

BIG DATA

ANALYSIS, CONSULTING AND DATA INTELLIGENCE



MERGE

AMERICAS

[HTTPS://REPUTACION.DIGITAL/](https://reputacion.digital/)



REPUTACIÓN DIGITAL

DATA SHEET

TECHNIQUE: MONITORING
Social Media

ANALYZED NETWORKS:
Instagram y Twitter



@eMergeAmericas (as user and as
keyword)

Keywords: #eMergeAmericas
#MiamiTech

PERIOD OF TIME

April 4 - 20 2022

DIGITAL CLIPPING

Monitoring through Keywords and fanpage,
in social networks.

TOOLS

Digital Reputation tracking robots. Digital
Reputation Panel. Analysis systems
through data intelligence.



“I'm in a hurry, tell me a summary”

Great level of acceptance of the event in general with a higher proportion of diffusion and neutral messages.

Interest and **excitement**, were detected as the main motivations and attitudes around the event.

April 17th and 18th were the days with the **highest volume of conversation** around the event. However 3 mentions around April 6th stand out with more than 300 interactions.



“Interesting, what else?”

The most relevant topics detected about the event revolve around **women in tech, crypto currency, NFT, metaverse, gaming and health.**

We detected a strong association between the event and the **lgbt+ community** with a predominance of negative perceptions from the users.

The most shared hashtags revolved around the positioning of the event, such as: **#miamitech, and #emergeamericas**



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“I want to read a little more”

English was the most used language in social networks around the eMerge Americas 2022; followed by **Spanish**, Italian and French.

The most used adjectives were: **“great”, “excited”, “new”, “good”** and **“amazing”**.

Armando "Pitbull" Perez, Entrepreneur & Investor, was the most mentioned speaker.



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WHAT ARE WE MEASURING?

Volume of conversations about eMerge Americas 2022 event

Where is being spoken

When is being spoken

What is being spoken

Who is speaking

What are the most **resonant topics** about the event



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Data



+9.4K

9.4K Hits in this period of time.
Volume of conversation about eMerge Americas



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Unique users



+3.6 K

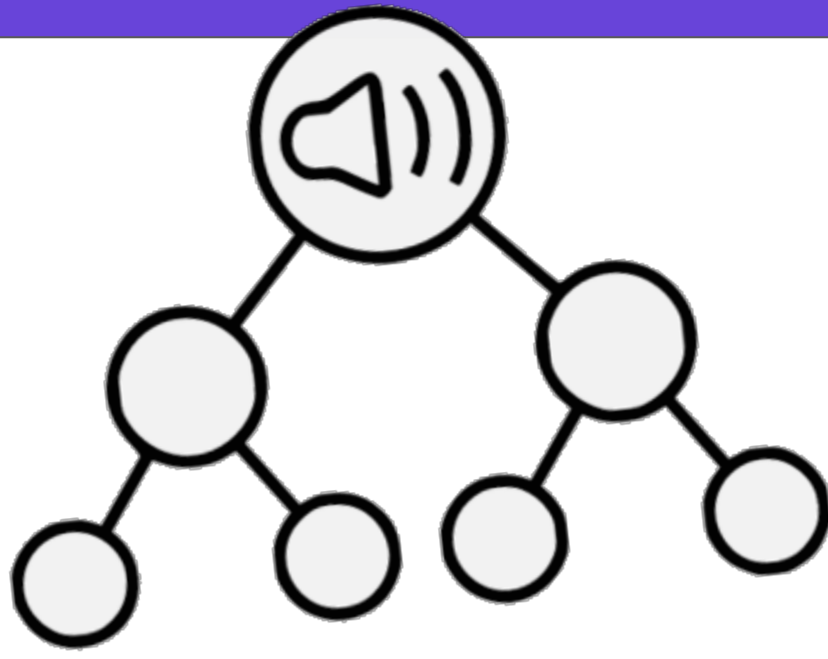
The unique user is identified only once and no matter how many times this user returns to the site, it will only be counted once.

Total number of people involved in the conversations from April 4th to April 20th, 2022.



REPUTACION DIGITAL

Mentions



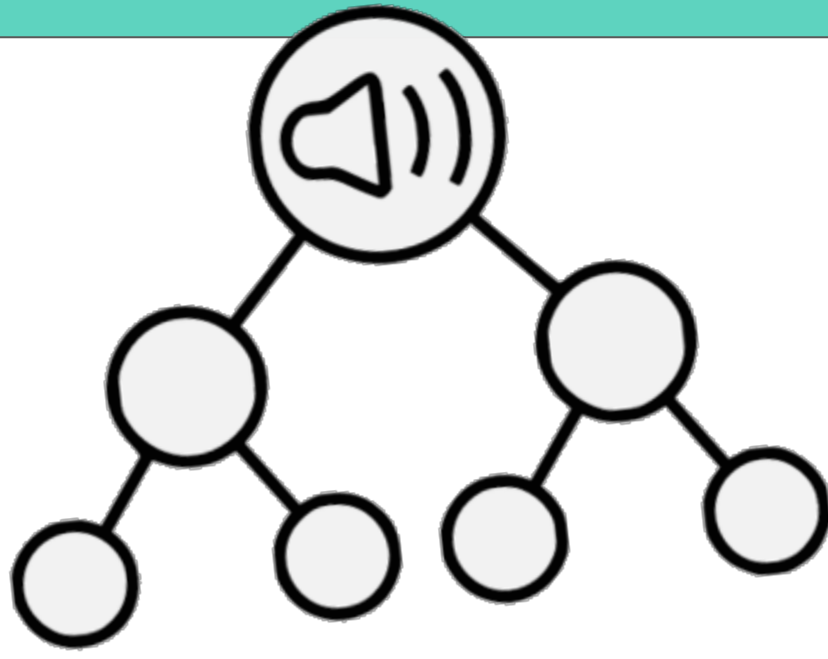
+9.3K

The total mentions of the keywords and @emergeamericas account analyzed in this report reach a total of 9.3 K. This includes @eMergeAmericas (as user and as keyword) and the Keywords #eMergeAmericas and #MiamiTech



REPUTACION DIGITAL

Reach



+71.3K

71.3K people reached in this period of time.
These people do not necessarily have to interact,
it is enough that they see a publication on the
subject.

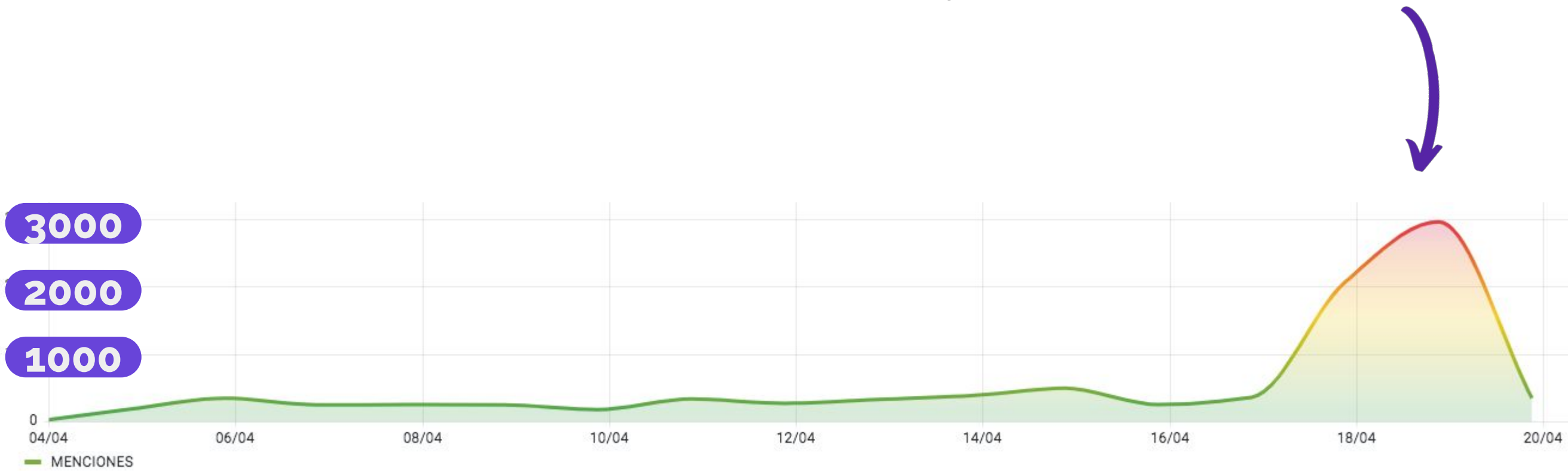


Evolution



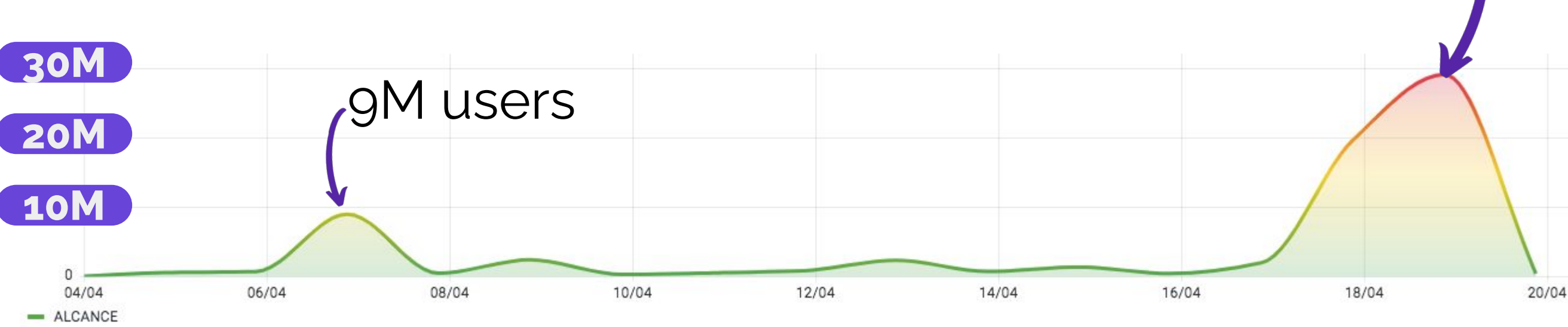
Evolution of conversations around the event

Mentions peak count per day of conversations 2.9K



Evolution of reach

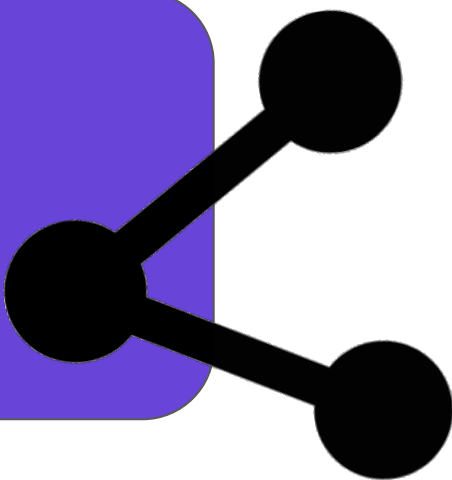
Reach peak per day of conversations 20M users



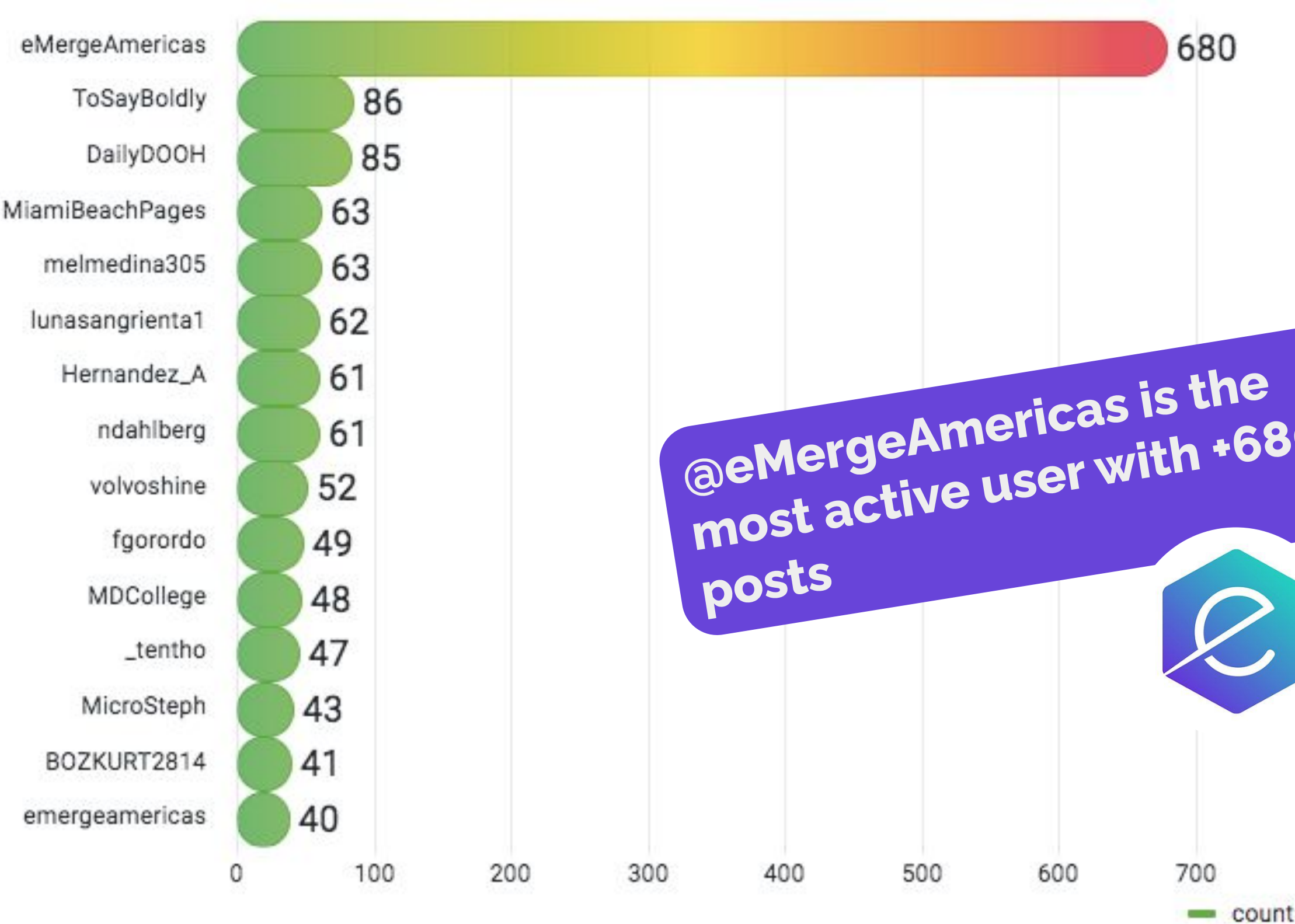
In the evolution of the conversation (mentions and use of hashtags) about the event, we noticed a peak that begins on April 16, with a maximum on the 18th at night.

Regarding the evolution of the reach, we find a coincidence of the peak, but another outstanding event appears on April 6, where +9M people were reached.

