Twitter Thread by Luca Hammer

Luca Hammer
@luca

Two years ago on a weekend, I built a tool to make it easier to evaluate Twitter accounts. Since then 36590 people used it to analyze 55390 different Twitter accounts.

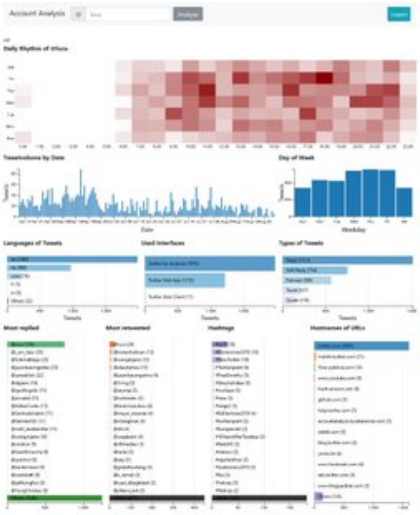
Over the last months @mmkaradeniz and I made a new version. We launched it last night:

@mmkaradeniz @accountanalysis doesn't use machine learning or AI „magic“. Instead of telling users if an account is authentic or not, it helps them to evaluate the accounts themselves.

It visualizes the different features (date, time, type, app, etc.) of Tweets to make them interpretable. /1

@mmkaradeniz @accountanalysis The core concept is still the same, but it looks much better and is easier to operate. Not only for the users, but us developers as well. Enabling us to continuously roll out new features in the future.

Side-by-side screenshots of the old and new version. /2



3,198 Tweets out of 3,198 | Reset all filters

30.08.2019

Tibor Martini @tibor

Der @luca hat sein Twitter-Analyse-Tool @accountanalysis grundlegend neu programmiert und es ist sehr toll geworden! accountanalysis.app/?language_sour...

Weitere Tweets von Tibor Martini anzeigen

spooky@PAX2019 - Halle 17 & Sommergarten @FritzTim1701

Der @luca hat am brandneuen @accountanalysis gebaut und ich bin's jetzt schon!

Weitere Tweets von spooky@PAX2019 - Halle 17 & Sommergarten anzeigen

Michael Kantelhiser @_kahrer

Congrats einzelcoaching @accountanalysis (accountanalysis.app), @luca! pic.twitter.com/HZ5JLGJrtJ

Weitere Tweets von Michael Kantelhiser anzeigen

Michael Kantelhiser @_kahrer · 12h

Congrats einzelcoaching @accountanalysis (accountanalysis.app), @luca!

Luca Hammer @luca

Thank you! I just migrated your Early Adopter Lifetime Pro Account to the new system. pic.twitter.com/pEOHAHFTeK

Weitere Tweets von Luca Hammer anzeigen

29.08.2019

Luca Hammer @luca

Still loving the internet

Weitere Tweets von Luca Hammer anzeigen

Maureen McElaney @jm_there

Looking for your favorite tech conferences that provide childcare. Retweet for reach, please?

Nicht weiterleiten

Gundbert Kaiser @gundbert · 27m

Antwort an @sarahkriesche und 2 weitere

Nicht weglaufen, sondern Leute, die nicht mit jemandem diskutieren wollen, der oder die nicht "Markusblocker" heißen.

Luca Hammer @luca

Weitere Tweets von Luca Hammer anzeigen

Sarah Kriesche @sarahkriesche · 28. Aug. 2019

Antwort an @luca @Rockstein

Wenn sie dann mitzumachen versuchen, sollte man sie ignorieren.

Luca Hammer @luca

+2

Weitere Tweets von Luca Hammer anzeigen

Sarah Kriesche @sarahkriesche · 28. Aug. 2019

Antwort an @luca @Rockstein

Ich habe die Daily verpasst aber bin dafür alle mit Klarnamen zu blocken. (y) Klarnamen 😈 (Aber trotz Pain was eigentlich ganz

Luca Hammer @luca

Boring backstory: Jemand hat etwas dummes gesagt/getan, jemand entsprechend Kritik ab, reagierte mit einem Tweet, dass Menschen gehetzt werden, die nicht unter Klarnamen twittern. Andere haben sich darüber lustig gemacht.

Weitere Tweets von Luca Hammer anzeigen

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Up to 1.200 Tweets per account. Multiple accounts at once. Analysis of search terms. If there is enough interest, I will upgrade the service.

Email Address

What features do you need?

