



**ST.  
JUDE  
ASSIGNMENT  
THREE**

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## ORGANIZATIONAL

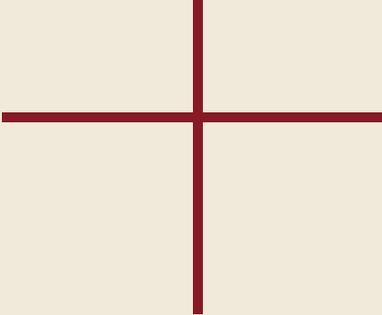
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# EXECUTIVE SUMMARY

We are continuing our research on St. Jude, one of the top children's hospitals in the nation. For this assignment, we used Boolean Queries to analyze data both within the organization itself and comparing it to competitors. We identified the most popular themes of tweet and the top influential users, hashtags, and URLs. Overall, this research was very interesting and helped us understand the organization so much more than we already did.

## RECOMMENDATIONS

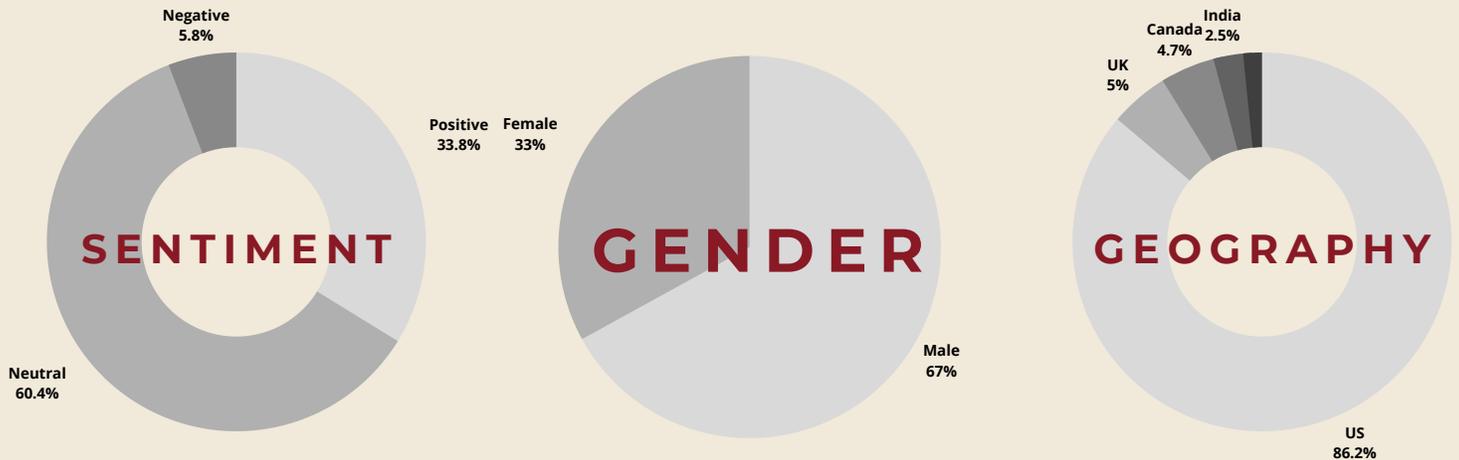
### 01 | ST JUDE MUST FOCUS ON MORE COMMUNITIES

While St. Jude is having a successful presence in the communities that they are hosting their events in, those communities are very niche communities (SpaceX, Gaming). These fundraisers are great for St. Jude but we believe that if St. Jude expands their fundraising into less niche communities with bigger audiences, they will have more success fundraising