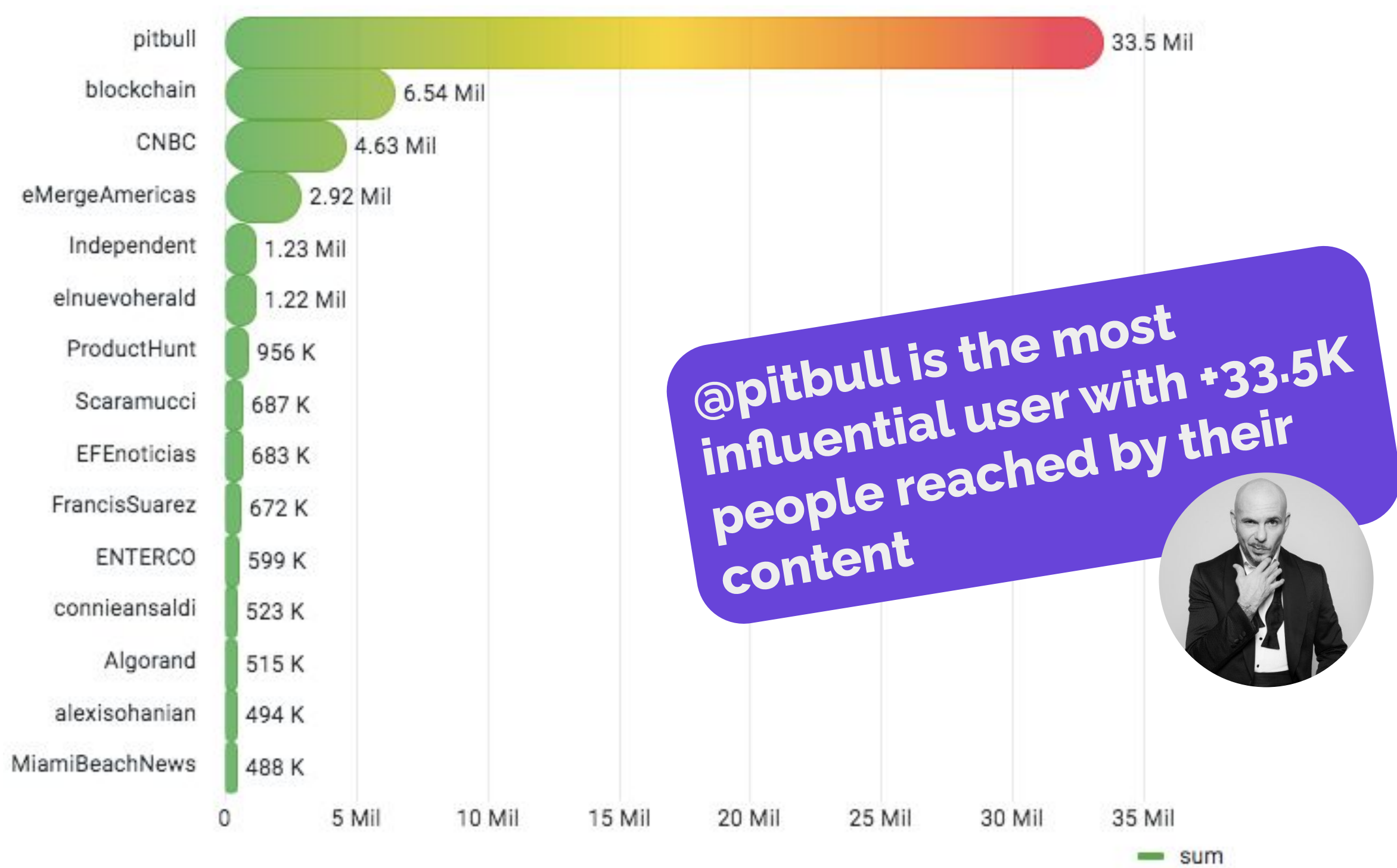
Users



MOST ACTIVE USERS



MOST INFLUENTIAL USERS



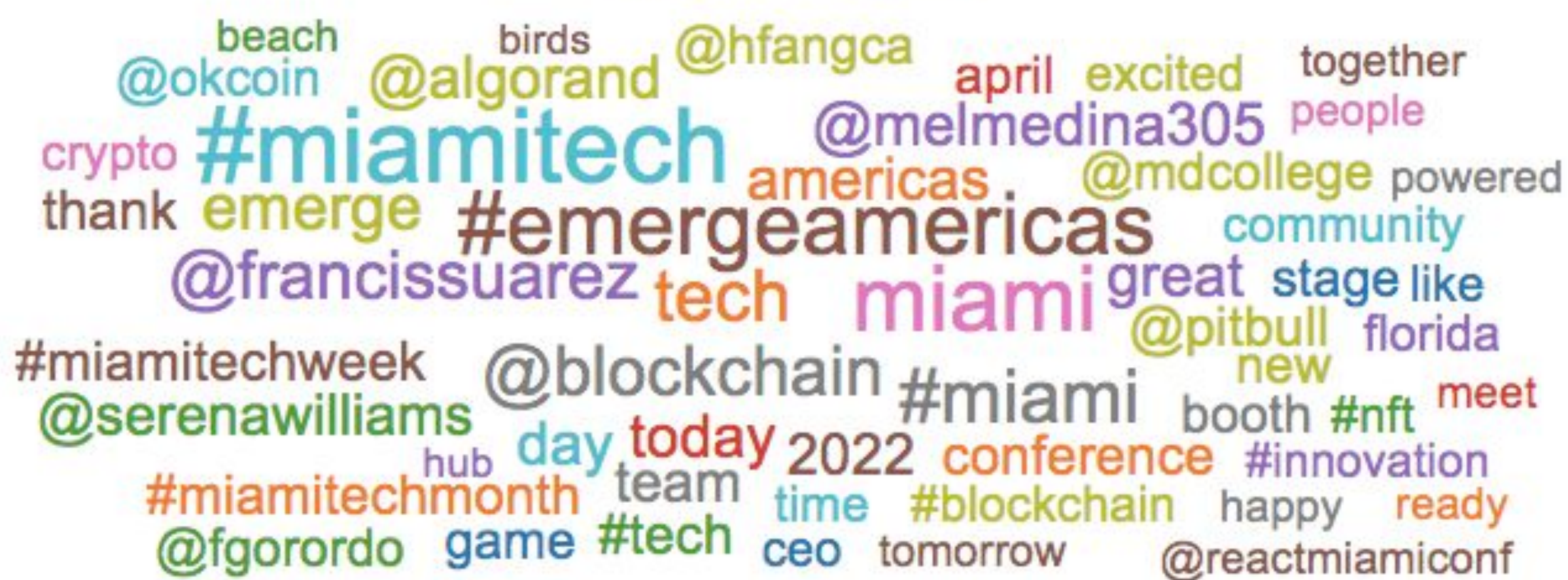
Word Cloud



MOST USED HASHTAGS DURING THE EVENT



MOST USED WORDS FROM USERS DURING THE EVENT



Hashtags



#miamitech

+2.3K

Mentions

#emergeamericas

+1.4

Mentions

#miami

887

Mentions

#miamitechmonth

341

Mentions

#miamitechweek

373

Mentions

#Tech

334

Mentions

#innovation

217

Mentions

#NFT

234

Mentions

#blockchain

240

Mentions

#technology

144

Mentions

#crypto

204

Mentions

#NFTS

166

Mentions

#Bitcoin

141

Mentions

#Web3

181

Mentions

#Hackathon

85

Mentions

#MiamiNFTweek

83

Mentions

Hashtags Ranking
THE MOST USED
HASHTAGS



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Hashtags

Reach



#music
+16.9 M
Reach

#miamitech
13.4 M
Reach

#miami
10.78 M
Reach

#tech
9 M
Reach

#nfts
8.5 M
Reach

#emergeamericas
4.4 M
Reach

#miamitechweek
1.9 M
Reach

#miamitechmonth
1.6 M
Reach

#crypto
877.6 K
Reach

#blockchain
510.8 K
Reach

Hashtags Ranking
**HASHTAGS WITH THE
HIGHEST REACH**



REPUTACION DIGITAL

Users



@emergeamericas

+5.3K

Mentions

@blockchain

+770

Mentions

@francissuarez

643

Mentions

@melmedina305

451

Mentions

@algorand

444

Mentions

@serenawilliams

409

Mentions

@pitbull

336

Mentions

@okcoin

314

Mentions

@mdcollege

307

Mentions

@hfangca

286

Mentions

@fgorordo

276

Mentions

@reactmiamiconf

199

Mentions

@onemorepeter

196

Mentions

@versefloki

181

Mentions

@flippinbirdsnt

176

Mentions

@usmayors

172

Mentions

Users Ranking
MOST MENTIONED
USERS



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Adjectives



Great
422
Mentions

Excited
244
Mentions

New
230
Mentions

Good
210
Mentions

Ready
189
Mentions

Amazing
170
Mentions

Big
152
Mentions

Proud
141
Mentions

Free
117
Mentions

Global
117
Mentions

Happy
101
Mentions

Late
101
Mentions

Beautiful
93
Mentions

Tecnológico
77
Mentions

Awesome
73
Mentions

Incredible
70
Mentions

Top Emoticons

This graphic represents the most used emoticons ordered from most to least used.

🔥	350		🚀	275		🌴	163		📢	149	
✅	125		👉	121		💬	121		💡	107	
🎉	101		📺	99		👁️	98		⚡	82	
👉	78		😎	71		➡️	70		💰	64	
💻	64		😂	62		🤖	55		🌍	50	
💙	50		💥	49		📢	48		😱	48	
☀️	46		👏	45		🦩	45		🐦	43	
❤️	42		📈	41		💪	40		😴	39	
👏	37		📸	35		🎾	34		🙏	34	
👋	33		💋	33		👤	31		✨	30	

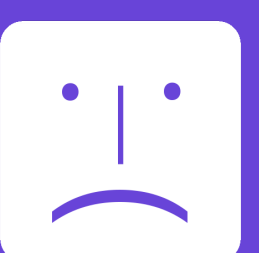
🔥: To show excitement about the event, speakers and topics.

🚀: Used in topics related to technological innovations in different areas, and to talk about numbers of pre-sales during the event.

🌴: Used in references to Miami.

📢: Used in mentions around NFT topics.

💬💡: Used in tweets that mention the topics of the conferences and the names of the speakers.



Top Posts

Pitbull lo retweetó



eMerge Americas

@eMergeAmericas

...

You won't want to miss this conversation about [#NFTs](#), the [#music](#) industry, [#Miami](#) as a [#tech](#) hub & much more with [@pitbull](#), [@thepointsdai](#) of [@OneofNFT](#), Mayor [@FrancisSuarez](#) and [@Kr00ney](#) of [@CNBC](#).

Register ➡ bit.ly/3tFvGjH

[#eMergeAmericas](#) [#MiamiTech](#)

[Traducir Tweet](#)

A conversation with Mr. Worldwide, Mr. Dai & the Mayor of the 305



0:00

4.182 reproducciones

10:08 a. m. · 7 abr. 2022 · Sprout Social

27 Retweets

2 Tweets citados

80 Me gusta

Reach
8.3M

Likes
189

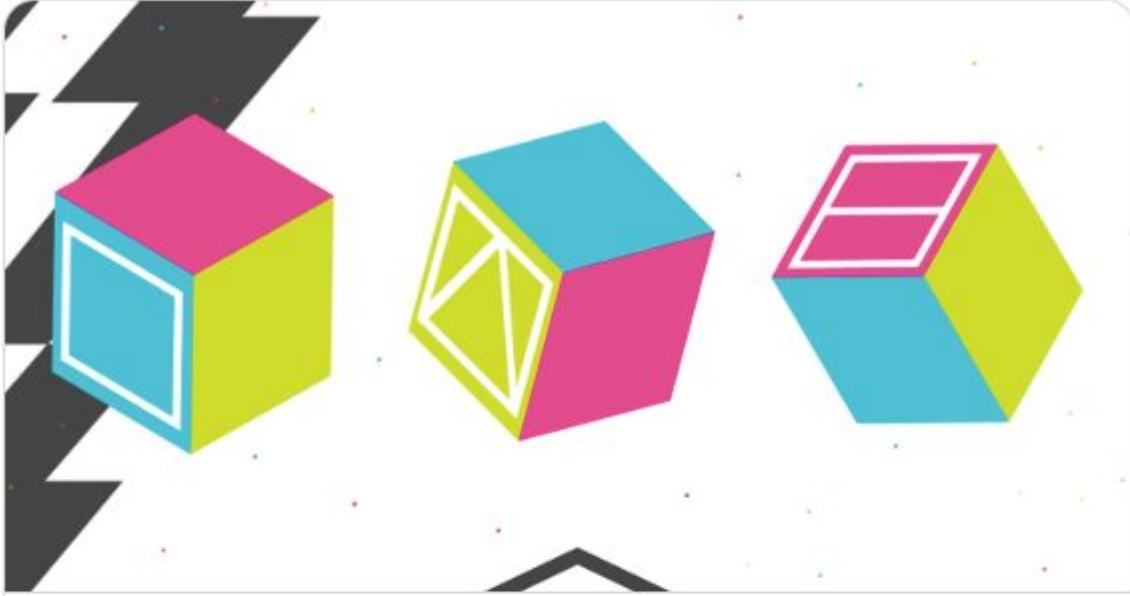
TheMIAAllDay

@TheMIAAllDay247

...

Your LAB Lowdown 🚀
mailchi.mp/thelabmiami.co... via [@TheLABMiami](#)
[#MiamiTech](#) [#WynwoodTech](#) [#MiamiTechWeek](#)
[#MiamiTechMonth](#) [#LearnActBuild](#) [#TheLABMiami](#)
[#LABMiami](#) [#TheLAB](#) [#Wynwood](#) [#Miami](#) [#ETHMiami](#)
[#MiamiEdTechWeek](#) [#KampMiami](#) [@MiamiNFTweek](#)
[@eMergeAmericas](#) [#MiamiNFTweek](#) [#eMergeAmericas](#)

[Traducir Tweet](#)



mailchi.mp

Newsletter

👤 Check out the latest events in the tech/startup community!

3:19 p. m. · 8 abr. 2022 · Twitter Web App

1 Citar Tweet

189 Me gusta

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Top Posts



Algorand HelpDesk
@Algorand_Help

Algorand is unleashing scalability, fusing TradFi x DeFi, and accelerating global sustainability. Explore the ecosystem: ecosystem.algorand.com. HelpDesk

3 Siguiendo 1.133 Seguidores

Seguir

Algorand HelpDesk lo retweetó



eMerge Americas ✓
@eMergeAmericas

Grab your running shoes! 🏃 On April 5, Mayor [@FrancisSuarez](#) & Chief Wellness Officer, [@frankieruiz](#), kickoff [#MiamiTech](#) month with a 6K [#Innovation](#) Run starting in Brickell & ending at [@MDCollege](#). Presented by [@Algorand](#) & [#eMergeAmericas](#). FREE sign up ➡

[Traducir Tweet](#)



eventbrite.com

[#MiamiTech](#) Innovation Run with Mayor Suarez presented by Algorand
[#MiamiTech](#) 6K Innovation Run Presented by Algorand

