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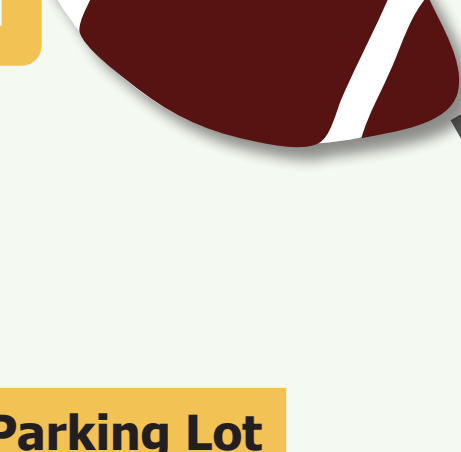
MediaMiser  
TURNING NEWS INTO KNOWLEDGE



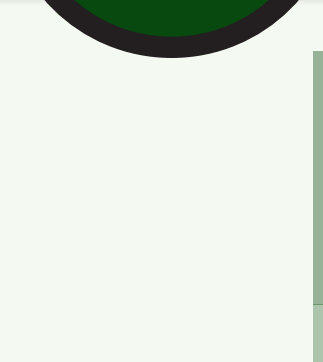
# SUPER BOWL XLVIII

TRACKING TWEETS FROM INSIDE METLIFE STADIUM

Using a point-in-polygon technique to isolate geolocal data from MetLife Stadium, we monitored tweets sent only from the venue and its parking lot during Super Bowl weekend:

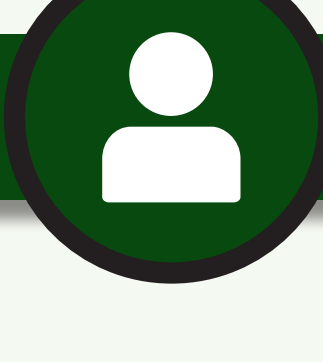
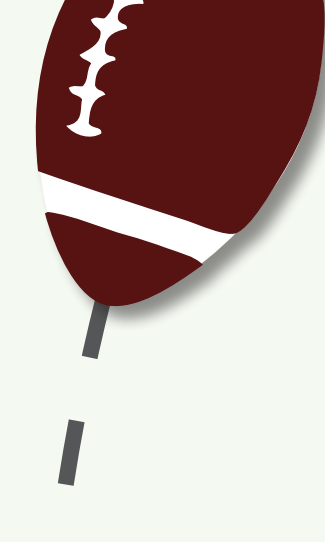


MediaMiser collected thousands of tweets from those at the game (who had geolocal services enabled on their device) both before, during and immediately after the big event.

