

**Topic:** Communication and information #EAPC2016irl #EAPC2016TOP

**Title:** Twitter-Only Poster: #EAPC versus #ESMO - Comparative 2 Year Quantitative and Sentiment Analysis of Twitter Activity at EAPC and European Cancer Conferences

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**Text:** **Background:** We collected public Twitter data from EAPC congresses in 2014 and 2015 and compared this with similar size European Oncology events (ESMO/ECC). This poster can only be accessed through Twitter on #EAPC2016TOP and #EAPC2016irl

**Aims:** To analyse, quantify and benchmark use of #EAPC2014, #ESMO14, #EAPC2015, #ECC2015 hashtags on Twitter.

**Methods:** An advanced Twitter search using the hashtags described in Aims was conducted by four reviewers independently. Data were collated manually, counted, compared and verified with a third party Twitter analysis tool, *Symplur*. A timeline was agreed: 7 days prior to start of first day of respective conference, and 7 days after last day of conference. Organizers were approached to ensure that no other hashtags had been circulated, to avoid missing data.

**Results:** The results are displayed in table 1 below.

Official Hashtag for EAPC and European	Original Tweets	Total Tweets (includes original Tweets and Re-Tweets)	Individual Twitter accounts
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<b>Cancer Conference for 2014/2015</b>			<b>generating total tweets</b>
<b>#EAPC2014</b>	445	2,789	621
<b>#ESMO14</b>	1,582	13,169	3,119
<b>#EAPC2015</b>	1,417	8,947	1,740
<b>#ECC2015</b>	2,199	13,555	4,779

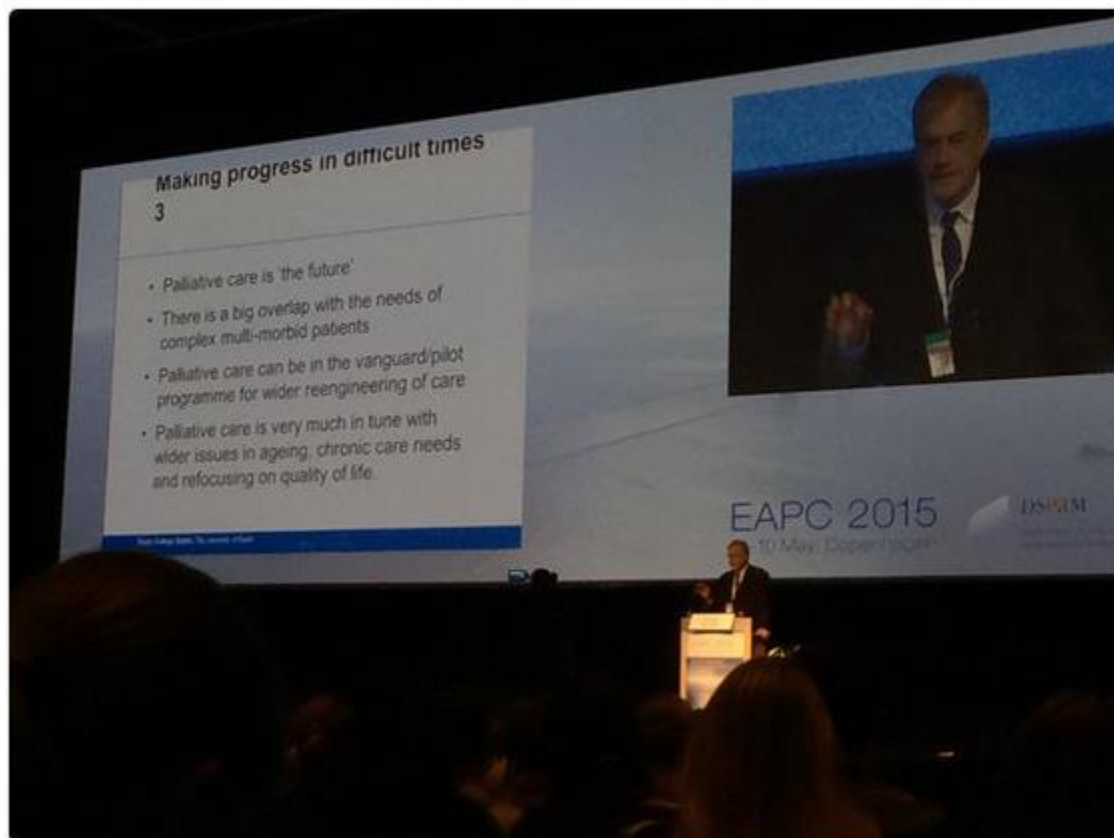
*[Table 1]*

Sentiment analysis on Twitter showed that conference attendees made mainly positive comments about events and talks. We further sub-categorized Tweets into 'Status update', 'Slide/Poster Photo upload', 'Other Photo' content, to further define how users were interacting.