11:45 a. m. · 12 mar. 2022 · Sprout Social

51 Retweets 2 Tweets citados 128 Me gusta



Retweets

51

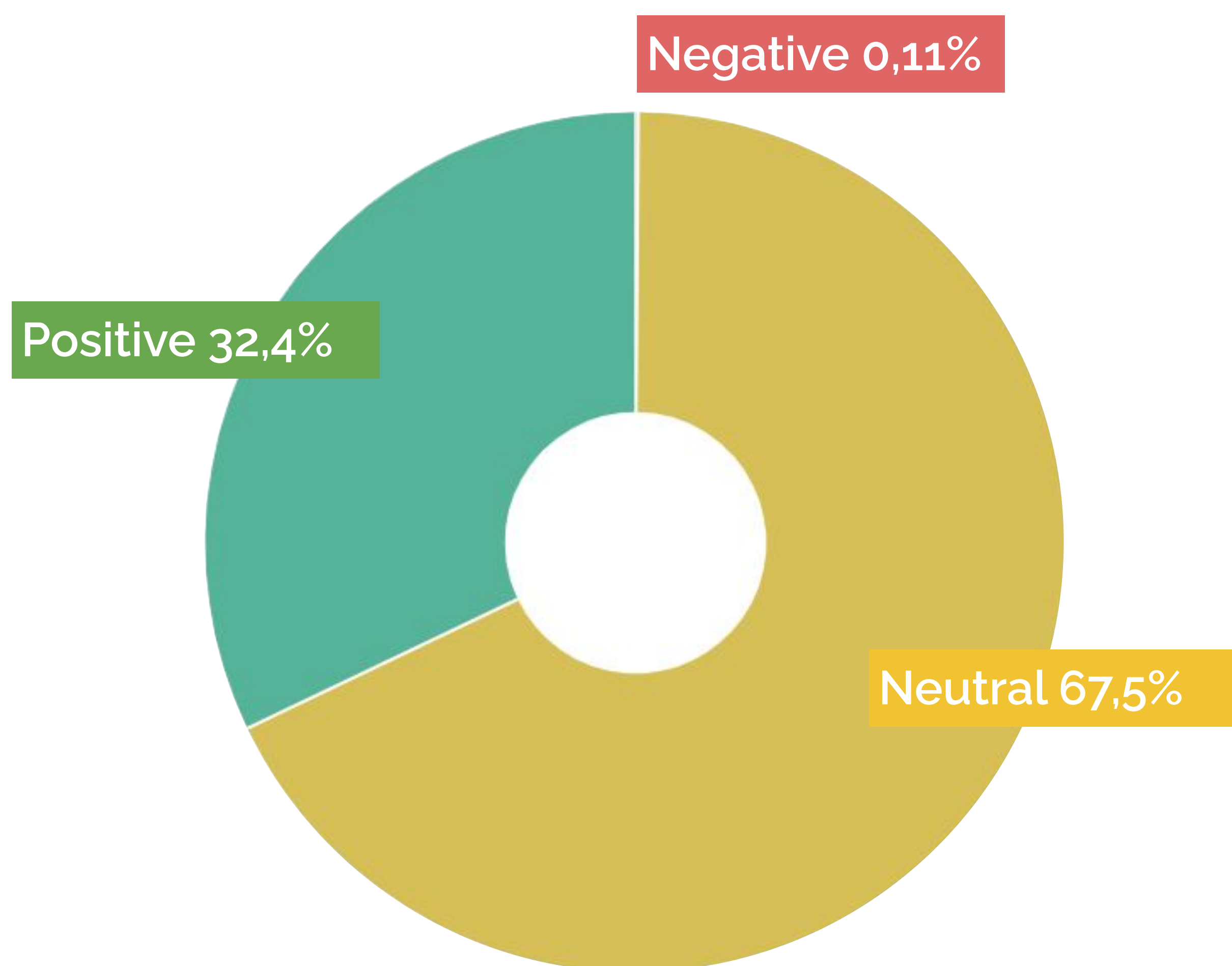


REPUTACION DIGITAL

Sentiment



USERS'S PERCEPTIONS DURING THE EVENT



The sentiment analysis detects the majority of neutral mentions: 67,5% of the tweets. Of the total content, 32,4% of the posts are positive and 0,11% are negative.

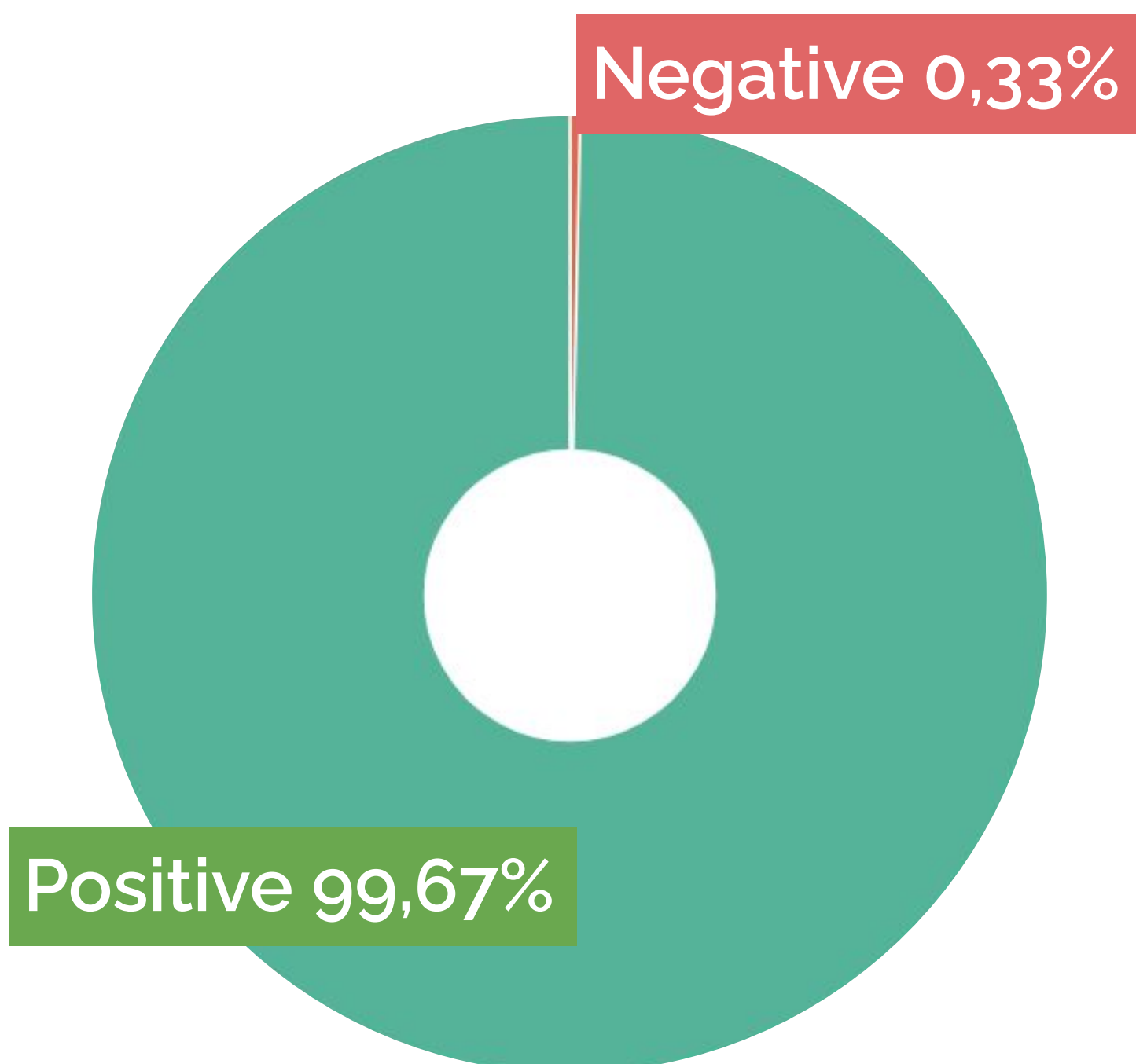
Neutral mentions include phrases and statements without connotations towards the event. For example, phrases like "We're at @eMergeAmericas" or "almost 80% of CMO's put budgets aside for the #metaverse". Open-ended questions like "Is #Crypto Reshaping the World?" looking for interaction



Sentiment



USERS'S PERCEPTIONS DURING THE EVENT



If we remove neutral content, 99,67% of tweets and comments (Instagram) are positive and 0,33% negative.

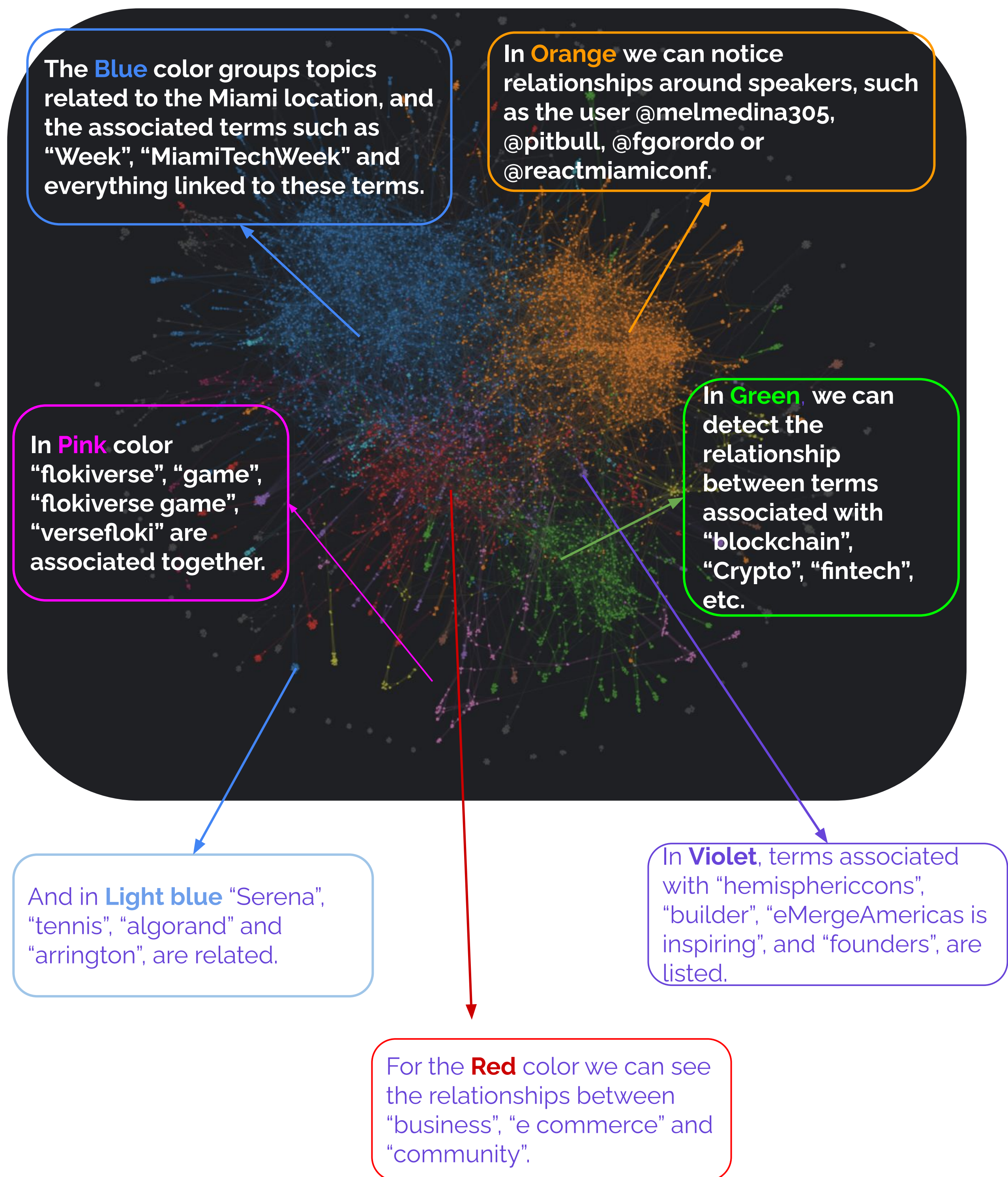
Positive perceptions were detected around the event, with expressions such as "what a great conversation at @eMergeAmericas happening right now". Others refer to people and exhibitions, such as the following example: "Another great panel at #emergeamericas about #metaverse #blockchain and #nft by @NellyOLC"

Negative mentions refer to different topics. In this example, about the price of a soda on the premises: "\$5 for a Diet Coke at @eMergeAmericas yall be charging Coachella prices 😭". Other comments have to do with people, as in the following case: "@Luijo_Luijo @trazable_io @eMergeAmericas You're the CEO's cousin, right? What a project ruin"



TOPICS CLUSTERING

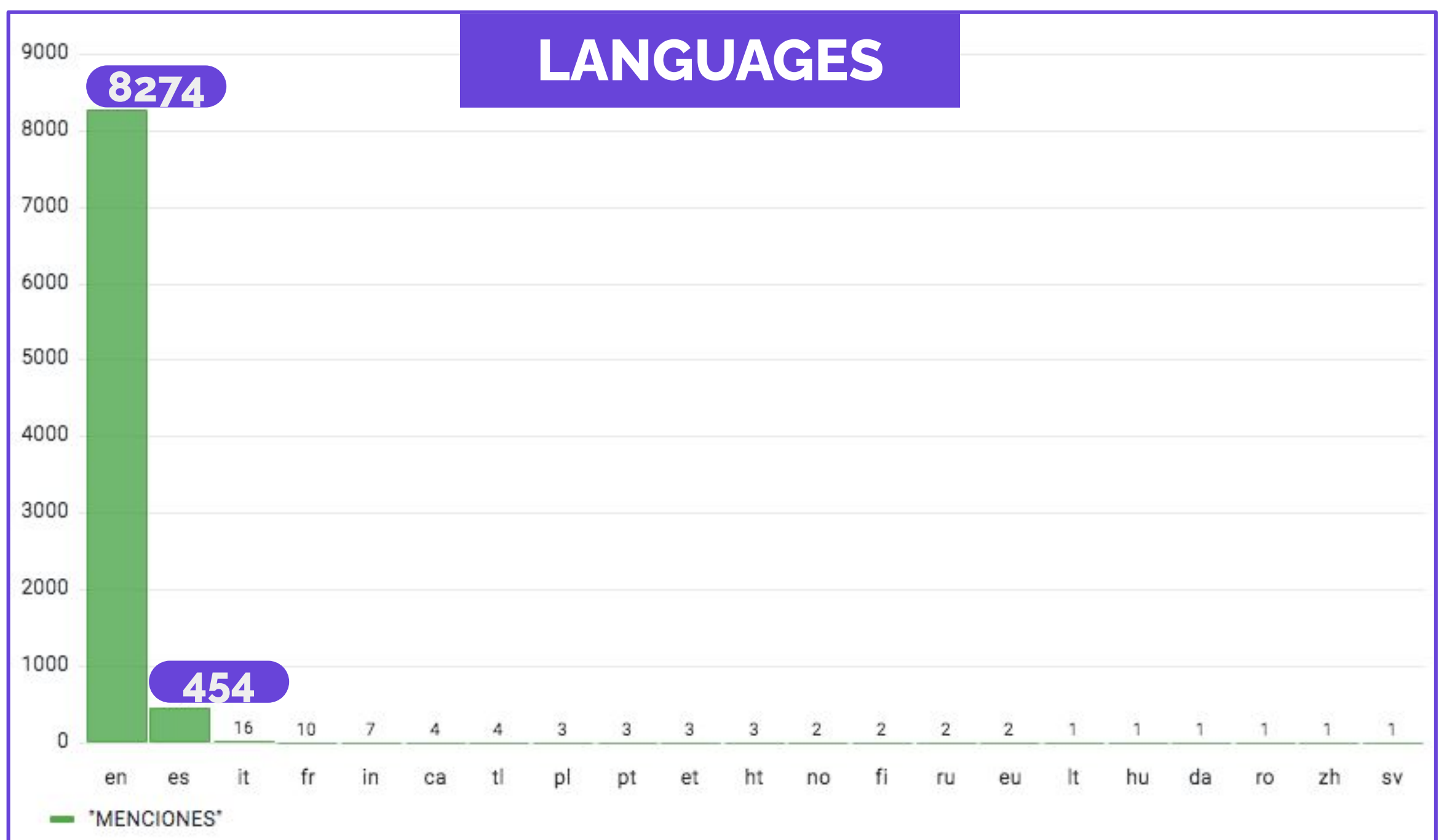
The artificial intelligence system groups the most repeated topics using algorithms measuring vector distances, and then groups those connections of topics and users that are technically called clusters (clusters by similarity).