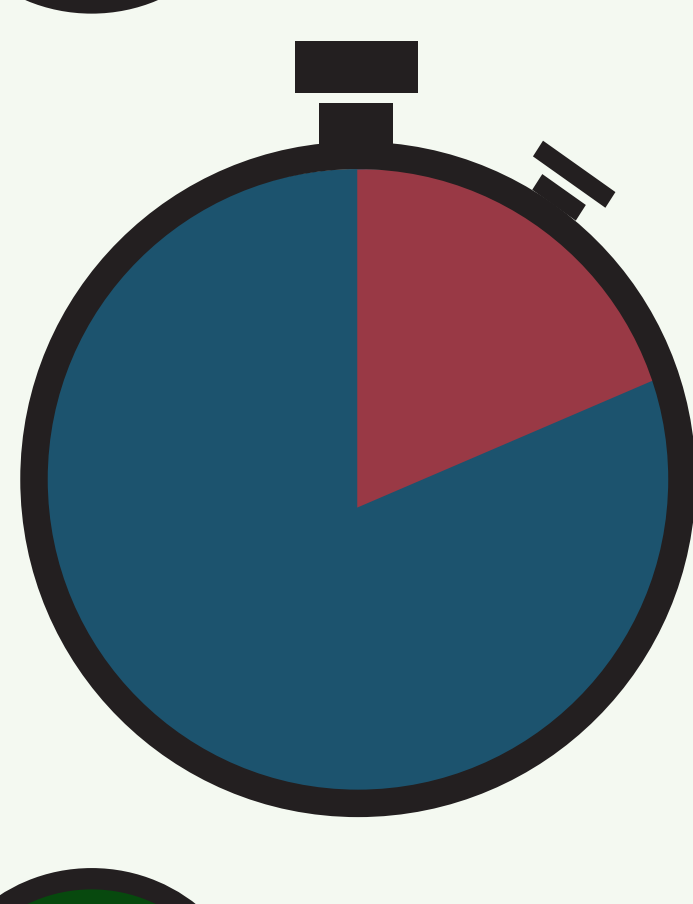


## HOW WERE TWEETS SENT?

	52%	via Twitter for iPhone
	27%	via Instagram
	9%	via Foursquare
	8%	via Twitter for Android
	1%	via Twitter for BlackBerry

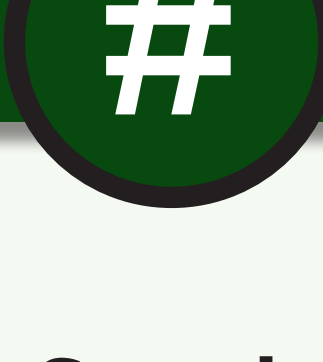
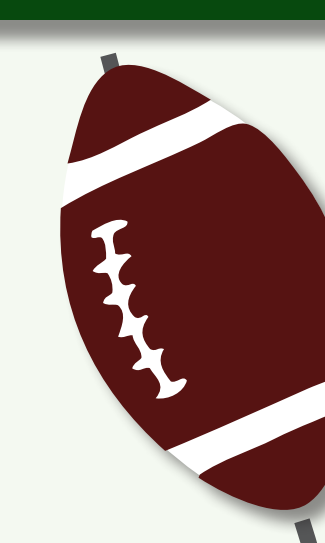