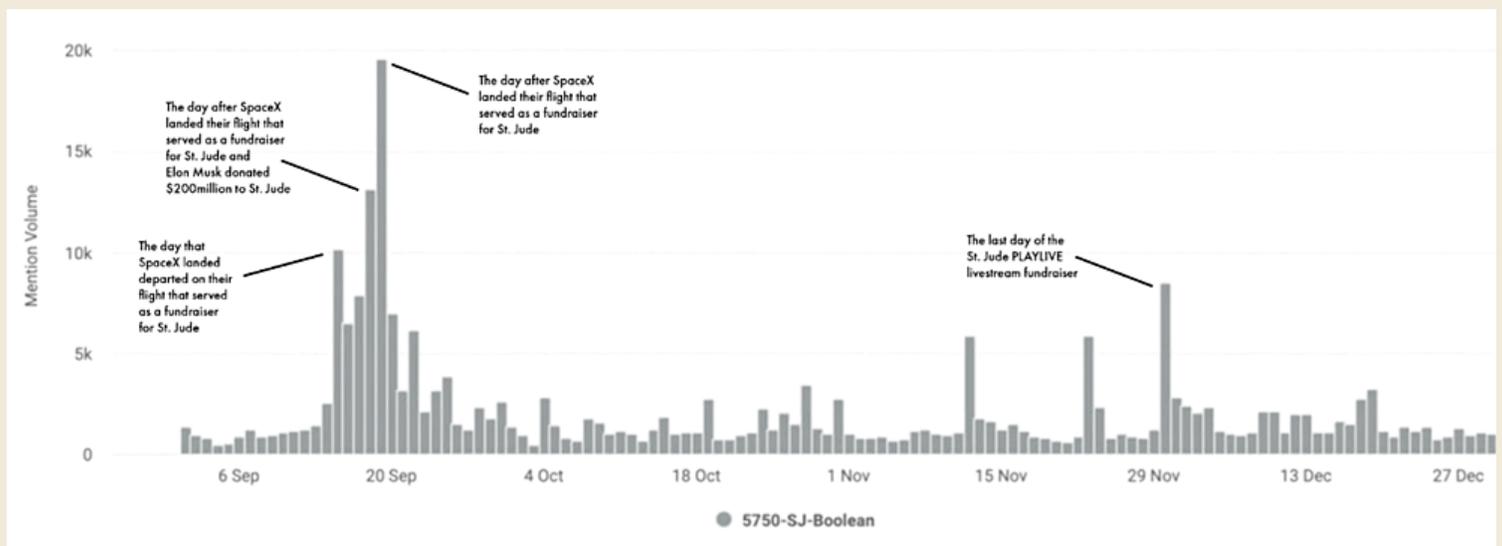
### 01 | ST JUDE SHOULD EXPAND GEOGRAPHICALLY

St. Jude is the best in the business for children's hospitals, and since they already have such a strong presence in the states, we believe that their next step is to begin to expand to other countries and bring the technology and expertise they have in the states to other places. We believe this would increase international engagement and overall mentions.

# WHOLE DATA ANALYSIS: DATA DESCRIPTION



## SPIKE ANALYSIS



The Spike Analysis pictured above is the result of many monumental events happening at St. Jude. None of these were unexpected events that caused controversy, and in fact, they were events created with the intention of spiking the conversation about the company and therefore gaining support and traction for their cause.

# TOP ITEMS

Top RT-ed	Tweet	Retweets
@PS5restocks_etc	"Giveaway Season..."	4149
@LordOfRestocks	"Let's Make..."	3379
@MatPatGT	"In exactly..."	2755



Top Users:	Impact	Followers
@ElonMusk	98.8	60,082,285
@TheEllenShow	98.8	77,947,667
@TubboLive	98.8	3,071,949



Top URLs	Volume
<a href="https://inspiration4.com/donate">https://inspiration4.com/donate</a>	5433
<a href="https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&amp;pg=personal&amp;fr_id=133399&amp;copy_link_share&amp;copy_link_share">https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&amp;pg=personal&amp;fr_id=133399&amp;copy_link_share&amp;copy_link_share</a>	4032
<a href="https://tiltify.com/@tracker-ry/stock-tracker-giveaway-fundraiser">https://tiltify.com/@tracker-ry/stock-tracker-giveaway-fundraiser</a>	4032



Top Shared Sites	Volume
<a href="http://www.stjude.org">www.stjude.org</a>	15220
<a href="http://www.youtube.com">www.youtube.com</a>	10126
<a href="http://fundraising.stjude.org">fundraising.stjude.org</a>	9996

Top Hashtags					
Hashtag	#inspiration4	#ps5	#stjude	#forstjude	#haloinfinite
Uses	13482	6763	6162	4260	3673

# NARRATIVE BY SENTIMENT

## SEPTEMBER 19

This is the day that Inspiration4 returned from space after carrying four civilian crew members on a three-day orbital mission. The mission ended up raising more than \$243 million for St. Jude.

