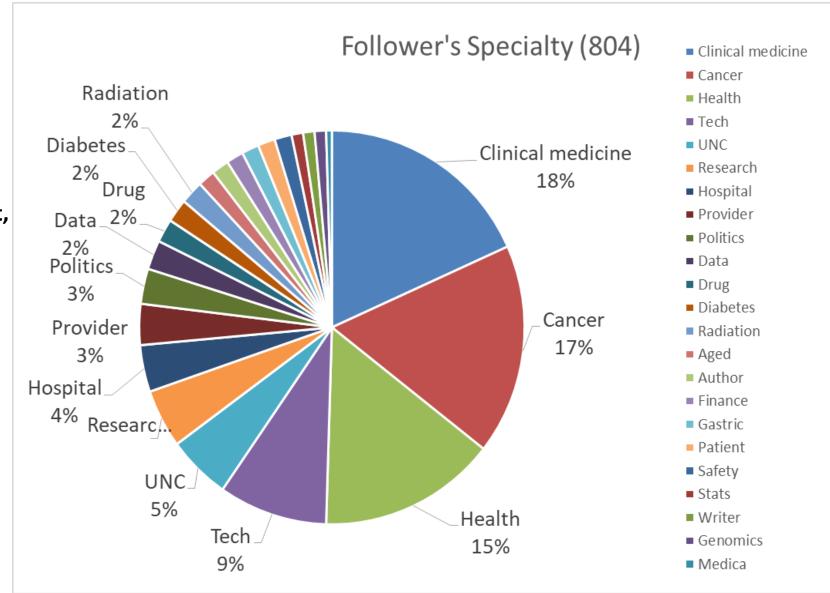
"Cancer", or "oncology", or "tumor"

### **Health:**

Texts containing "health" and also specific terms, such as "tobacco", "highfat", "nicotine", "suicide"

### Tech:

Texts containing stem "tech" and terms like "AI", "wearable", "deeplearning", "EMR", "telemedicine"



# Wrap-up

- Hashtags
- Mentions
- User's bio
- User's location

## Thank You!