Languages



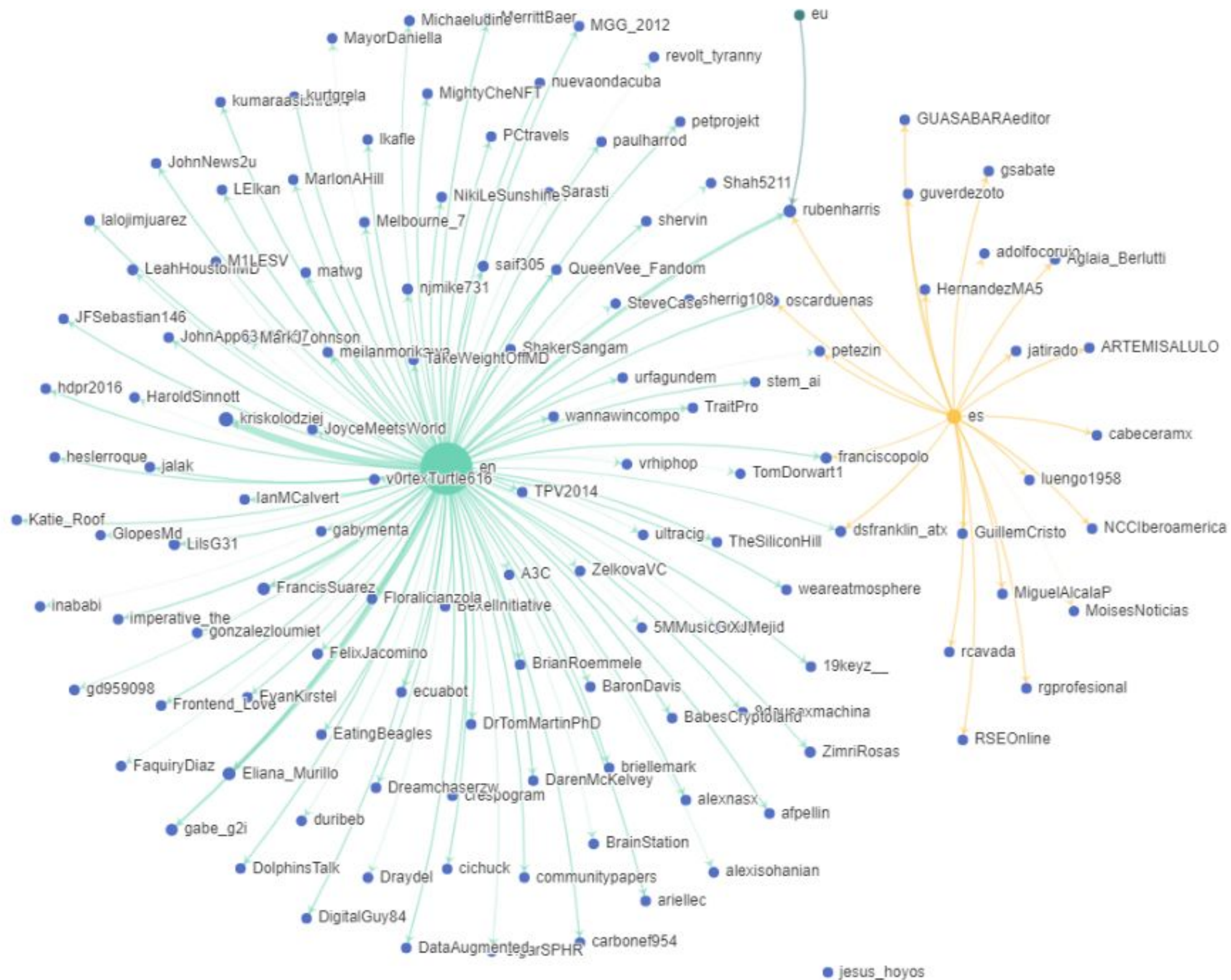
MAIN LANGUAGES DETECTED IN CONVERSATIONS



English was the most used language in social networks around the eMerge Americas 2022; followed by Spanish, Italian and French.

CLUSTER OF RELATIONSHIPS

AUTHORS AND LANGUAGES

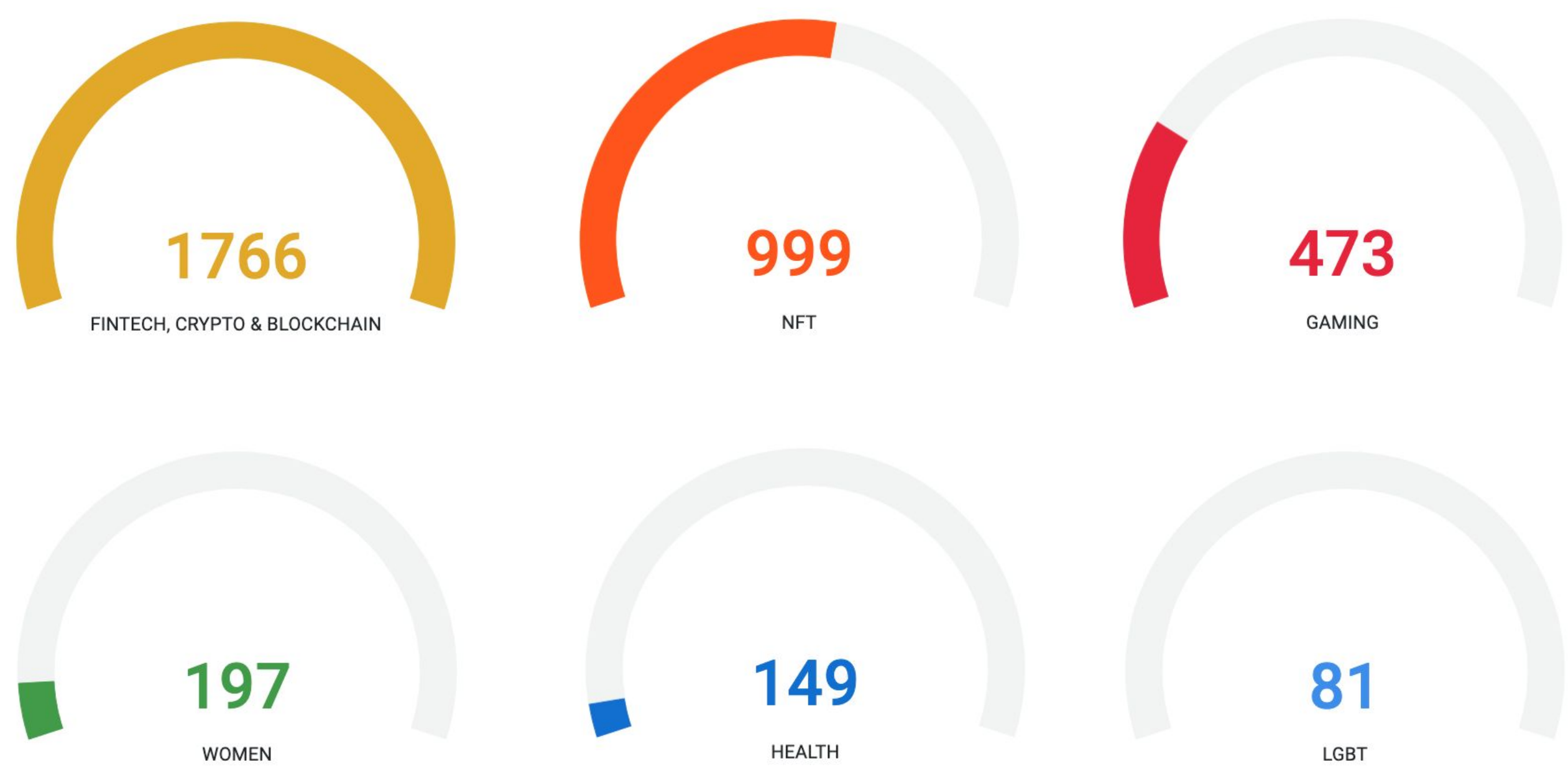


These graphic shows the relationship between the authors and the languages used. In **green** we can see the one with the highest volume, **English** language, and in **orange** the relationships with the **Spanish** language.



TOP CONVERSATION TOPICS

TOTAL CONVERSATIONS



This **graphic** shows some of the best positioned topics and hashtags around the event.

There's a strong incidence of Fintech, Crypto Currency and Blockchain associated to innovation in technology.

NFT also stands out as a protagonist; strongly associated to crypto currency as well.

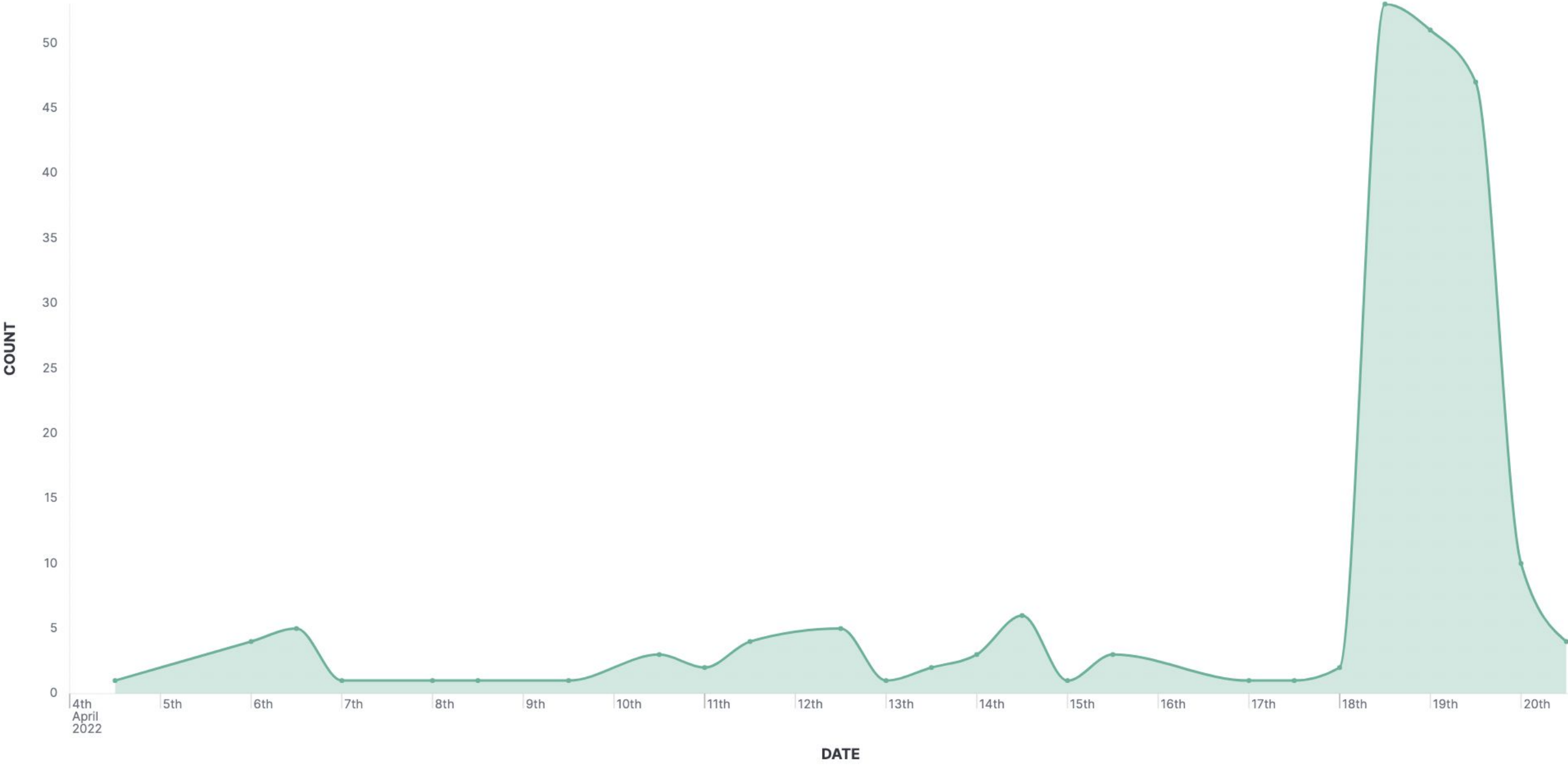
An interesting fact arises with the strong presence of conversations, highlighting the place of women in Technology; which crosses different subareas.