- The positive conversations on twitter were about how grateful they were for all the donations and how well the mission went. Additionally, there was a lot of conversation about how Elon Musk donated \$50 million to help the Inspiration4 team reach the \$200 million goal.
- Negative conversations were about how Elon Musk could have just donated the \$200 million without a space launch. The president did not acknowledge the four astronauts that helped raise the money and the amazing accomplishment. Also, some people were upset with the mission and thought it was a big waste of money.

## NOVEMBER 12

ProPublica wrote an article about St.Jude that said many of the families of cancer patients never receive money for needs outside of the hospital and that St.Jude hoards millions of dollars.

- Negative conversations were about how people were angry with this article and defending St.Jude by saying they have saved years of children's lives from their research. Other negative comments were on the opposite side of the argument. People were mad at St. Jude for hoarding money and not sure if they trusted the organizations anymore.

## NOVEMBER 30TH

Online streaming for a million dollar challenge.

- Positive conversations were about influencers raising money and about #givingtuesday. Many tweets trying to inspire people to donate. Also, there were tweets about how the game theory million dollar goal was reached.
- Negative conversations were still people mad about the ProPublica article that came out about St.Jude. Many tweets about being disappointed with the Salvation Army for entertaining the situation.

# REPORT ON INFLUENTIAL USERS ON TWITTER

## September top mentions:

- @elonmusk (neutral sentiment)
  - 4,964 retweets and 2,790 replies
- @rookisaacman (positive sentiment)
  - 4,442 retweets and 929 replies

## October - December top mentions:

- @PS5restocks\_etc (neutral sentiment)
  - 4,149 retweets and 491 replies
- @Tubbolive (positive sentiment)
  - 3,795 retweets and 1,330 replies

## September top influencers:

- @fatemehashoobi1
  - 371 mentions
- @pilarskimatthew
  - 280 mentions
    - Mostly retweets

## October - December top influencers:

- @kode\_black47
  - 698 mentions
  - Spam tweets
- @bhandaribishab
  - 677 mentions
  - Spam tweets

**Elon Musk** (Tesla and SpaceX founder) is the most mentioned in September because he is the top mention in not only September when he made a \$50 million donation, but also in all of September through December.

- Elon Musk has 74.8M Twitter followers
  - Total reach of 5,379,002

**Jared Isaacman**, founder and CEO of @shift4, was listed as the second most mentioned from September to December 2021.

- 117,190 Twitter followers
  - Total reach of 2,221,470



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# THEME ANALYSIS

This theme has 33,760 mentions and 23,334 unique authors, making up 13.5% of all posts in the dataset. The sentiment is mostly positive or neutral with a large positive spike in September with Musk's donation to St. Jude. The emotion of joy is also constant with this topic and has the same large spike in September. The second largest spike of joy feelings occurred on November 30, when the Game Theory Community raised \$1.6 million dollars. There are some small amounts of feelings of sadness but not many other emotions are reported during these 4 months. There is a small spike of sadness when @chatterquant helped thousands of traders get a fighting chance in a market that is stacked against them. The goal was to help children and get donations (for every retweet, \$2.5 would be donated to St. Jude). 71% of unique authors under this theme are male, while the other 29% are female. Total followers are 77% male and 23% female. Total retweets are 57% male and 43% female. Total impressions are 82% male and 18% female.

The mention volume for this query is surprisingly 70% male and 30% female. Top professions were artists and executives. Words relating to this theme are helping, fundraiser, support, Elon Musk, goal, and raising. The top mention under this theme is @PS5restocks\_etc who posted about a free giveaway where they provided an option to donate to St. Jude. The top URLs shared are [https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&pg=personal&fr\\_id=133399&copy\\_link\\_share&copy\\_link\\_share](https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&pg=personal&fr_id=133399&copy_link_share&copy_link_share) and <https://tiltify.com/@tracker-ry/stock-tracker-giveaway-fundraiser>, both with a volume of 4,020. These are both links to donate or relate to giveaways.