How much is it worth to you? (per month in US dollars)

1 5

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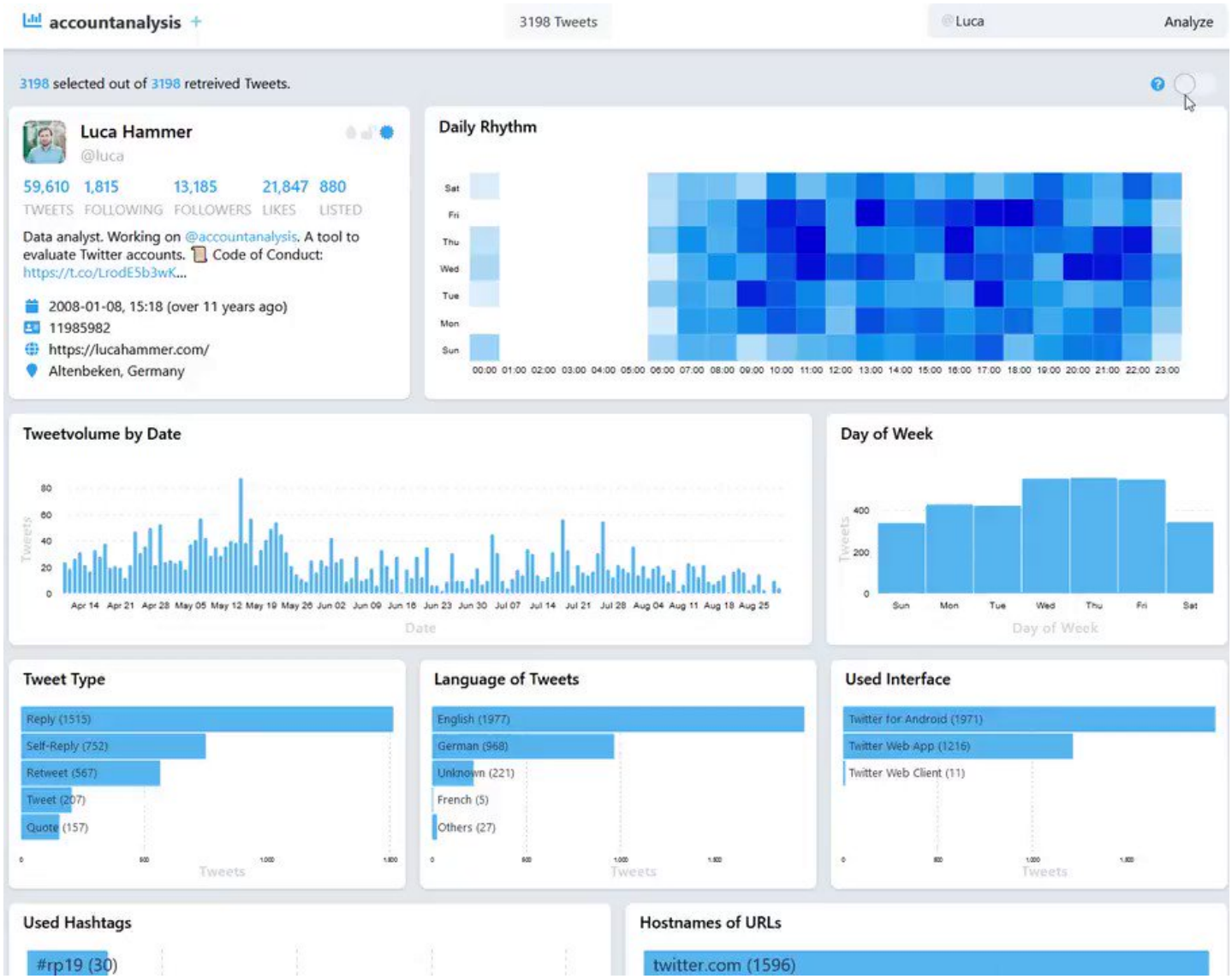
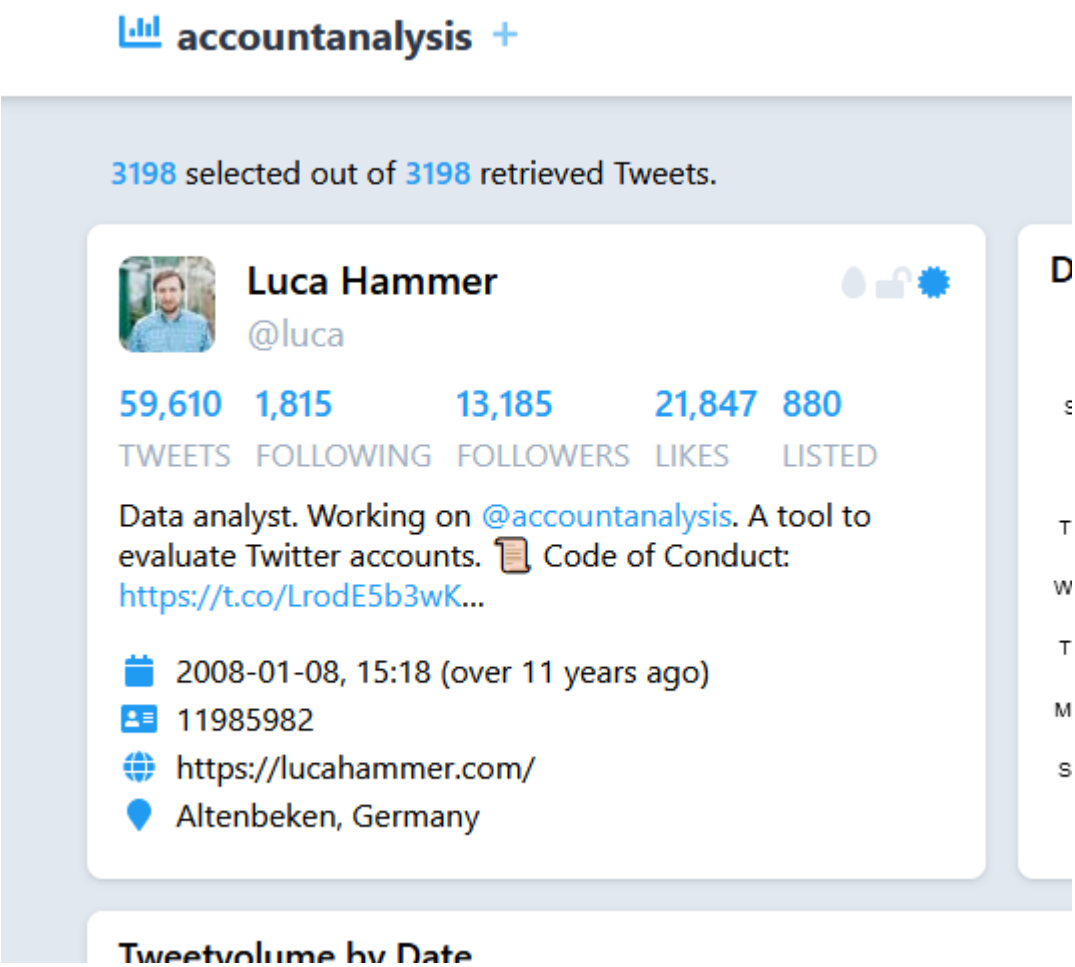
@mmkaradeniz @accountanalysis Some people had questions what different charts displayed and how they could be interpreted. There are now explanations for all charts, that can be toggled on and off at any time. /3