## WHO SENT THE TWEETS?

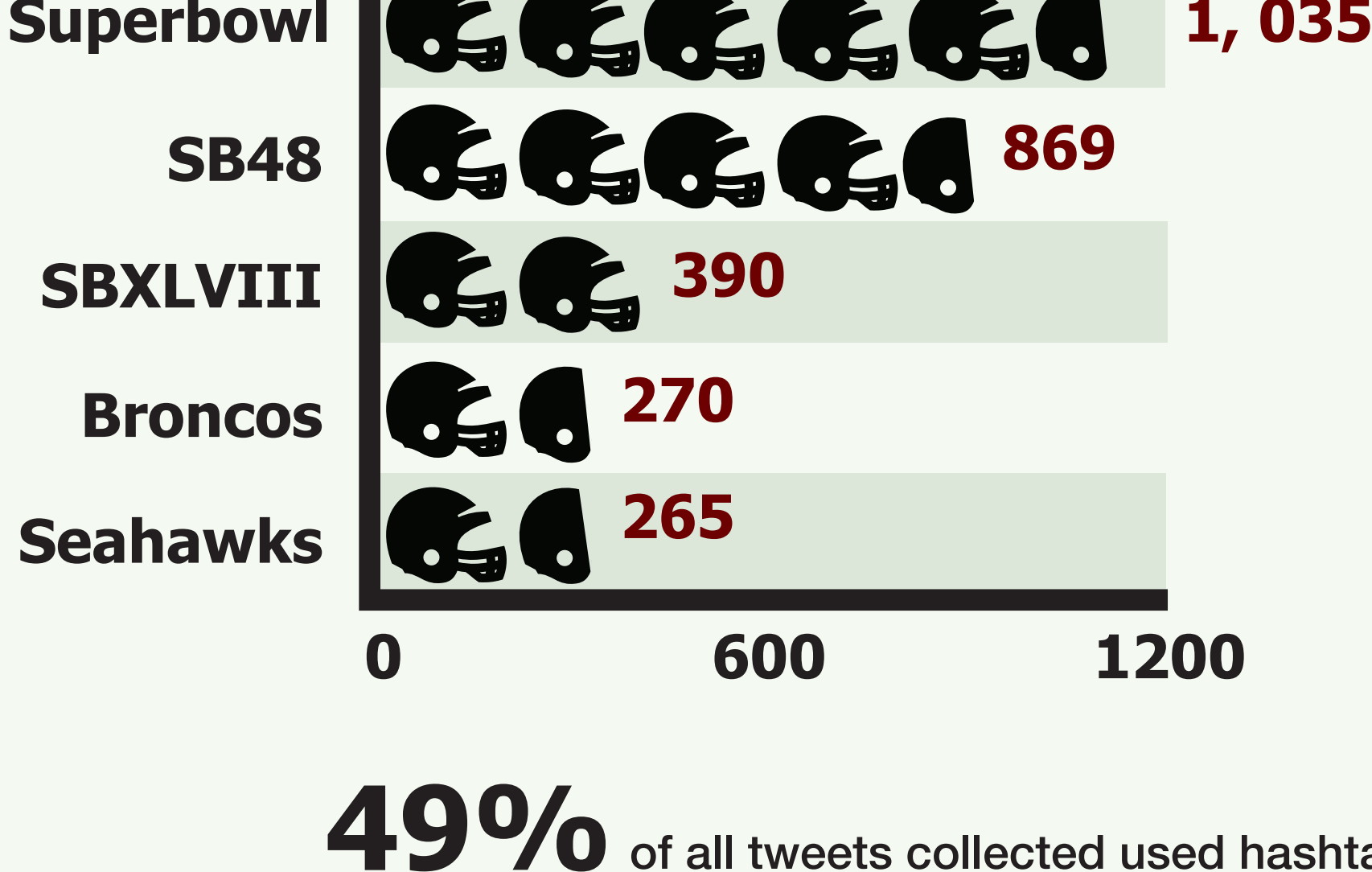


19% 81%

81 per cent were male while 19 per cent were female.



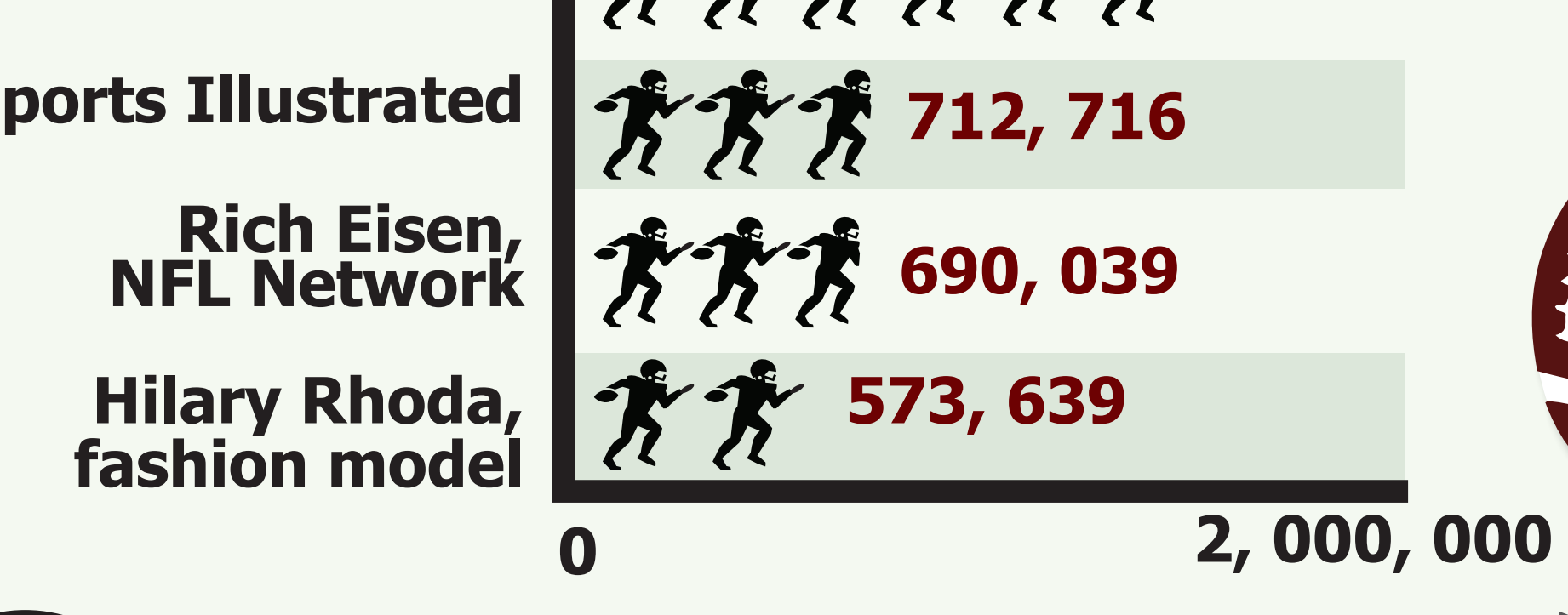
## WHAT KIND OF HASHTAGS WERE THEY USING?