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# THEME ANALYSIS

This theme has 21,586 total mentions and 16,675 unique authors, making up 8.6% of all posts in the dataset. The sentiment is 70% neutral and 27% positive. The day with the highest positive spike was November 16th, when actor Damien Haas announced that his Twitch community donated money to St. Jude for his birthday. The 3% of negative sentiments were mostly from November 12th, around the same time a bad article about St. Jude was released by ProPublica. When the mentions are broken down by gender it was 63% men and 37% women.

The most influential user was @ProPublica because many people were tweeting about the article released about St. Jude. Additionally, @SpaceX and @elonmusk are influential users. Top hashtags were #mcytfanart, #technobladefanart, and #musicgives. The fan art hashtags were trending because they were used for a collab event that was fundraising money for St. Jude. The music gives hashtag was used when famous artists were trying to promote buying a music gives shirt to raise money for St. Jude.

The top URL was <https://www.stjude.org/get-involved/other-ways/inspiration4.html> with a volume of 2860. This URL was used in all tweets related to the Inspiration4x fundraiser.

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# THEME ANALYSIS

This theme has 31,643 total mentions and 18,120 unique authors, making up 12.6% of all posts in the dataset. The sentiment is almost entirely positive or neutral. There is some negative sentiment that arises, but it is during the September spike that occurred when SpaceX sent their mission into space in order to raise funds for St. Jude. While there was some negative sentiment, it was far outnumbered by positive and neutral, and this was the only time when there was negative sentiment.

Mainly men tweet about this theme (73%), and the main emotion of tweets about it were joy. The most influential user was @elonmusk, who is the Chief Engineer at SpaceX and coordinated the fundraiser to space. The top hashtags and number of mentions for each were #inspiration4 (3435), #spacex (1939), and #stjude (1220).

The top shared URL is an article by the New York Post focused on their mission to space and Elon Musk's \$50M donation. It was shared 1844 times.

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# THEME ANALYSIS

This theme has 36,459 total mentions and 25,567 unique authors, making up 14.7% of all posts in the dataset. 95% of the posts have the emotion of joy, with the remaining 3% as sadness, 1% as disgust, and 1% as fear. The sentiment is 68% positive, 30% neutral, and 2% negative. The positive sentiment relates to @PS5\_restocks\_etc tweets about donating to support kids and gamers. Negative sentiment tweets that tag @StJude relate to the lack of immunity the children in the hospital have to COVID and an argument relating to the vaccine and masks.

There was a large spike on September 19, 2021 with this theme because of a tweet from @ArceneauxHayley mentioning the completion of two missions: the successful inspiration4 mission to space and surpassing their \$200 million fundraising goal for St Jude. This user was also a top influencer under this theme. She is an Inspiration4 astronaut & Medical Officer. Her tweet got 581 retweets and 8,728 likes. @TheEllenShow is also a top tweeter under this theme, mostly due to a tweet from September 1, 2021, bringing awareness to Childhood Cancer Awareness month, with 107 retweets and 807 likes.

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# GENDER ANALYSIS

The female gender has 9,248 mentions and 4721 unique authors making up 3.69% of posts in the dataset. The sentiment is 60% neutral, 33% positive, and 7% negative. The day with the highest spike was on November 12th, with a neutral sentiment. The tweets were about defending St.Jude against the publication that was released about it by ProPublica. Likewise, the highest spike for the negative sentiment was the same day and the tweet conversations held were about people mad that ProPublica spoke harshly about St. Jude in their recent publication. The highest spike for the positive sentiment was on November 23rd and about influencer TubboLive raising \$144,000 for St.Jude. After looking at the demographics it was interesting to find that 20% of women tend to mention St. Jude on Thursdays more than any other day of the week. It was not surprising to find that the highest interest was family and parenting because families and kids are common topics related to St. Jude. Additionally, 26% of women mentioned St. Jude are artists for their job and the second most common profession was teaching.

The top unique URL was [https://www.amazon.com/dp/B098N6N4XT/ref=cm\\_sw\\_su\\_dp](https://www.amazon.com/dp/B098N6N4XT/ref=cm_sw_su_dp) and this link led to a book that was about St. Jude hearing the voices of coma patients. The book was called Voices in My Head. This URL had 546 mentions. A top tweeter that we did not have in our original data set is @mariashiver. She was mentioned because of her tweet about the St. Jude fundraiser with the inspiration4 mission. In addition she is a NBC News anchor and an advocate for the Women's Alzheimer's Movement.