@mmkaradeniz @accountanalysis The selected/retrieved Tweet count moved to the top to make it clear that not all Tweets of an account are analyzed. 3200 is the API limit by Twitter. It's possible to get more through the Premium API, but I don't think people would pay $100+ for the analysis of one account. /4

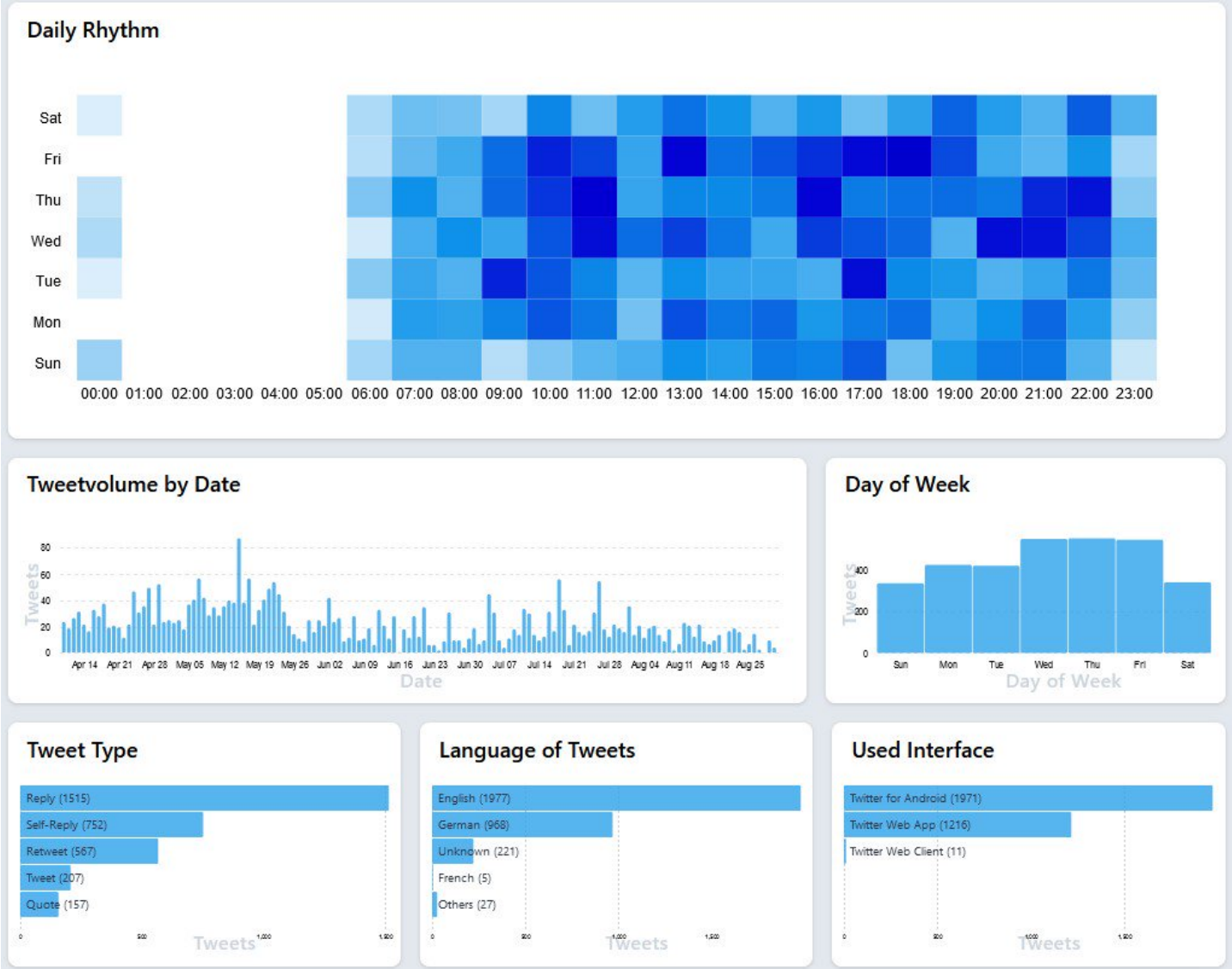
@mmkaradeniz @accountanalysis There is now an account card at the top of the analysis with basic info about the account. Mostly the same as you get when visiting a profile but with less clicks.

Additionally it shows the account ID. Useful when making screenshots and accounts change their screen name. /5