TOP CONVERSATION TOPICS

WOMEN IN TECH

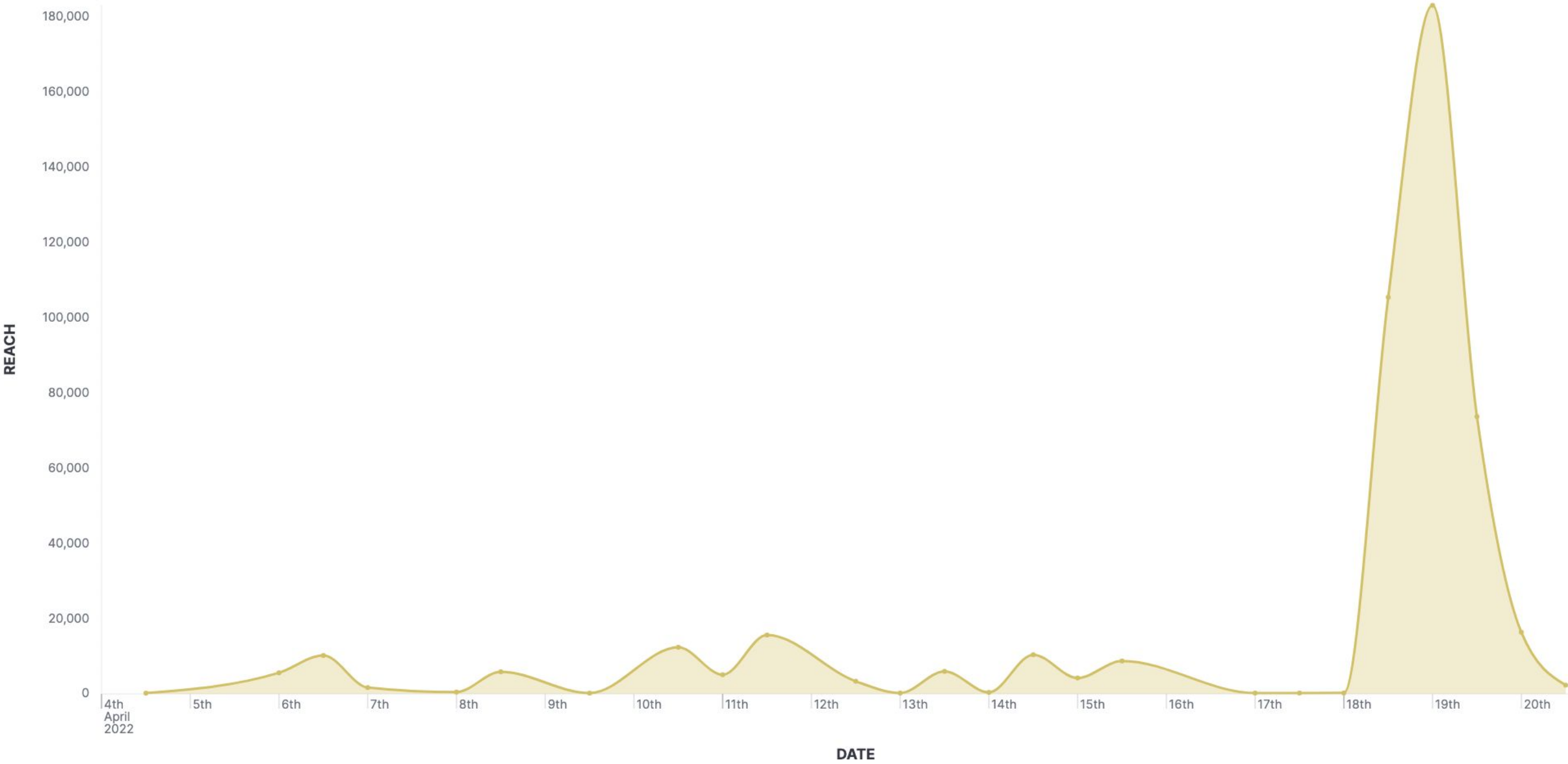
MENTIONS

+210



REACH

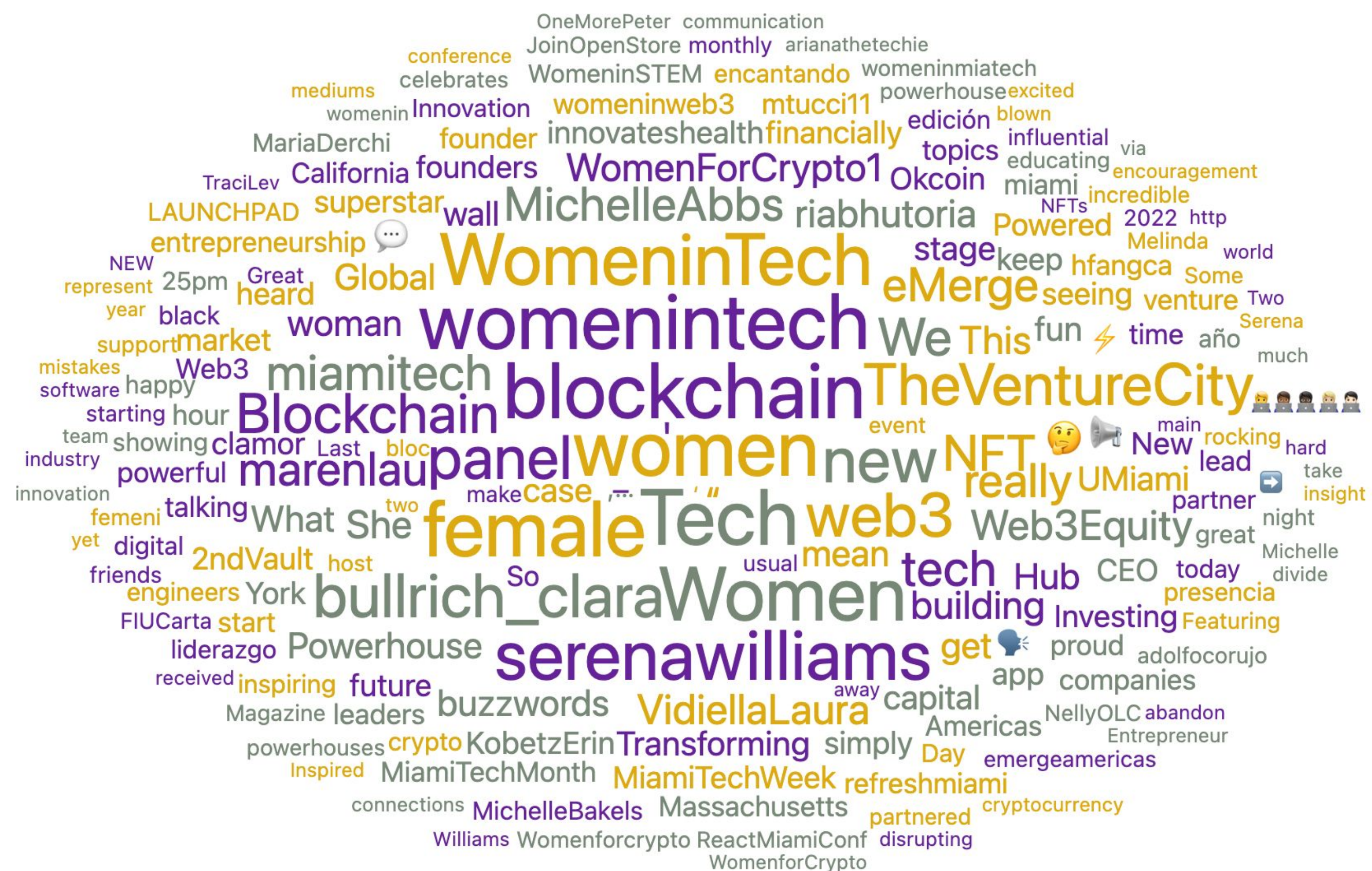
+470K



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TOP CONVERSATION TOPICS

WOMEN IN TECH



Strong predominance of positive perceptions around “women in tech” and what they are capable of doing. Users recognize the importance of women around this topics, and prevails the image of women in business leadership.

Another axis of conversation revolves around women and crypto currency.

The most influential **users** surrounding this topic were: @EmergeAmericas, @jufemun and @rgprofesional.

This users mentioned the importance of having different resources for women in blockchain and in crypto, and how they liked female leadership in tech companies.

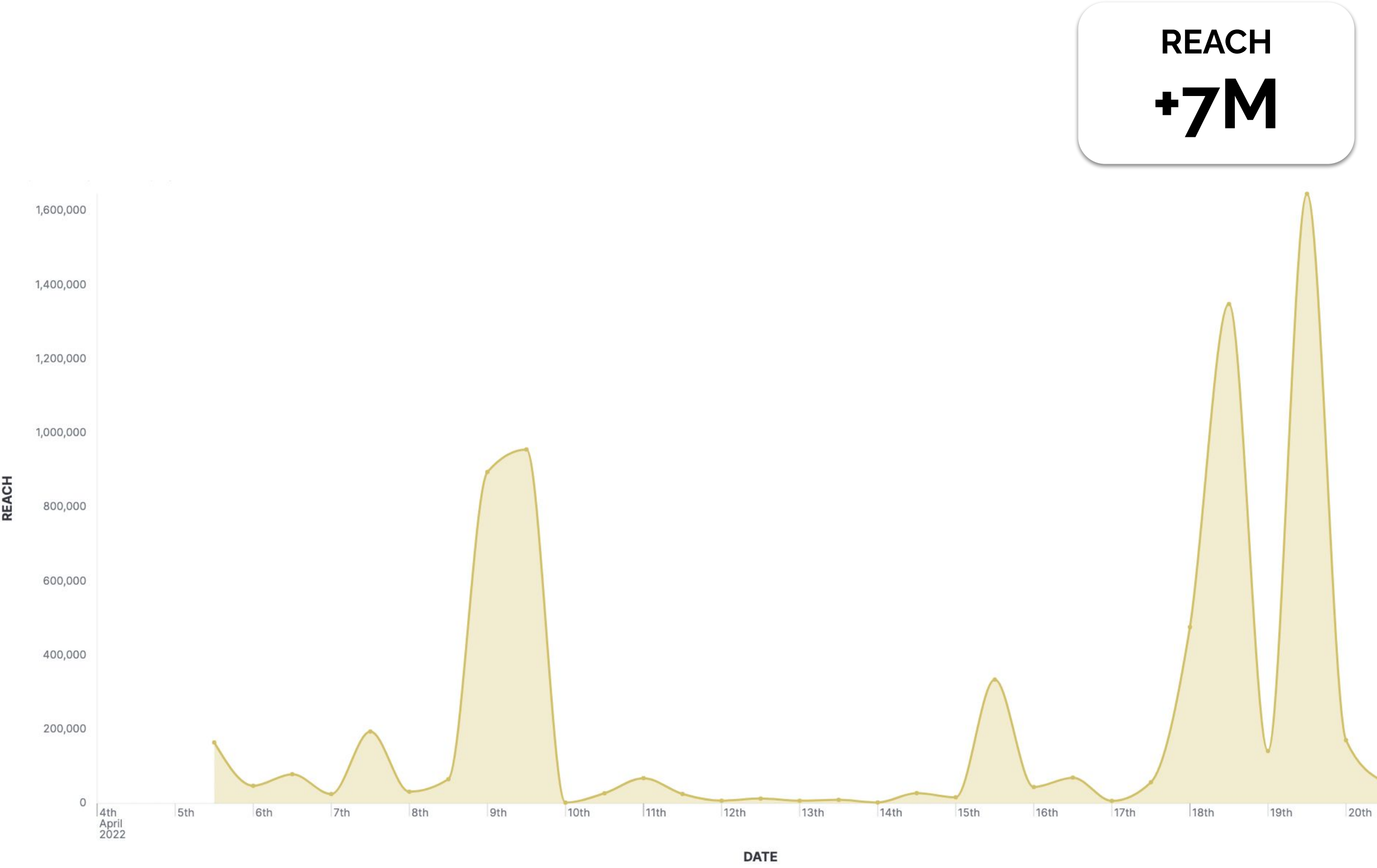
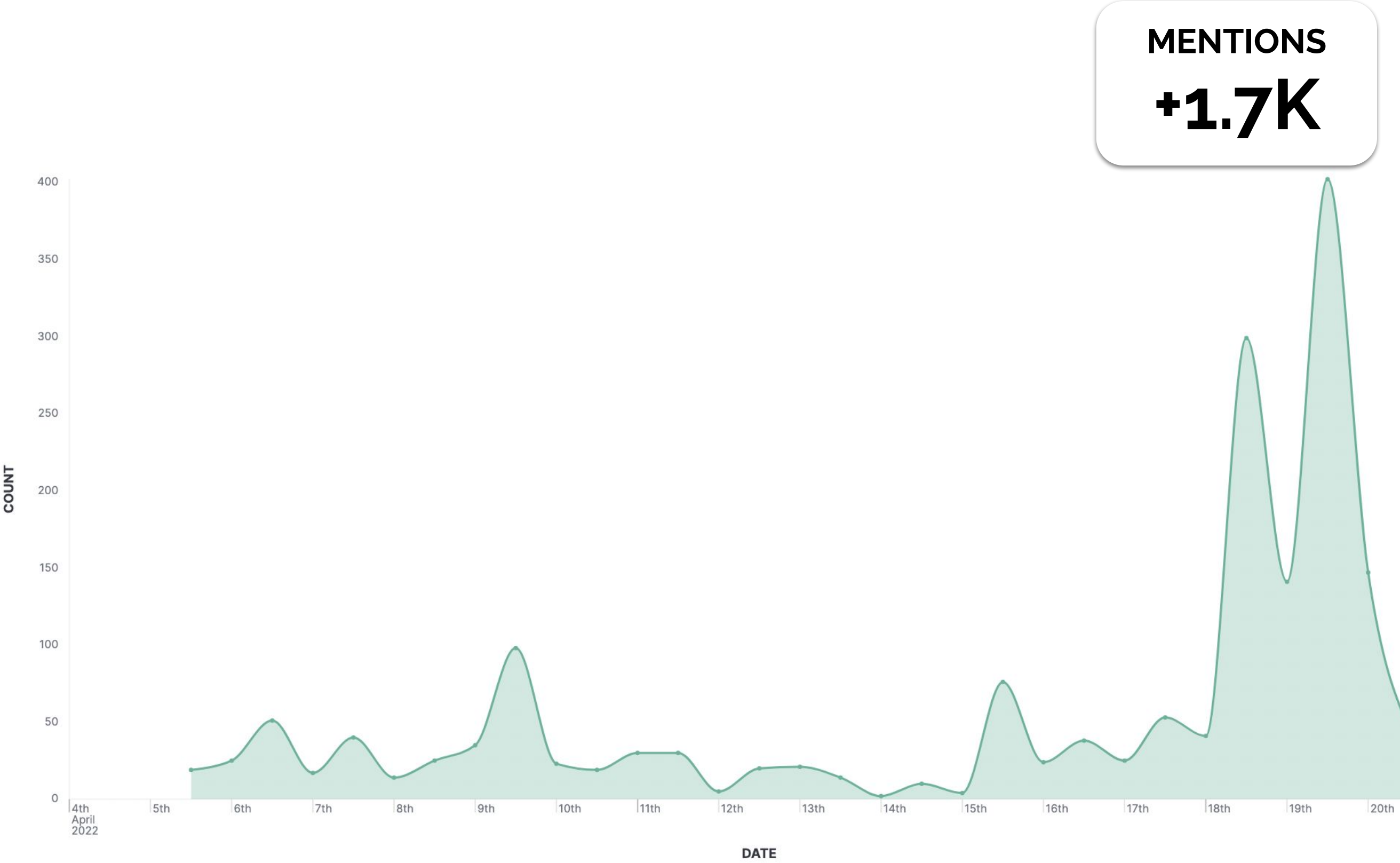


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TOP CONVERSATION TOPICS

FINTECH, CRYPTO

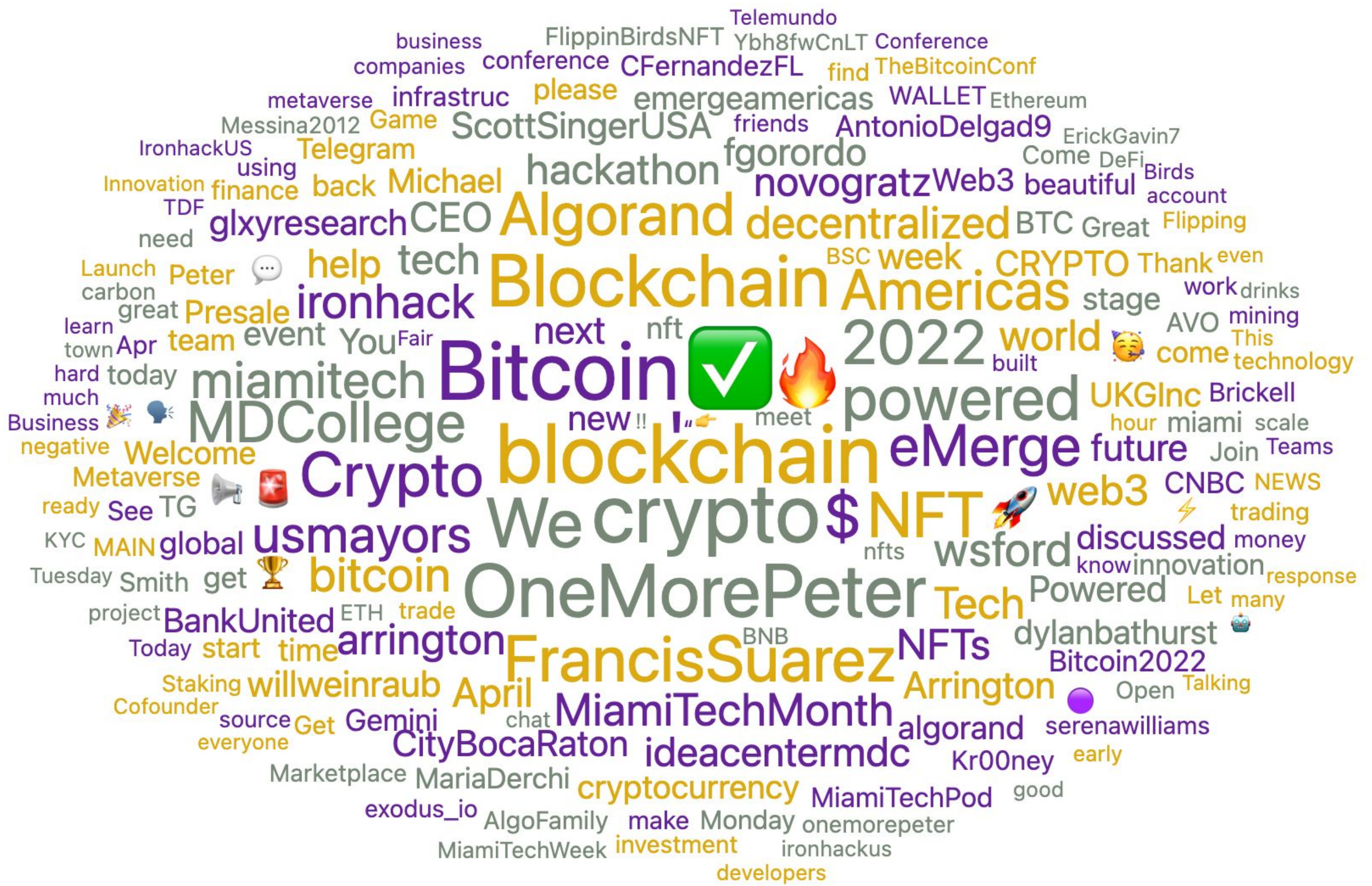
AND BLOCKCHAIN



TOP CONVERSATION TOPICS

FINTECH, CRYPTO

AND BLOCKCHAIN



Large amount of informative conversations are detected around this topic. There's a strong association between crypto currency and blockchain, and between fintech and virtual wallets. Lots of mentions explaining how to use virtual currencies and giving information about financial support.

The most influential **users** surrounding this topic were: @blockchain, @eMergeAmericas and @algorand.

These users made several informational tweets about the possibilities that the use of blockchain can have rewarding environmental and financial issues.