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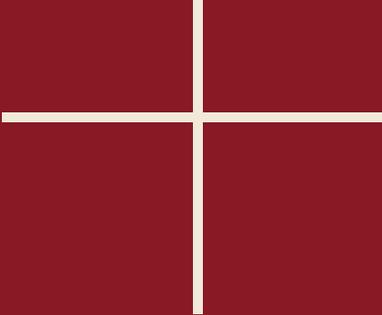
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# GENDER ANALYSIS

The male gender has 8680 mentions and 4703 unique authors making up 3.47% of posts in the dataset. The sentiment is 60% neutral, 34% positive, and 6% negative. These sentiments are very similar to the percentages we saw for women. The day with the highest spike was September 18th, with a neutral sentiment. The conversation was about the Inspiration4 mission and Elon Musk welcoming the space crew. Similarly, the highest positive spike was about the same thing. The second highest positive spike was when @NFLGameDay tweeted about Rich Eisen was surprised with the 2021 St. Jude Ambassador of the Year award. The highest spike for the negative sentiment was the same as women's. The tweet conversations held were about people mad that ProPublica talked badly about St. Jude. After looking at the demographics it was interesting to find that 17% of men tend to mention St. Jude on Sundays more than any other day of the week. Men also had a big interest in family and parenting just like women did. The most common profession was being an artist or executive.

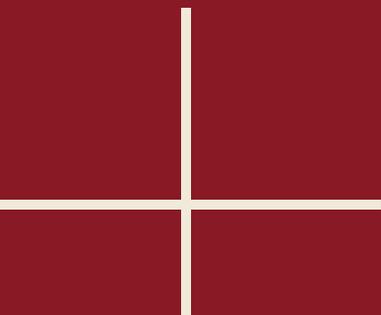
The most common URLs had to do with either the ProPublic publication or the Inspiration4x mission. The top URL that was unique was [https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&pg=personal&fr\\_id=133399&copy\\_link\\_share&copy\\_link\\_share](https://fundraising.stjude.org/site/TR/DIY/DIY?px=7247220&pg=personal&fr_id=133399&copy_link_share&copy_link_share). This URL was from a holiday giveaway tweet. The user had to donate to a charity mentioned and they had the chance to win a Playstation Plus Subscription. The top tweeter was @BeauTFC. He is a guy youtuber that talks about many different things on his channel. His most mentioned tweet was something he quoted about St. Jude that a child with cancer, said.

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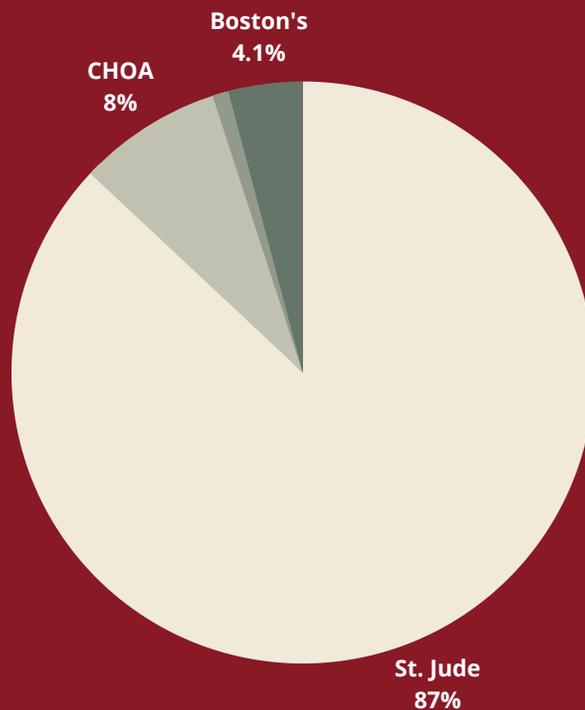


# COMPARABLE ORGANIZATIONS

*Children's Healthcare of Atlanta, St. Mary's  
Hospital, Boston Children's Hospital*



