



MINECRAFT DATA

Introduction



Goal One:

First, we were asked to expand upon the social media listener project that started the previous year. These listeners are valuable tools for our partners at Microsoft because they allow us to gather and analyze large amounts of Minecraft-related social media data. This meant:

- Improving upon our already established Reddit and Twitter listeners.
- Developing entirely new listeners for YouTube and Instagram.

Goal Two:

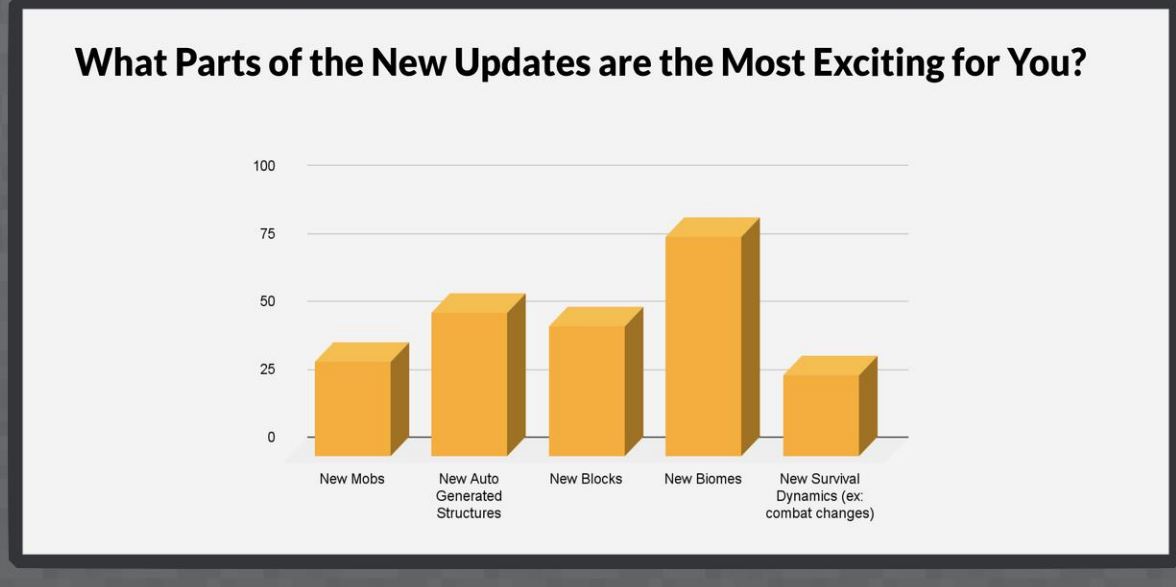
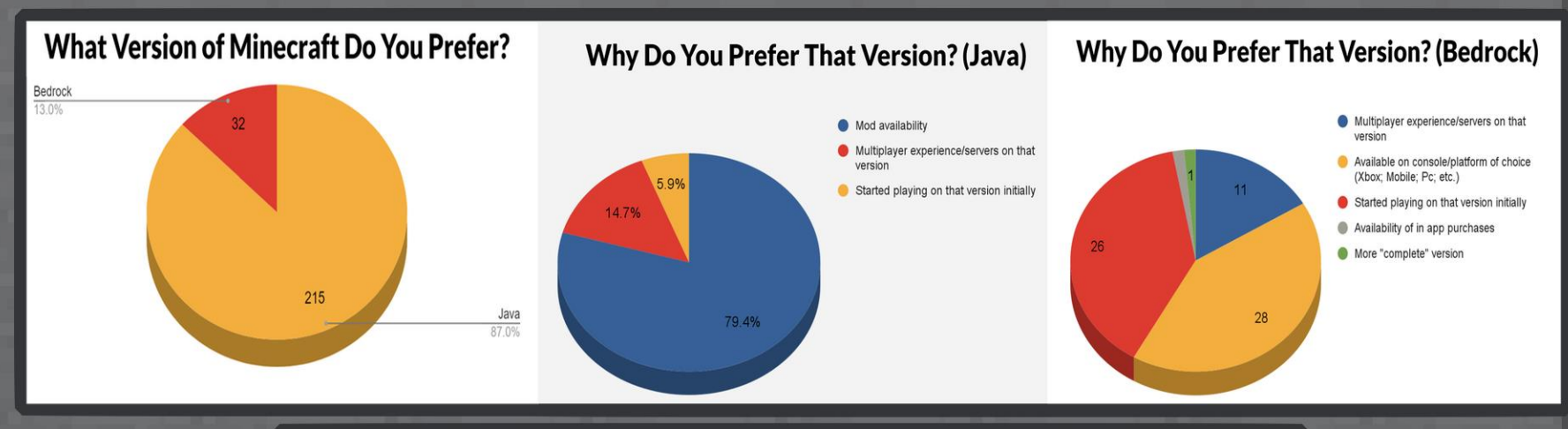
Our second goal was to delve into the success of Minecraft. We set out to understand the reasons behind its success. We approached this objective in a variety of ways, including:

- Personally conducted surveys.
- Analyzing social media data.
- Using Twitter data for topic modeling.

Survey Results

The survey we designed was sent out to various Discord and Reddit communities. Approximately 250 people completed the survey.

The motivation for conducting a survey was to go directly to the player base and ask them directly for their opinions about Minecraft.



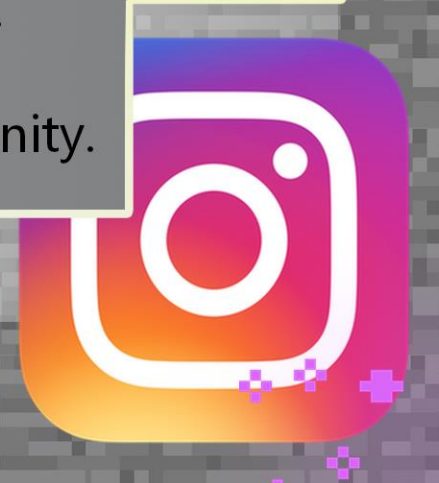
New Data Sources

TikTok



We wanted to collect data from TikTok, but TikTok has a unique way of posting content and can be challenging to analyze. Ultimately we had to move to Youtube and Instagram because:

- TikTok's userbase is too broad.
- Tiktok's tagging system.
- Users value views over community.
- TikTok's terms of service.



Instagram

Reddit Data

Building on the data we collected from Reddit last year, we looked at frequently discussed topics.

First, We asked ourselves what version of the game people preferred. This can help us gather insight on what kinds of content people are most receptive to.

We also looked at the active users in 2020 vs. 2021 to understand how outside factors and time impact how players talk about the game.