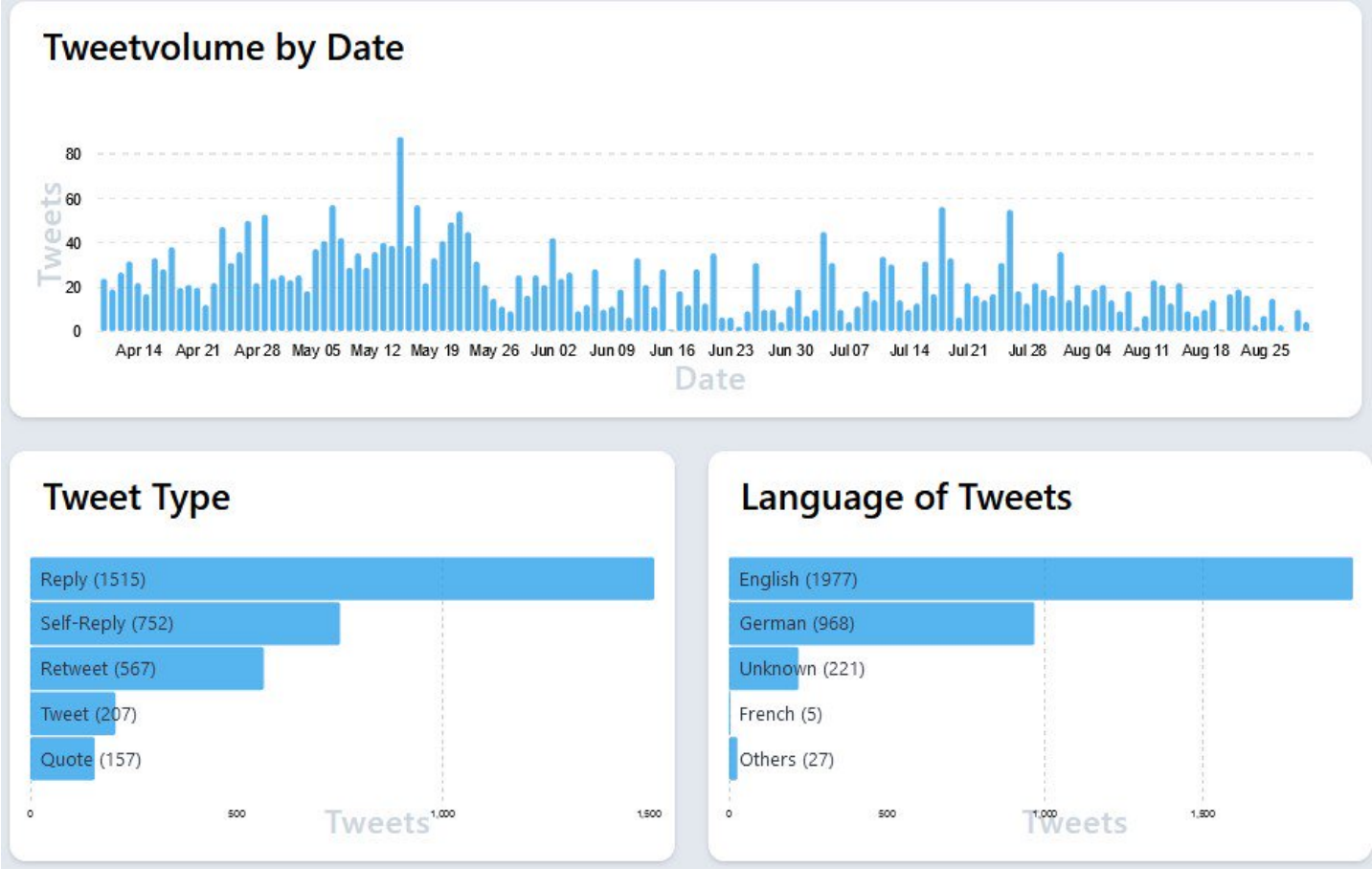


@mmkaradeniz @accountanalysis Next is the daily rhythm heatmap, the most loved feature of the tool. It aggregates the Tweets per hour per weekday to show daily patterns.