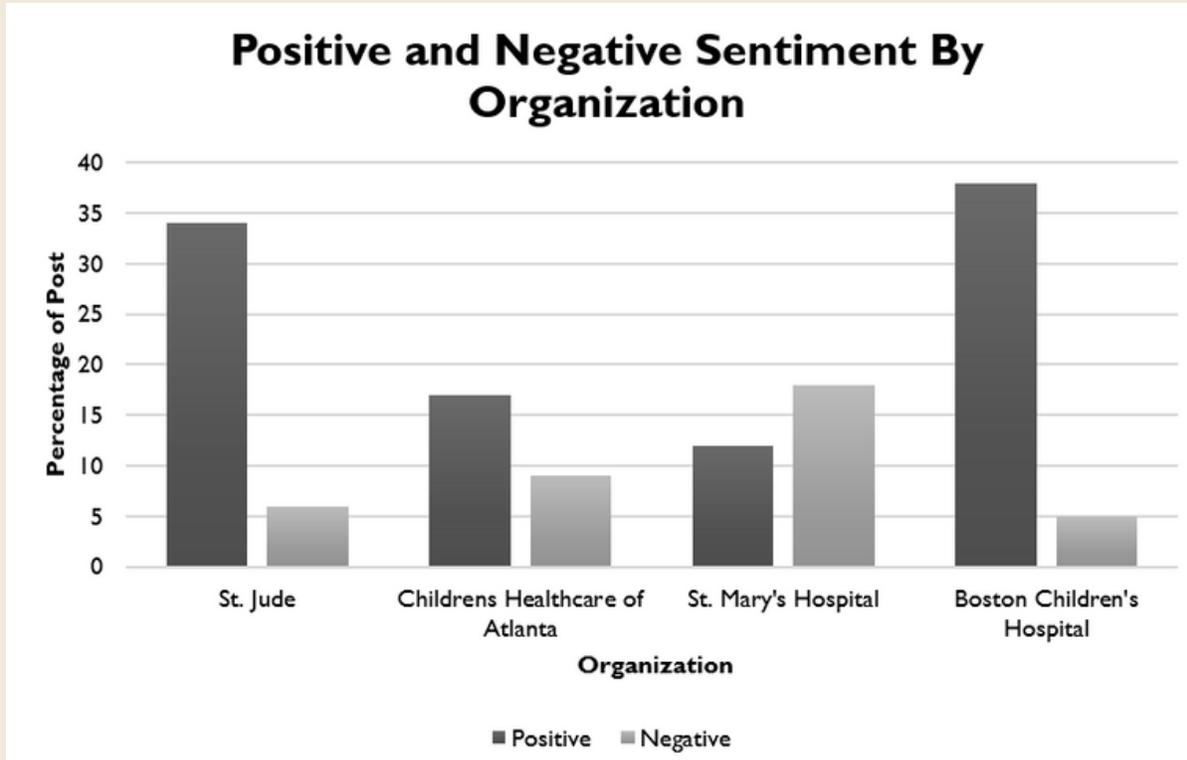
# COMPARABLE ORGANIZATIONS



## SHARE OF VOICE

St. Jude, being the largest network of children's hospitals in the world, absolutely dominates the volume of tweets compared to their competitors. The reason for this is that while most of their competitors are regional (Children's Healthcare **of Atlanta, Boston** Children's Hospital), St. Jude is a nationally spread foundation with no regional differentiation. Because of this and their impact, they dominate their competition in tweet volume.

