



# Mining Celebrity Endorsement Using Perceptions of Twitter Account Automated Data

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# Concept



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We measure directly the strength of association between a brand and a celebrity.



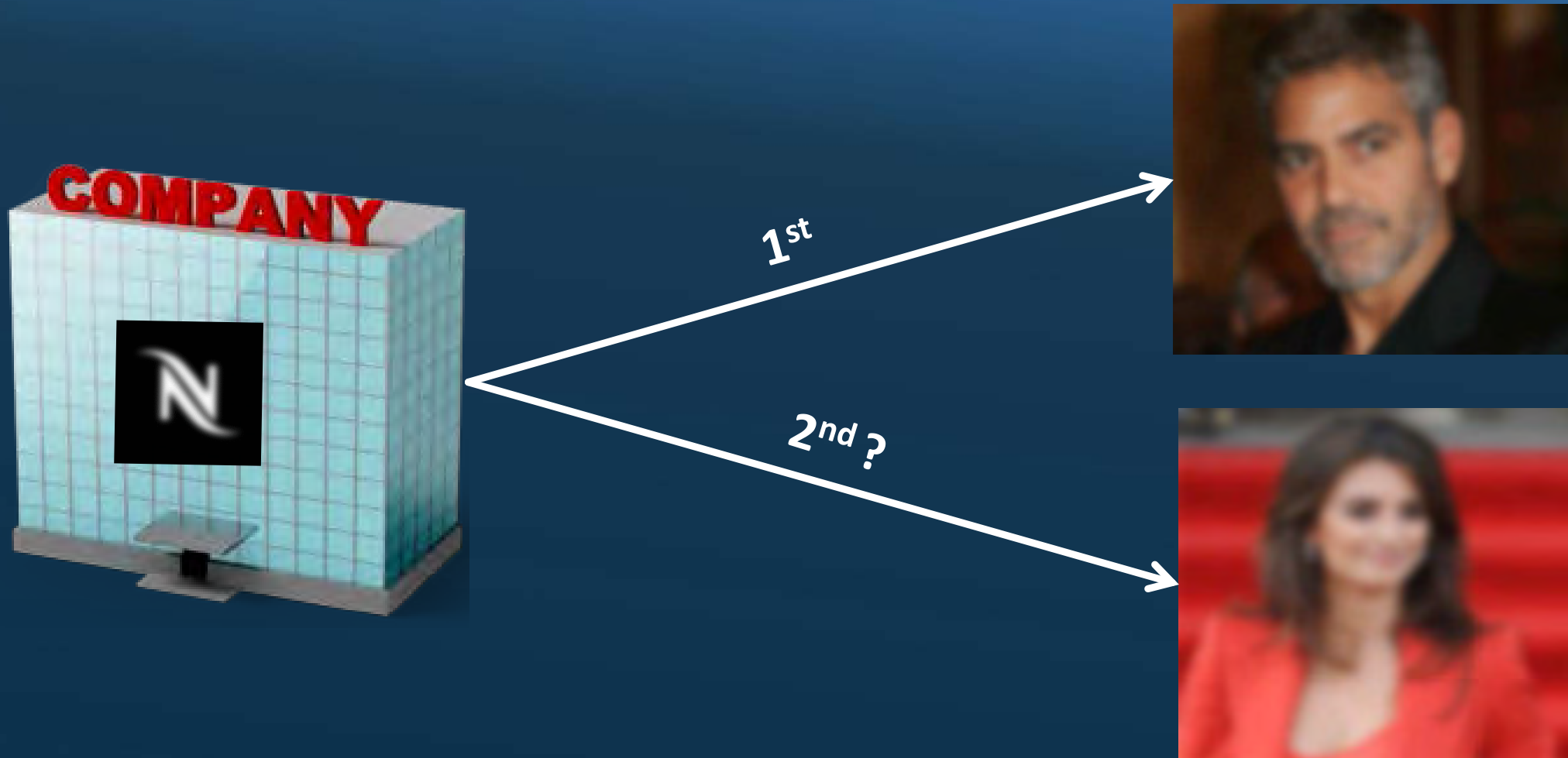
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# Similarity Metrics

## Follow Metric

**common followers**

## List Metric

**# common Lists**

## Content Metric

**talking same topics**

## Favourite Metric

**like same posts**

# Similarity Metrics

## Follow Metric

common followers

Technology

## List Metric

# common Lists

Industrial  
Goods &  
Services

## Content Metric

talking same topics

Automobiles  
& Parts

## Favourite Metric

like same posts

Financial  
Services



**Thank You**