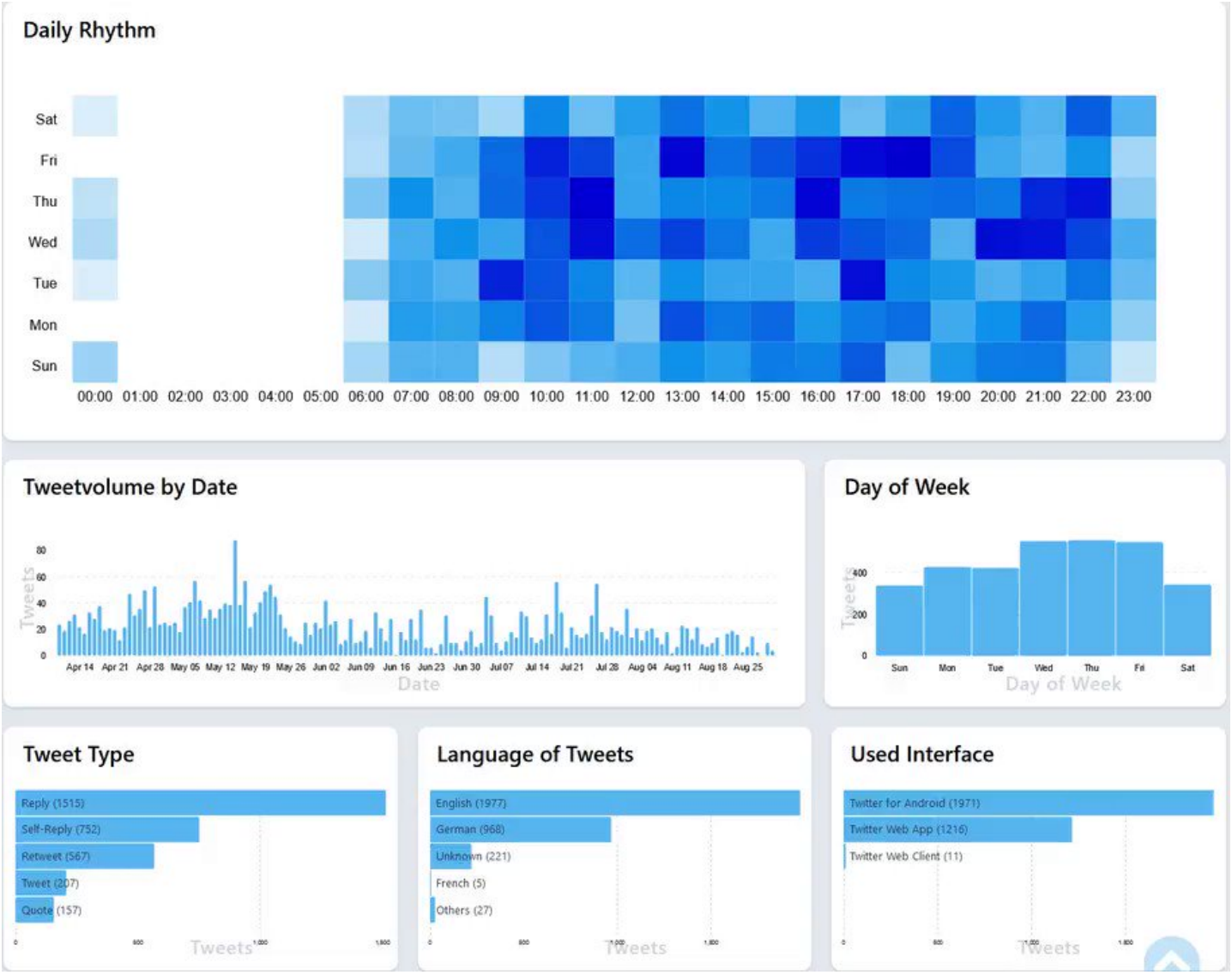
It gives a quick overview when an account is active and at the same time allows to drill deeper into the data. /6



@mmkaradeniz @accountanalysis Sometimes you are only interested in the Tweets of a specific time frame. The Tweetvolume by Date chart allows you to select the time you want to analyze and all other charts will only show that data. Very useful to understand spikes. /7