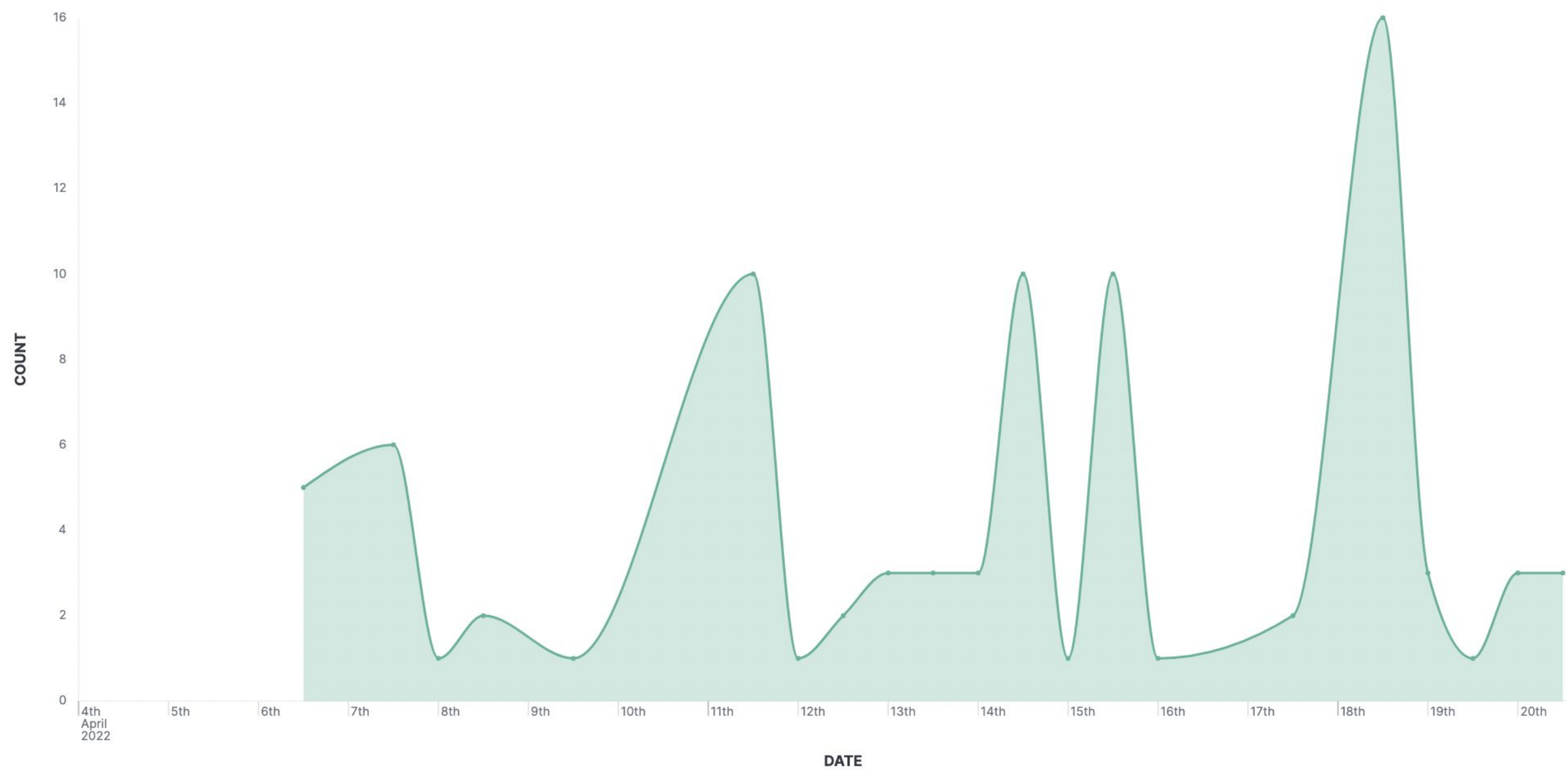
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TOP CONVERSATION TOPICS

LGBT COMMUNITY

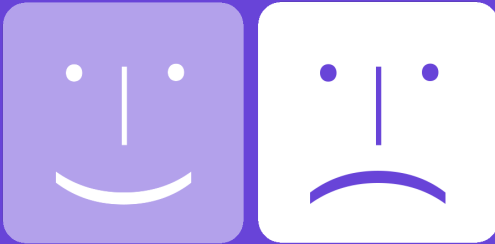
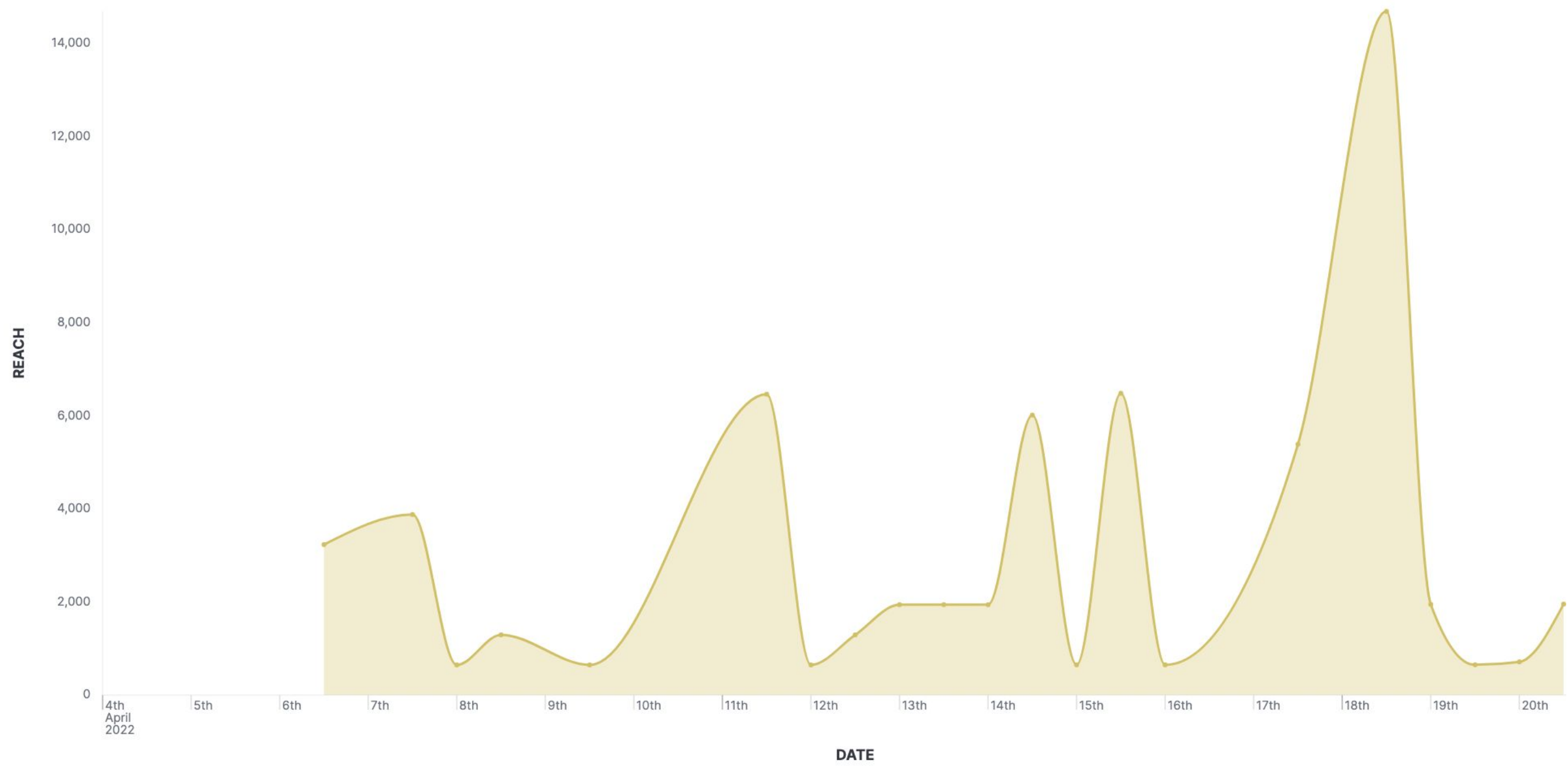
MENTIONS

+80



REACH

+63K



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TOP CONVERSATION TOPICS

LGBT COMMUNITY



Strong predominance of negative perceptions around anti-gay discrimination in the state of Florida. Users wonder why did the event take place on a state that supposedly doesn't support the lgbtq+ community and why do companies support that kind of actions. Conversations around gathering together to "boycott Florida" are detected.

The most influential **users** surrounding this topic were: @ToSayBoldly, @DrTomMartinPhd and @ScreamingMickey. They made a campaign against discrimination on the LGBT+ community.

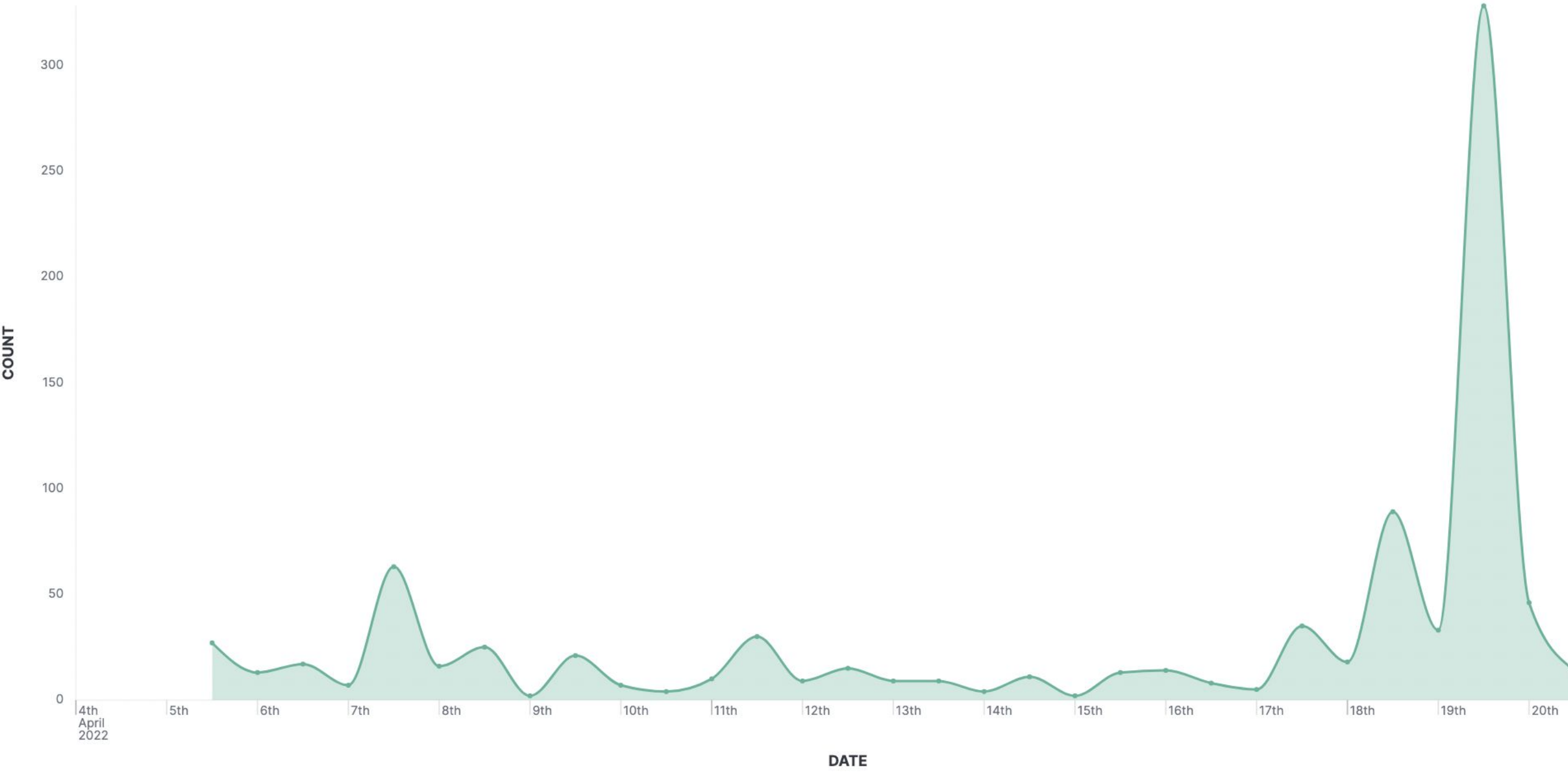


REPUTACION DIGITAL

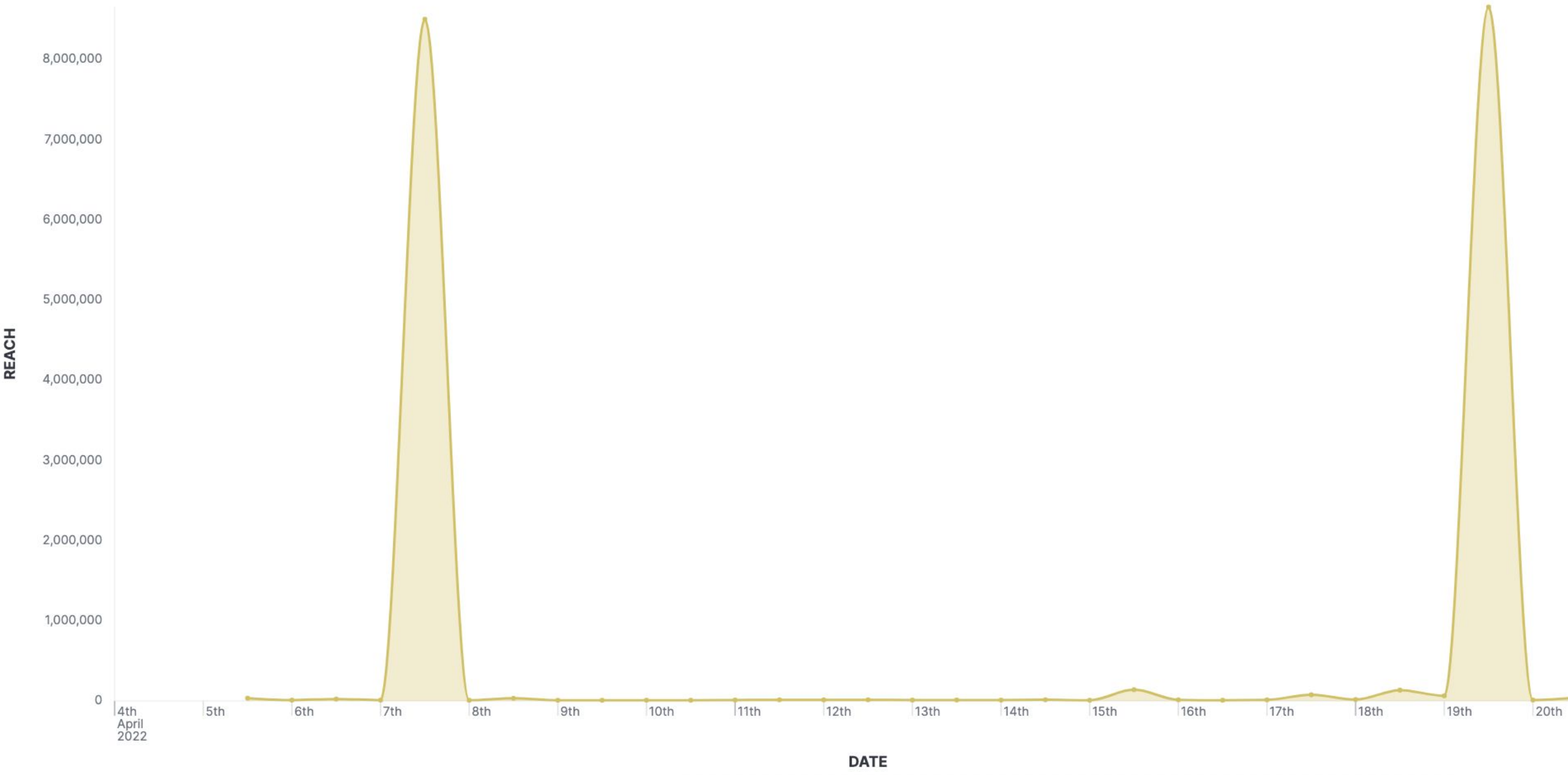
TOP CONVERSATION TOPICS

NFT

MENTIONS
+900



REACH
+17.8M



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TOP CONVERSATION TOPICS

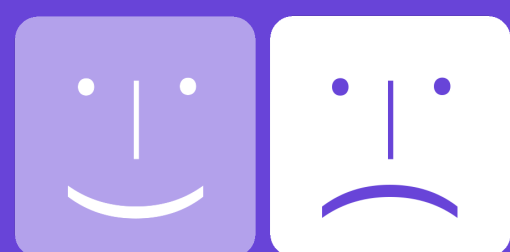
NFT



On one hand, we detected a strong axis of conversation around Pitbull's statement supporting the use of NFT and it's relationship to the music industry. On the other hand, there's a big number of informative mentions associating NFT, metaverse, and crypto currency.