**Conclusions:** For EAPC alone between 2014 and 2015, this represents a year on year increase of 218% for original Tweets and 221% for Total Tweets. Compared to a similar size European cancer conference event, there is potential for an increase in numbers. Photo uploads were research slides and posters, publishing these to a vast audience and thus making data freely available to interested non-attenders worldwide. Pharmaceutical companies' and charities' Twitter accounts had some of the highest audience reach.

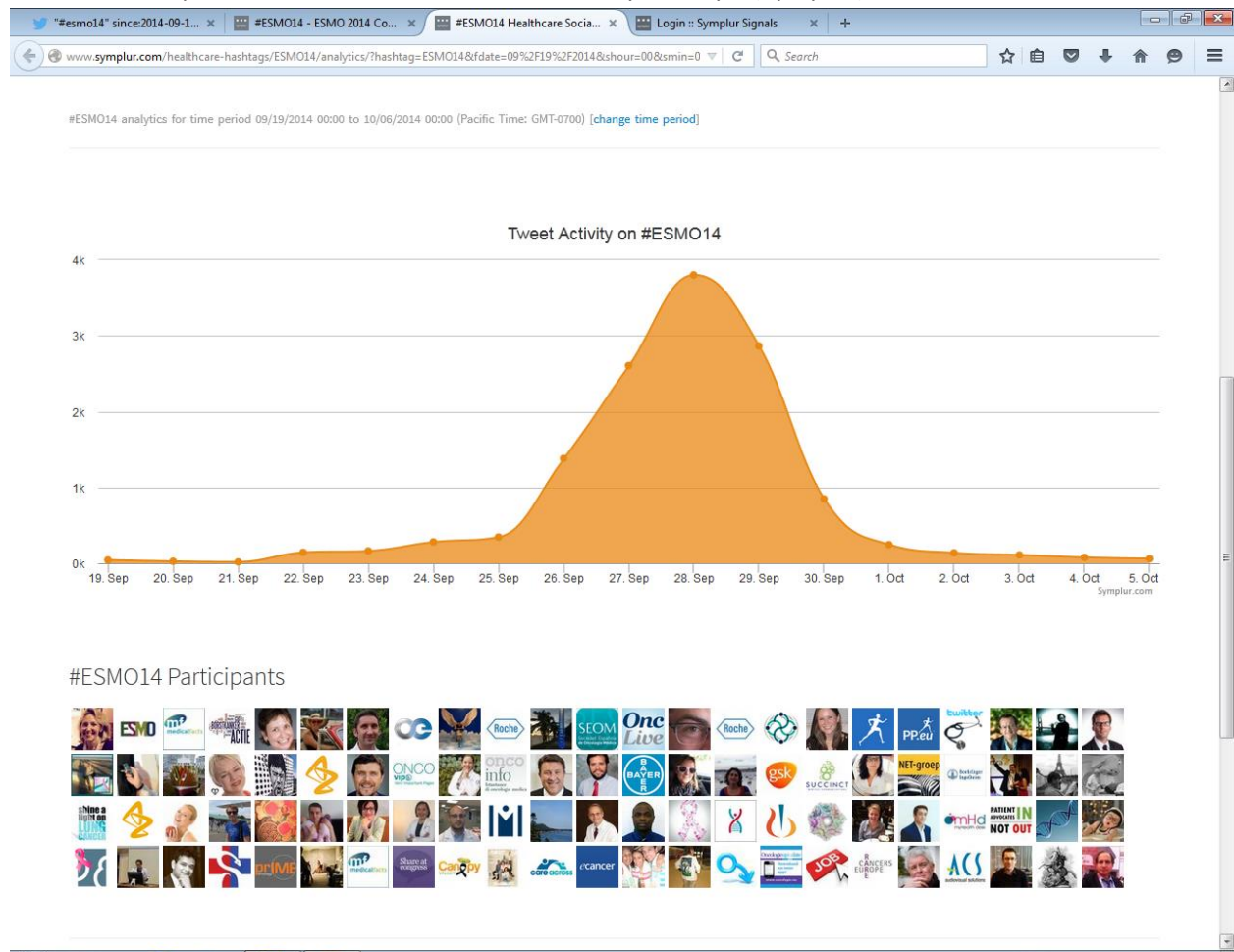
Example of a Tweet from EAPC 2015 (#EAPC2015) Hashtag Search results:

## Reflections on #EAPC2015 - a slide that says all from Prof. Normand's presentation



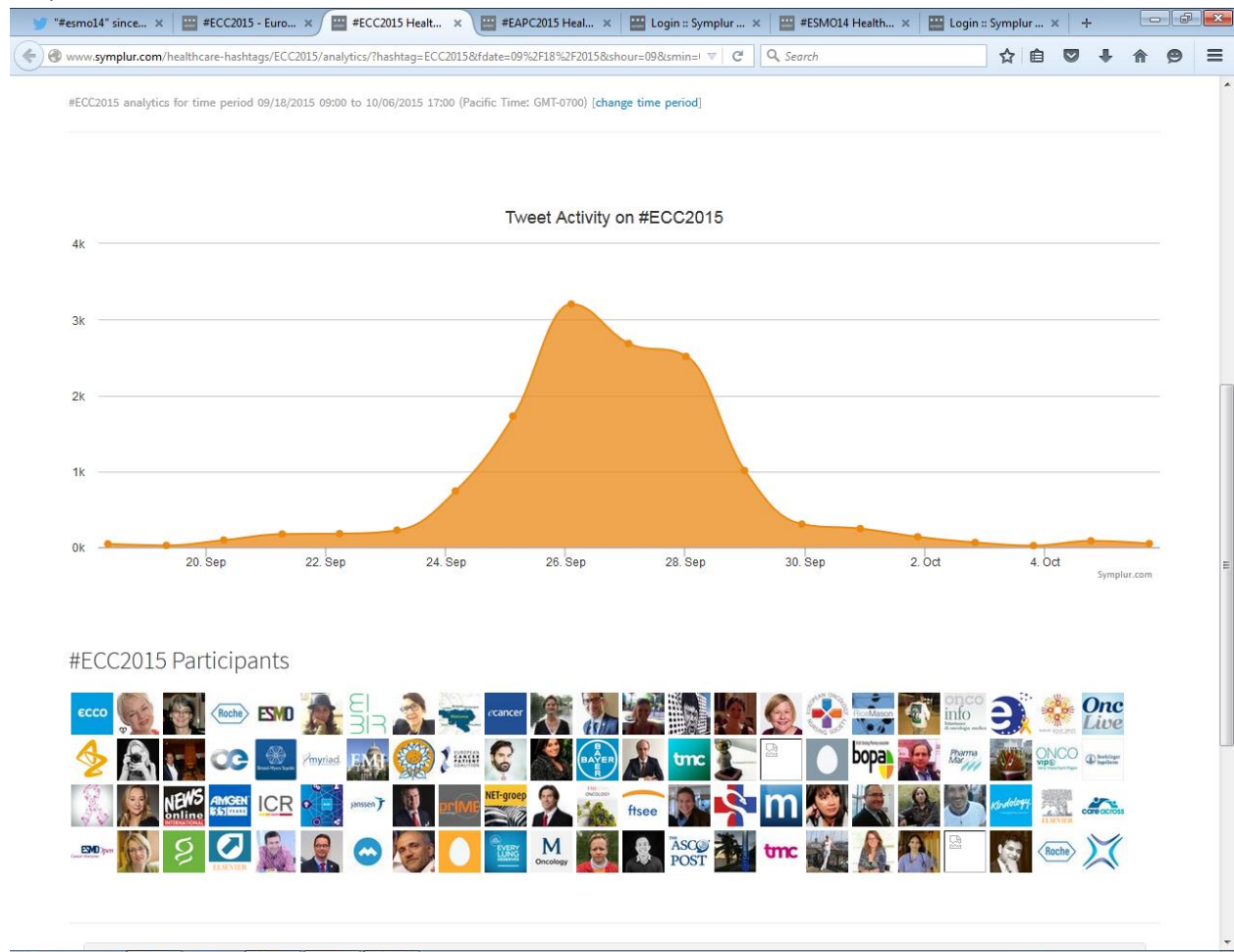
2:03 PM - 3 Aug 2015

## #ESMO14 European Cancer