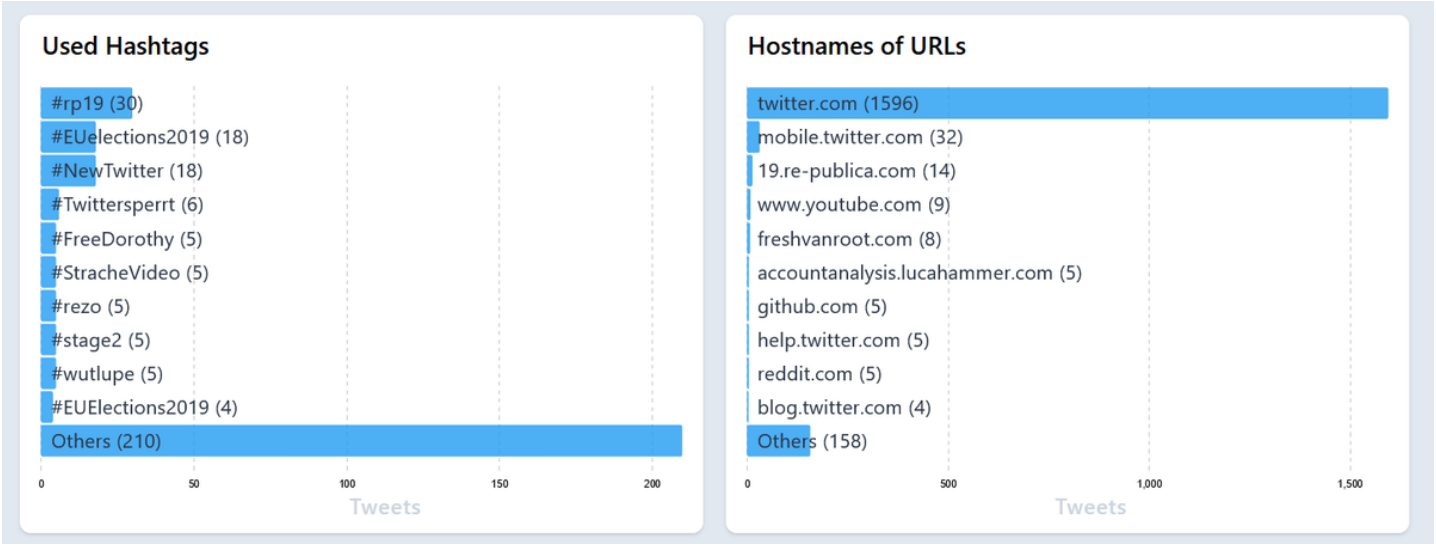


@mmkaradeniz @accountanalysis All charts are cross-filtered. By switching the selection between Twitter for Android and Twitter Web App, you can see how they supplement each other. My Tweets through a computer are more irregular with many volume spikes. Probably threads (see self-replies). /8



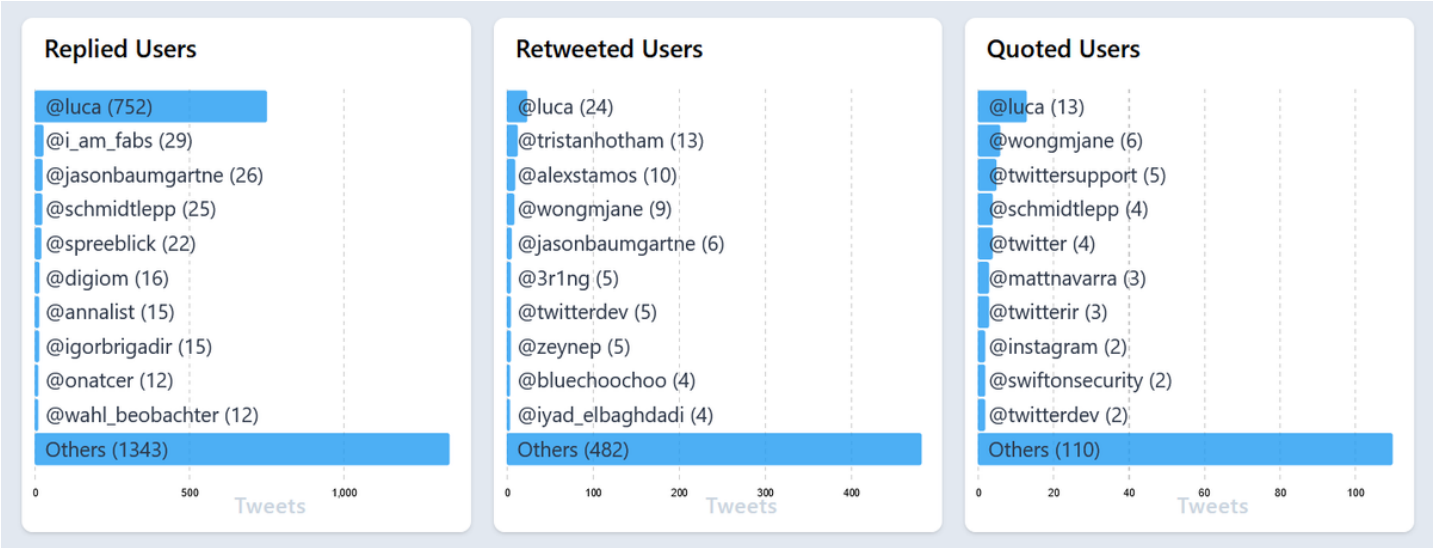
@mmkaradeniz @accountanalysis Hashtags and Hostnames help with understanding the primary topics of an account. If it is a single issue account or has a bigger variety.