We detected that the most active users around this topic had the word “NFT” on their username, which can mean that the topic only reached people that are interested in this matter and not to a general public.

The most influential **users** surrounding this topic were: @pitbull, @Gemini and @Okcoin. They made informational tweets about upcoming speakers on the event and the importance of NFT.

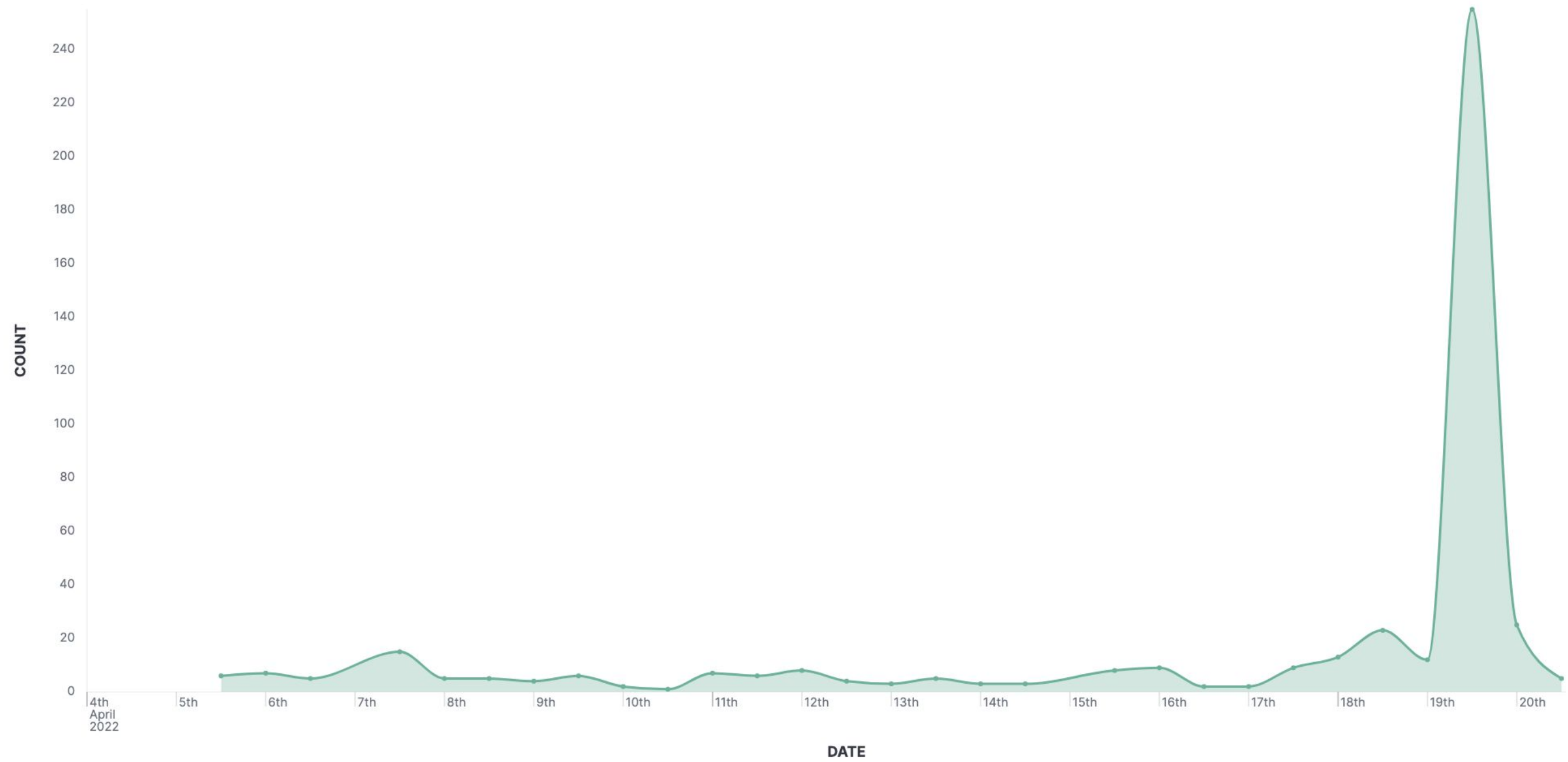


REPUTACION DIGITAL

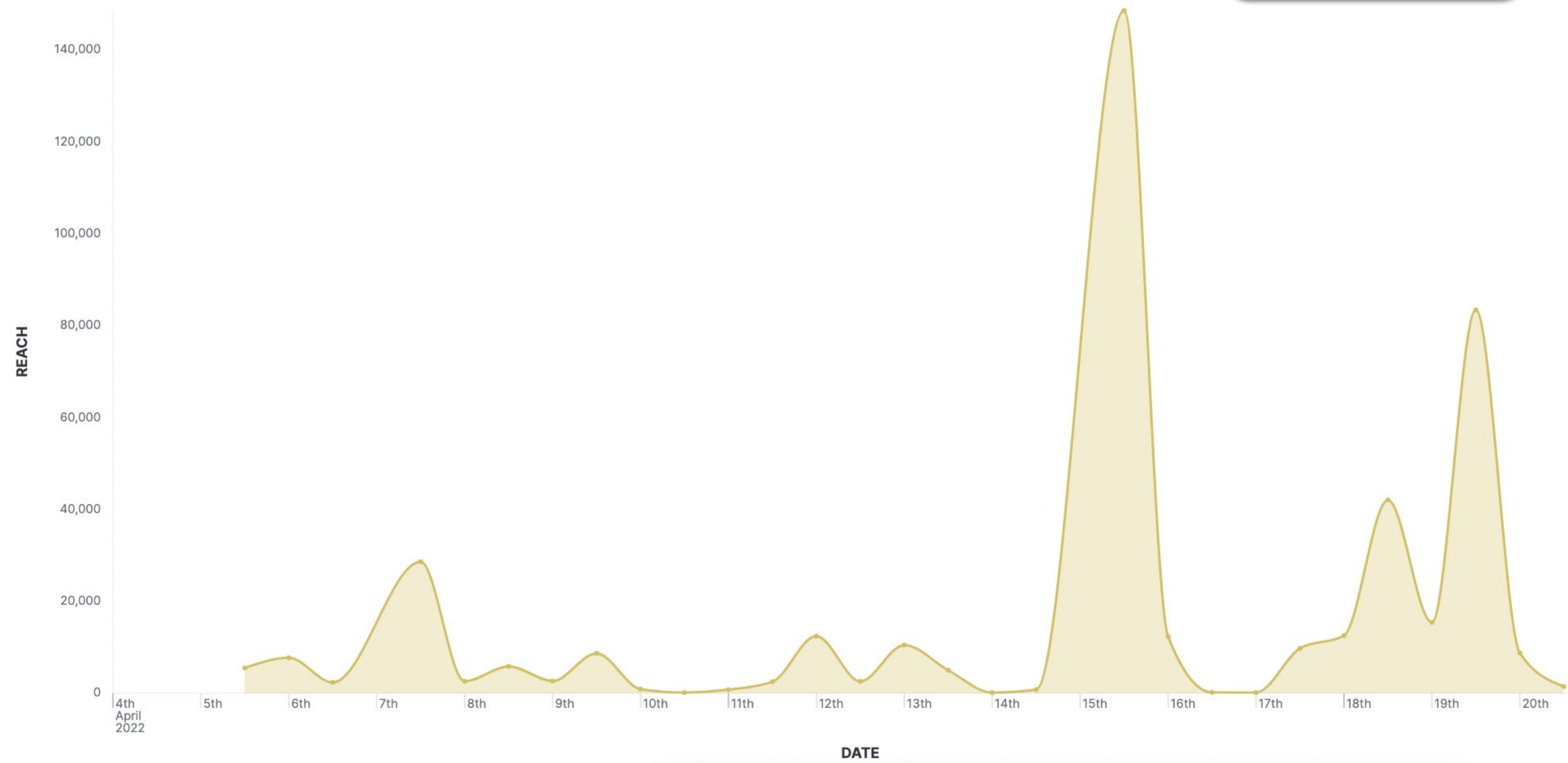
TOP CONVERSATION TOPICS

GAMING AND METaverse

MENTIONS
+450



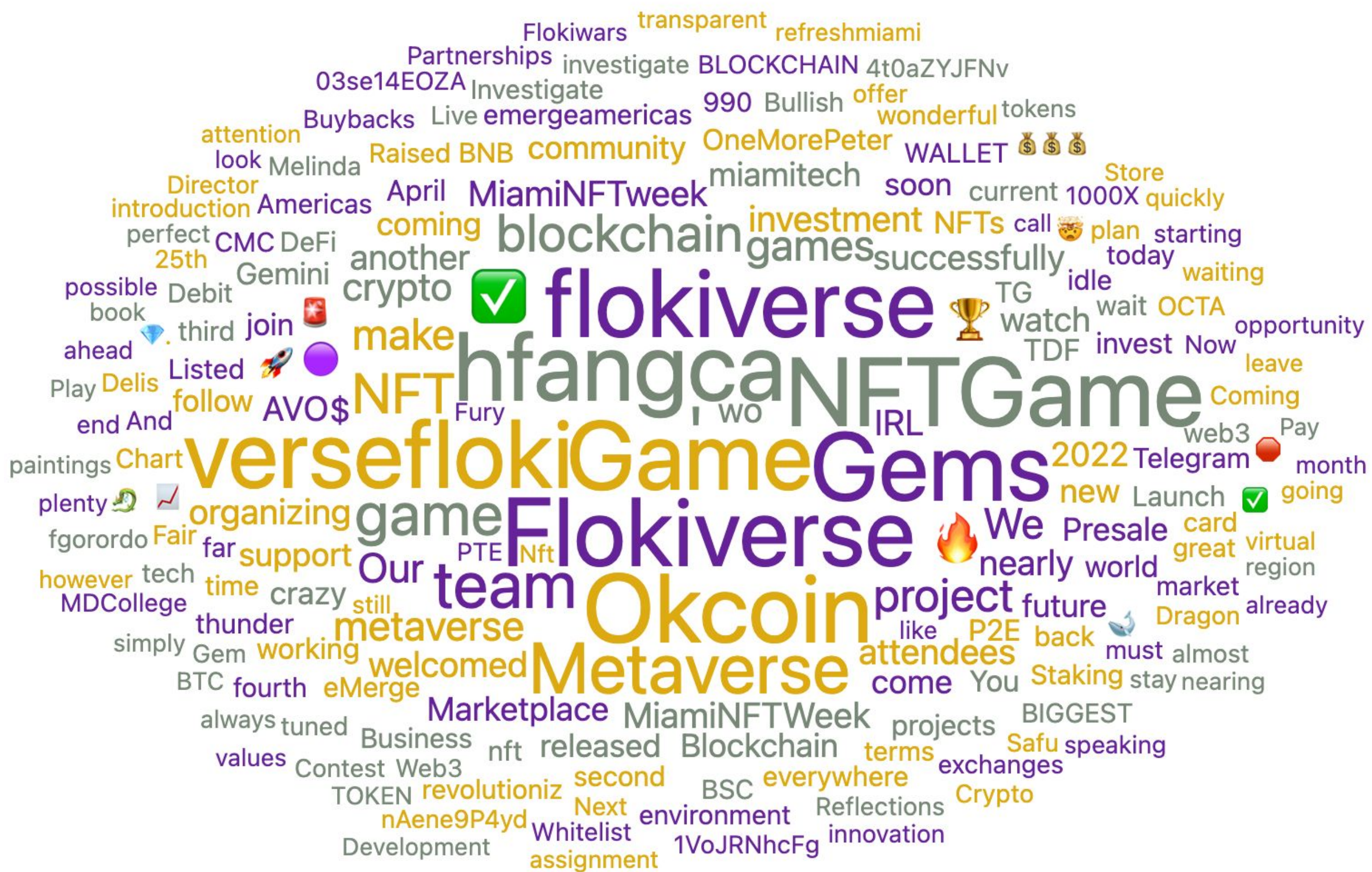
REACH
+430K



REPUTACION DIGITAL

TOP CONVERSATION TOPICS

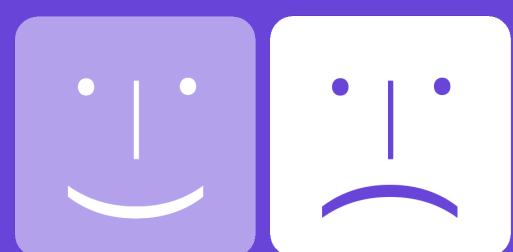
GAMING AND METAVERSE



Strongly use of different hashtags such as: #Metaverse #blockchain #NFT. Users relate this topics to gaming and virtual reality. Those conversations are mainly informational about innovation and the advance of technology.

On the other hand, we detected excitement and amazement as the main emotions related to the use of NFT on future gaming projects.

The most influential **users** surrounding this topic were: @Gemini, @eMergeAmericas, and @CriptoTendencia, sharing informational tweets about speakers and activities during the event.