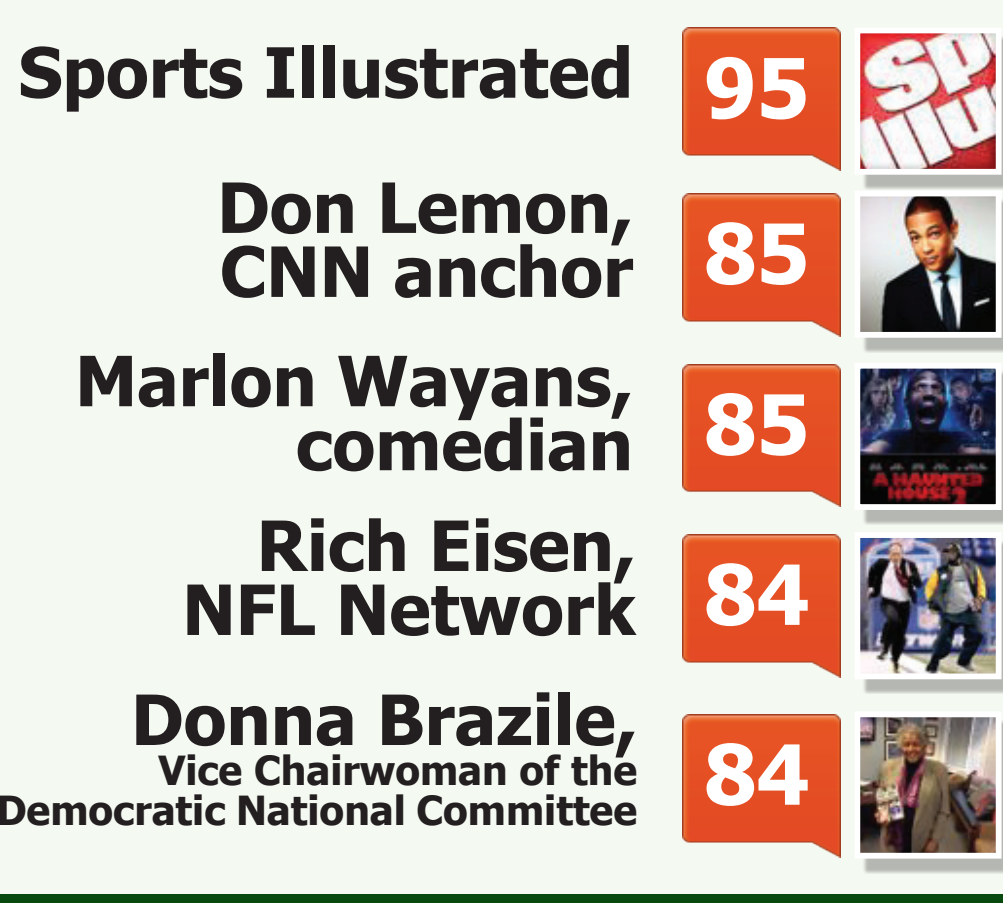
49% of all tweets collected used hashtags.