It seems like I don't link out of Twitter often any more. /9



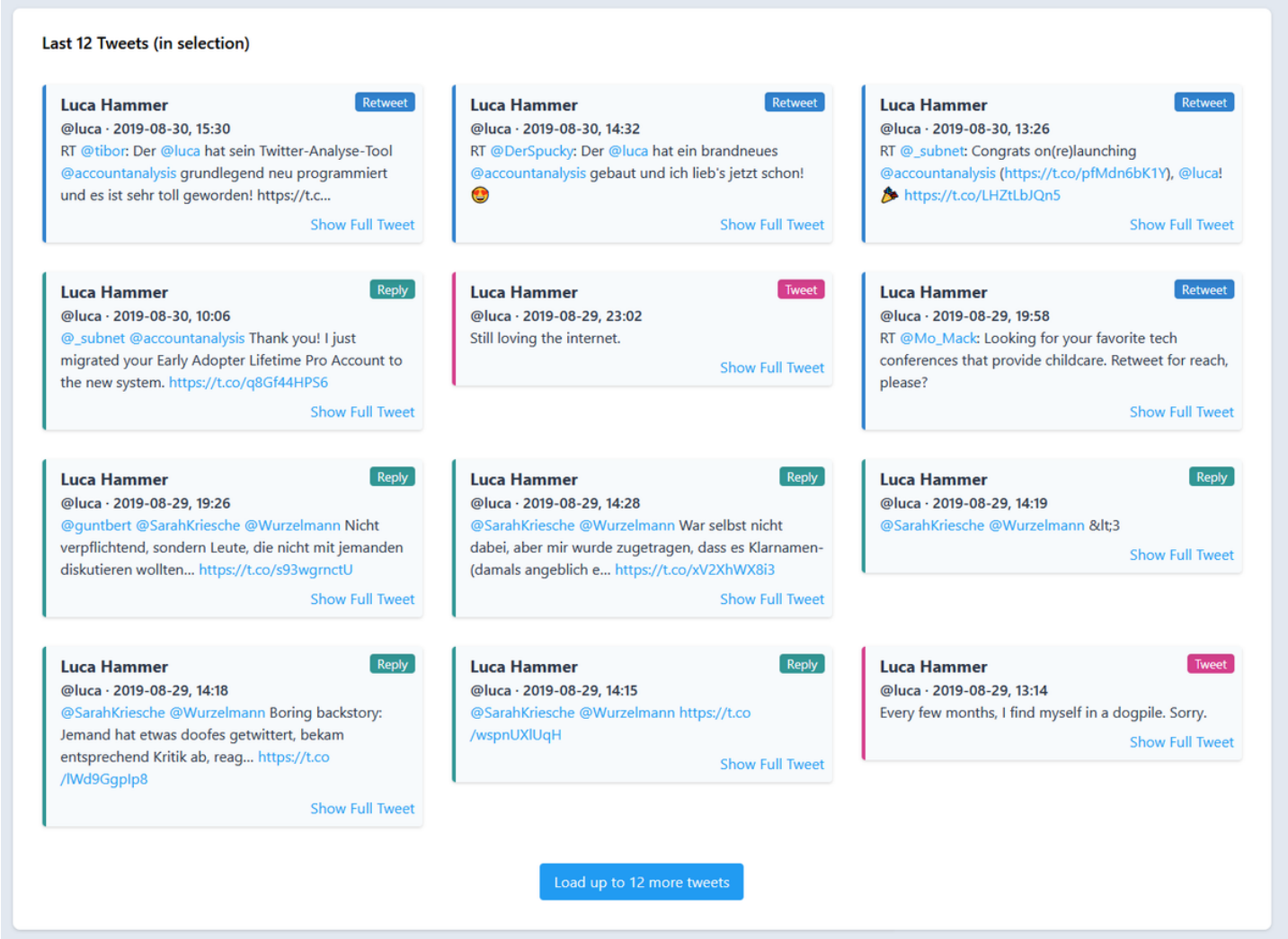
@mmkaradeniz @accountanalysis With whom does the account interact most often? Let's look into Replied Users, Retweeted Users and Quoted Users.

I love to reply to myself (threads!). But I also retweet myself often (Look at this awesome Tweet I made!). Finally, I mostly quote myself (Well.). /10



@mmkaradeniz @accountanalysis Finally, one of the biggest improvements over the old version: Most recent Tweets in the current selection. With the ability to load more (that wasn't possible in the past). Each Tweet has a type tag and a button to load the full Tweet.

Much easier to understand things. /11



@mmkaradeniz @accountanalysis Pro accounts existed in the old version, but they were neither advertised nor accessible. People had to send me a message to get price and payment details. After receiving the payment, I manually upgraded them in the database. Now it's self-service. /12
https://t.co/9CycLTc85m

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@mmkaradeniz @accountanalysis To celebrate the launch of @accountanalysis on @ProductHunt, you can upgrade to Pro for 5,25€/month. (65% off). Coupon code in my comment: https://t.co/vKDtmqxAQ1