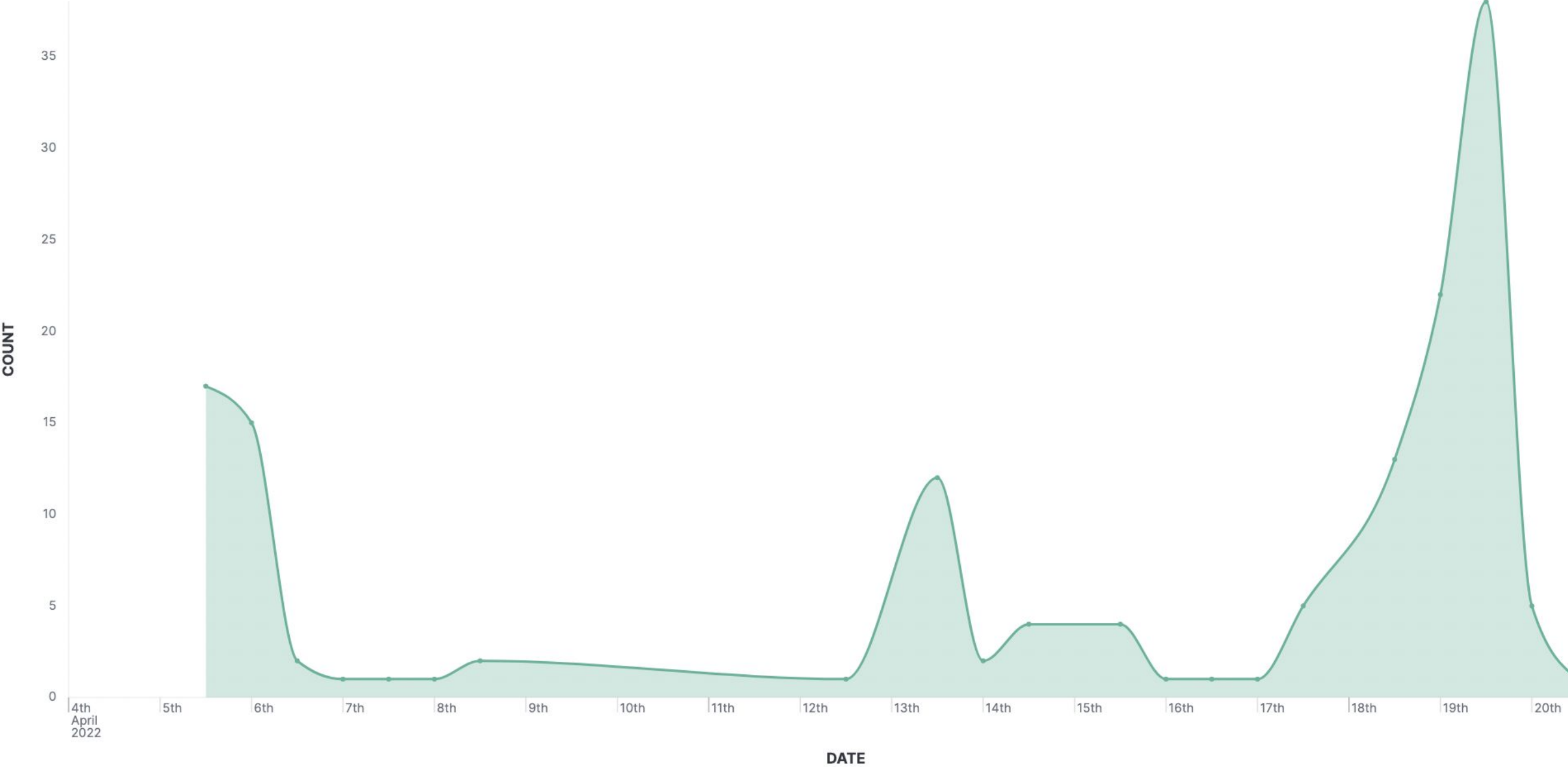


TOP CONVERSATION TOPICS

HEALTHCARE

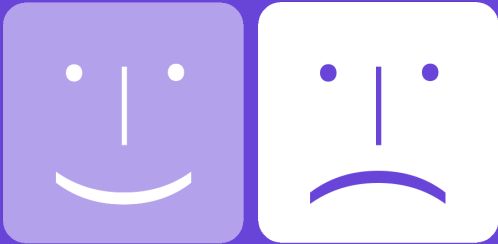
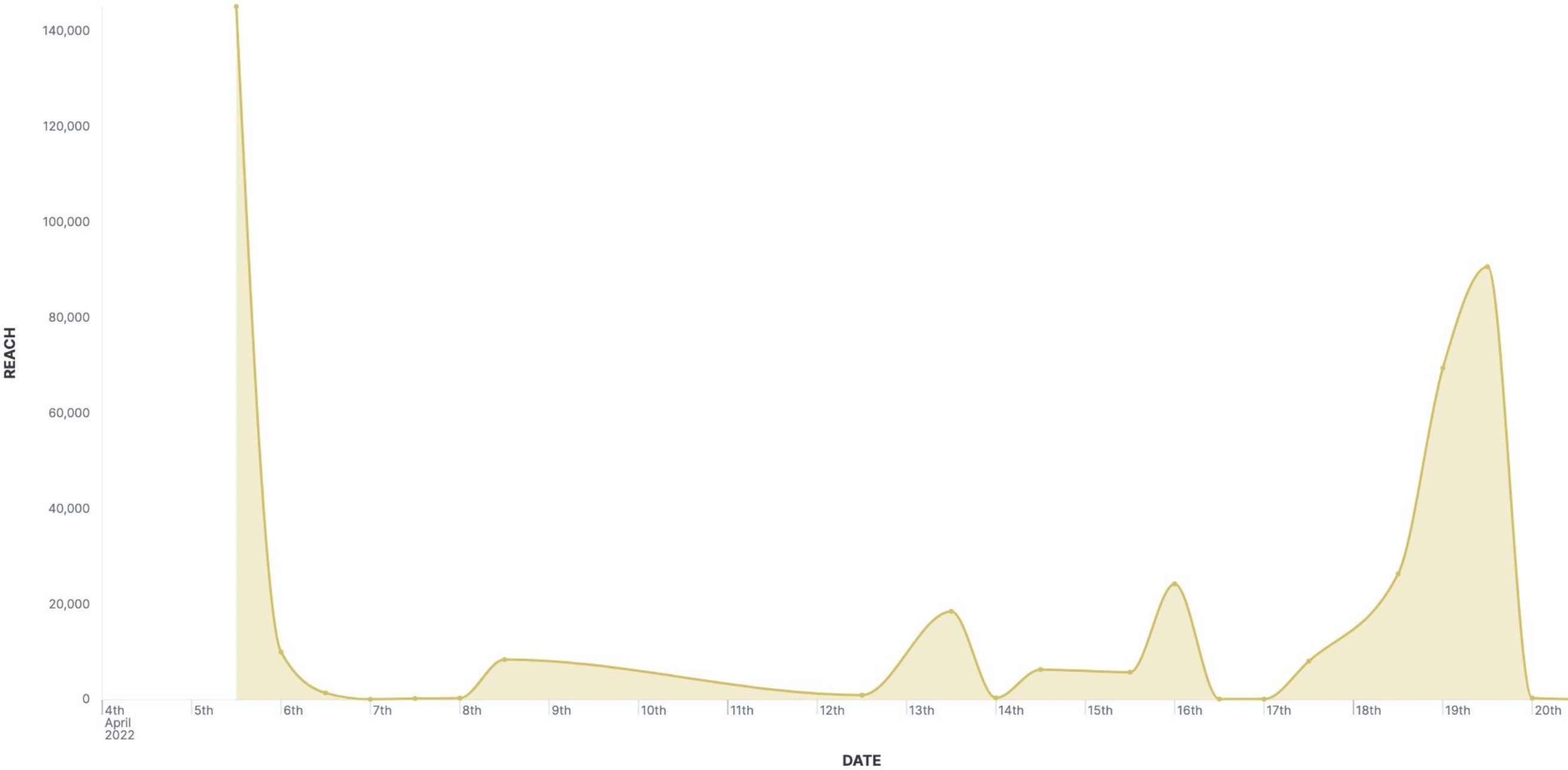
MENTIONS

+140



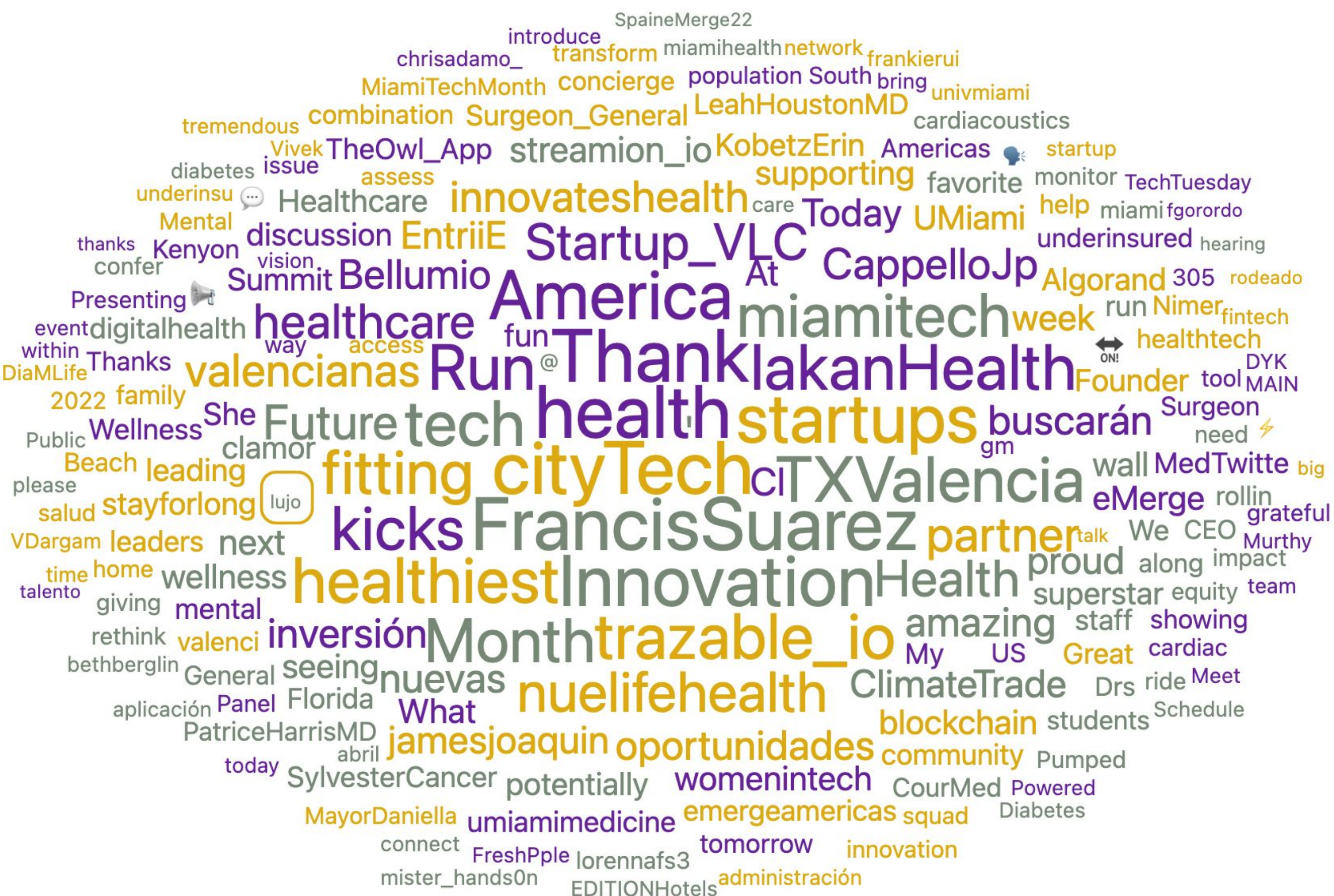
REACH

+410K



TOP CONVERSATION TOPICS

HEALTHCARE



Informative mentions around innovation and technology in the health and mental health areas.

Conversations around access to public health and uninsured population in United State.

Another axis of conversation revolves around informative mentions towards a marathon. This mentions were promoted by the meyer of the city and were strongly associated to healthcare and an a healthy lifestyle.

The most influential **users** surrounding this topic were: @emergeAmericas, @RenzoGracieBJJ and @FrancisSuarez. These users showcased the significance of technology on healthcare areas to improve the quality of life in different communities.



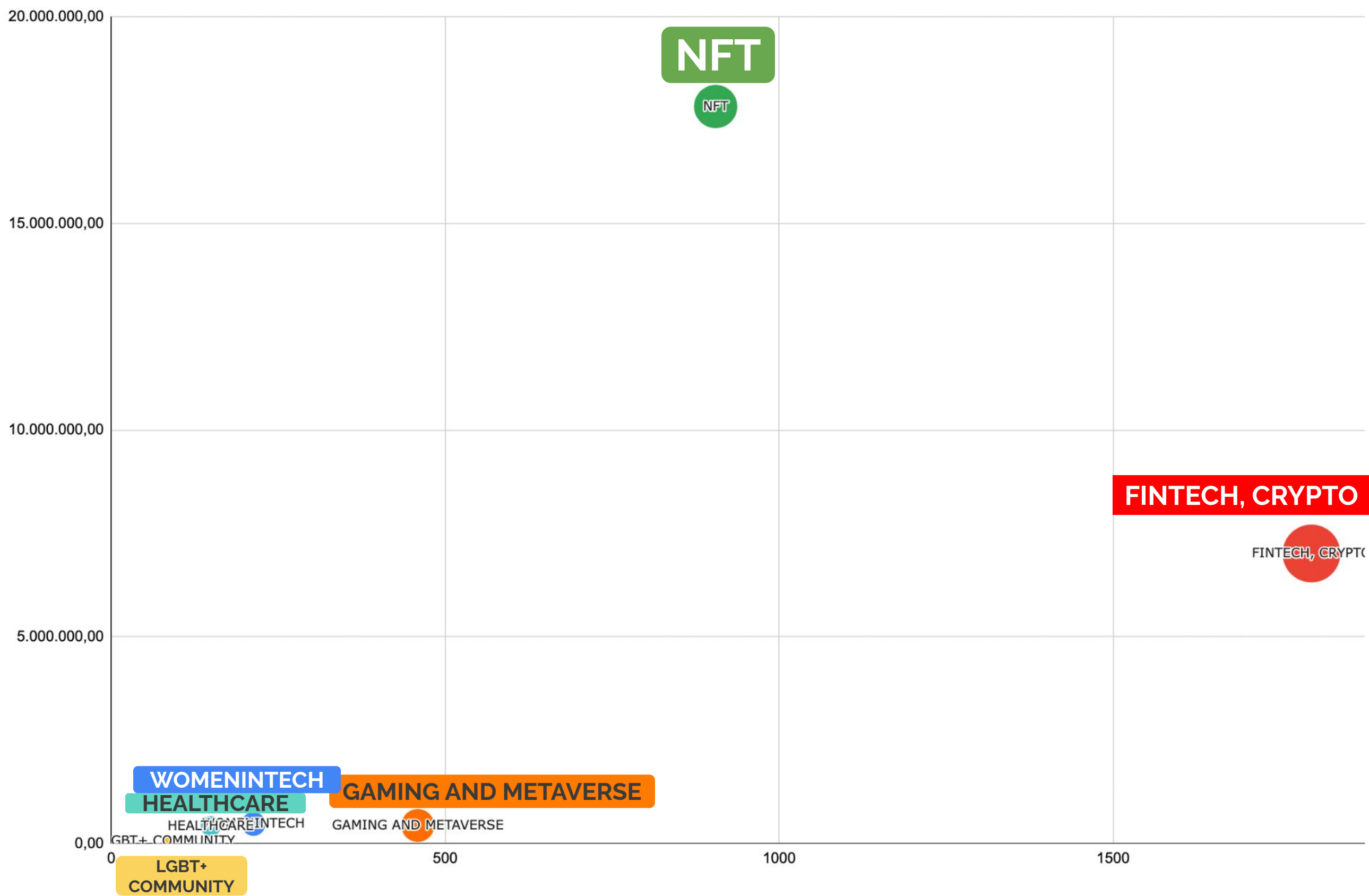
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TOP CONVERSATION TOPICS

COMPARISON CHART

From the in-depth analysis of topic clustering, the following main conversation subtopics have been obtained.

Reactions and viralization by topics



This graphic shows a comparison between the main subtopics detected in the conversations, around the event.

Here we can see the relationship between the number of posts per topic (X coordinate axis) and viralization, which is the sum of people reached in those publications (Y axis).

For example, we can see how, the Top Topic “NFT” was addressed in fewer posts, by users with a greater reach; while in “LGBT+” there are less than 100 posts, with less reach.

Top Speakers

These are the most mentioned speakers during the event, in the analyzed period.



Serena Williams

**450
Mentions**



Armando "Pitbull" Perez

**379
Mentions**



Hong Fang

**297
Mentions**



Peter Smith

**235
Mentions**

Top Speakers

These are the most mentioned speakers during the event, in the analyzed period.



Alexis Ohanian

119
Mentions



Kevin O'Leary

108
Mentions



Deirdre Bosa

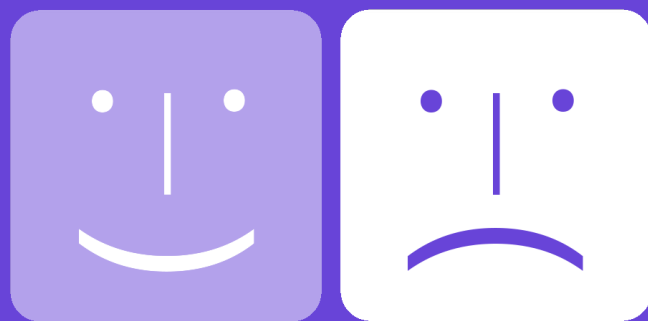
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