## WHO IN ATTENDANCE HAD THE MOST FOLLOWERS?



## ...AND HOW ABOUT THE HIGHEST KLOUT SCORE?



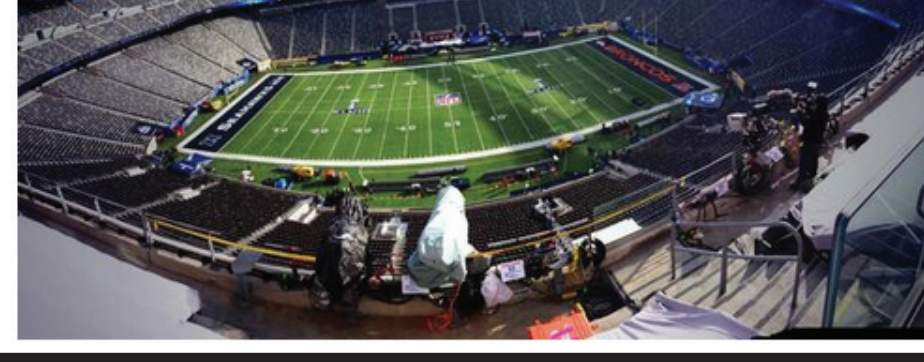
## FINALLY, THE SUPER BOWL AS TOLD BY THOSE ON THE GROUND:

There were people there to document the spectacle:

Mark J. Rebilas @rebilasphoto  
Greetings from MetLife Stadium where in just a few hour I will cover #superbowl number six in my...  
[instagram.com/p/j7AsebSDxk/](http://instagram.com/p/j7AsebSDxk/)

And those there for work:

Kyle Drummond @KyleDrumm10  
Getting ready to sell programs at #SB48 [pic.twitter.com/yfZa5tWvJL](http://pic.twitter.com/yfZa5tWvJL)



Some were a little annoyed about rigid security measures:

Sam Moore @smoore313  
This security is so stupidddd #SB48

And the transportation situation:

Russ Clayton @Drewdaddy34  
#nfl #SuperBowl @nfl @espn @SportsCenter NFL stinks at transportation. Thousands waiting.

Or in sticker shock over the price of beverages:

Anthony Ulskey @ulskey\_a  
\$16 beers!!! Gotta have one

There were also those who couldn't resist checking in on Foursquare:

Rob R. checked in at MetLife Stadium for Seattle Seahawks vs Denver Broncos  
East Rutherford, NJ 1 day ago via foursquare for iPhone

And reporters doing their thing: Along with those who were just excited to be there:

Dawn Mitchell @dawnmitchell  
Lots of Police chopper activity @ MetLife Stadium  
[instagram.com/p/j7EhWmHY1s/](http://instagram.com/p/j7EhWmHY1s/)

Nicoletta Gacos @nicolettagacos  
Let the excitement begin!!!!  
#Gameday #superbowl #sb40 #football #nfl #nflnetwork #nynj #ny...  
[instagram.com/p/j7F0n1BoK9/](http://instagram.com/p/j7F0n1BoK9/)

As the game went on, Seattle fans got loud:

Heather Joy Collart @HevCollart  
The 12th Man is BEYOND real  
#soloud #SuperBowl

But then the outcome became obvious. And by the second half, Broncos fans began filing out of the building:

Brian Dennis @brian2210  
Bronco fans are leaving in the 3rd quarter here at the Super Bowl.  
#sb48 #seahawks #spiritof12  
[pic.twitter.com/7J6tyZPphq](http://pic.twitter.com/7J6tyZPphq)



Jen Vanderbilt @JenOside1  
Why are all the broncos fans leaving???? @ Super Bowl XLVIII at Met Life Stadium  
[instagram.com/p/j7-5YJqliv/](http://instagram.com/p/j7-5YJqliv/)

Johnny MacDonald @heresjohnnymac  
UPGRADE! Thank you pissed off Broncos fans! #thebiggame @ Super Bowl XLVIII at Met Life Stadium  
[instagram.com/p/j7-o6piU3x/](http://instagram.com/p/j7-o6piU3x/)

By game's end, it was hard not to feel bad for Bronco fans who made the trip:

Josh Peterson @jpetey15  
I've never been so depressed in my life

D-Line Co. @DLineCo  
We don't deserve this life

But those who were happy with a Seahawks victory didn't mind:

Craig D. Schroeffer @CDS830  
I've waited 28 years for this moment. It was worth it. Nobody is taking this away from me. #Seahawks #SuperBowlXLVIII Champions.

Sri Sritharan @sria22  
Ballgame. Congrats @Seahawks... #SB48  
[pic.twitter.com/GRsGTSjLUo](http://pic.twitter.com/GRsGTSjLUo)