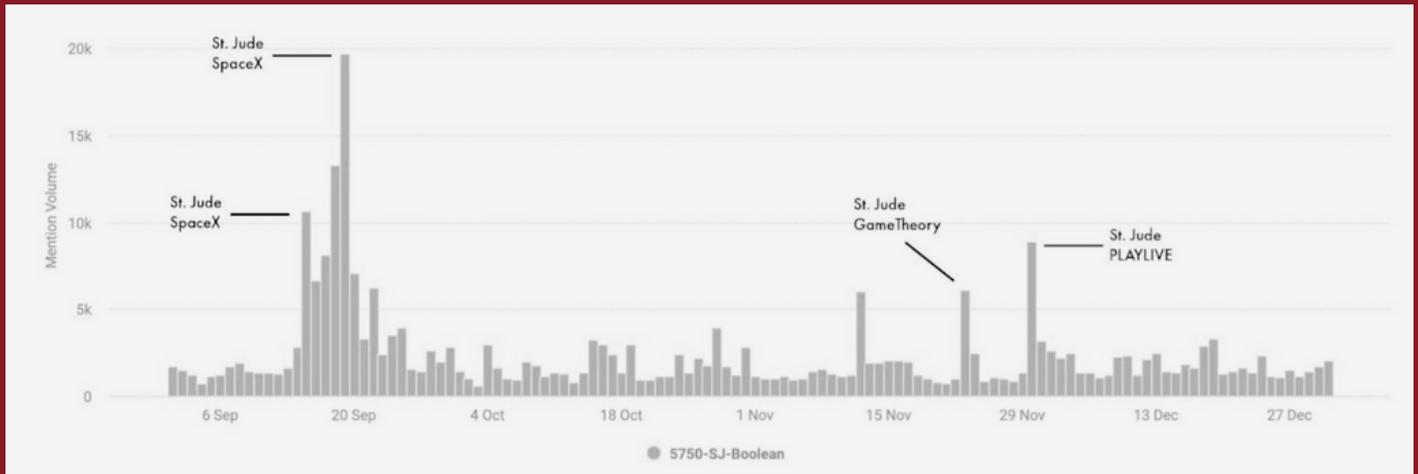
# COMPARABLE ORGANIZATIONS



## COMPARATIVE SENTIMENT ANALYSIS

From this sentiment breakdown we know that the organization with the highest number 38% of positive sentiments is Boston Children’s Hospital and St. Jude was not far behind with 34% of positive sentiments. These two organizations have a much larger percentage of positive sentiments compared to the other competition. The highest negative sentiment is 18% from St. Mary’s Hospital and the lowest was 5% from Boston Children’s Hospital. By looking at the sentiments of St. Jude’s competition we can see that St. Judes biggest competition is Boston Children’s Hospital.

# SPIKE ANALYSIS



The spike analysis for the entire dataset with competition factored in greatly resembles our spike analysis for just St. Jude, because the primary spikes in the full analysis are the ones that are from St. Jude. The 4 most prominent spikes in the analysis are all St. Jude, and so are most of the smaller ones. The spikes that the competition experiences pale in comparison to those of St. Jude because St. Jude is such a large and dominant organization that its sheer size and volume overshadows all of the competition.

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## GEOGRAPHIC ANALYSIS



Geographically, St. Jude also dominates its competitors because of how widely distributed it is throughout the nation. St. Jude is the #1 Children’s Hospital in the world, and because of this, its reach over the US is much wider than a specific hospital, even if they are great at what they do. For instance, Children’s Healthcare of Atlanta, while being very impactful, is only impactful in one geographic area. The number of mentions from the state of Georgia about our CHOA query were 1,399. The next highest number of mentions from a state about CHOA was in New York at 157. However, St. Jude, being such a large organization, has many mentions from many states, with the highest being California at 9,292. This is followed by Texas (5,921), Florida (6,534), New York (5,021), and Ontario, Canada (2,492).

# APPENDIX

## Organizational Boolean

"St. Jude" OR @stjude OR #stjude OR #forStJude OR #StJudeInspire OR #StJudeHeroes OR #StJudeResearch OR #LoveMusicStopCancer OR #StJudeMarathon

## Theme Booleans

- *Theme:* donation; *Boolean:* donation OR donate OR #donate OR “generous donation” OR “donation today” OR donating; N = 33,760, 13.5% of all posts in dataset
- *Theme:* research *Boolean:* research OR researcher OR researching OR #stjudereseach; N= 21,586, 8.6% of all posts in dataset
- *Theme:* SpaceX; *Boolean:* “inspiration 4” OR voyage OR spacex OR “Elon Musk” OR #Elonmusk OR Musk; N= 31,643, 12.6% of all posts in dataset
- *Theme:* Support; *Boolean:* support OR #fundraising OR fundraise OR #fundraise OR fundraising; N = 36,817, 14.7% of all posts in dataset

## Competitor Boolean

“St. Jude” OR @stjude OR #stjude OR “Children’s Healthare of Atlanta” OR CHOA OR @childrensatl OR #CHOA OR #childrensatl OR “St. Mary’s Kids” OR “St. Mary’s Hospital” OR @StMarysKidsNY OR #stmaryskids OR #stmaryshospital OR “Boston Children’s Hospital” OR @bostonchildrens OR #bostonchildrenshospital