Conference Tweet activity in Graph (Symplur)

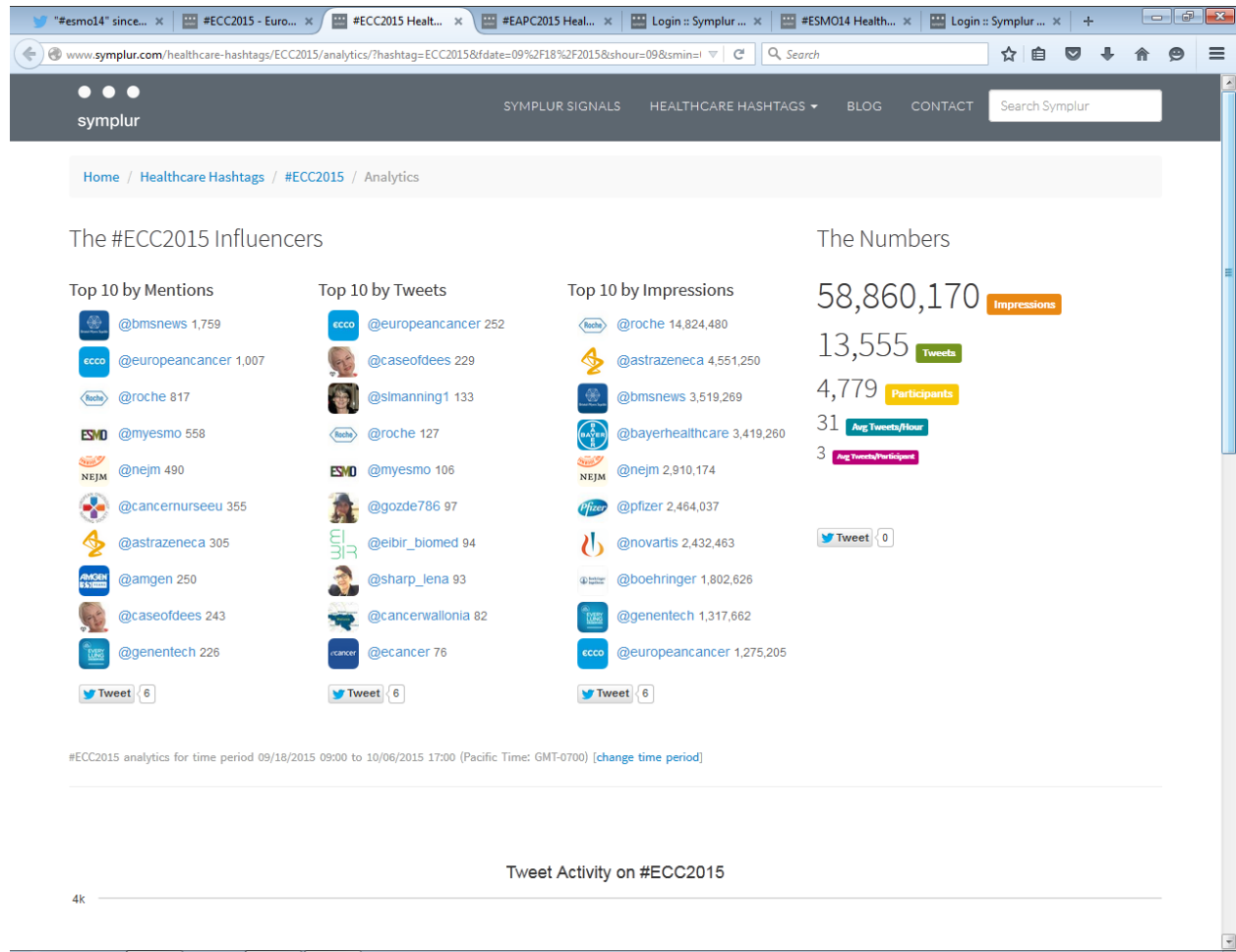


Two graphs for ECC2015 European Cancer Conference from 18/09/2015 to 06/10/2015 (Symplur)

Graph 1:

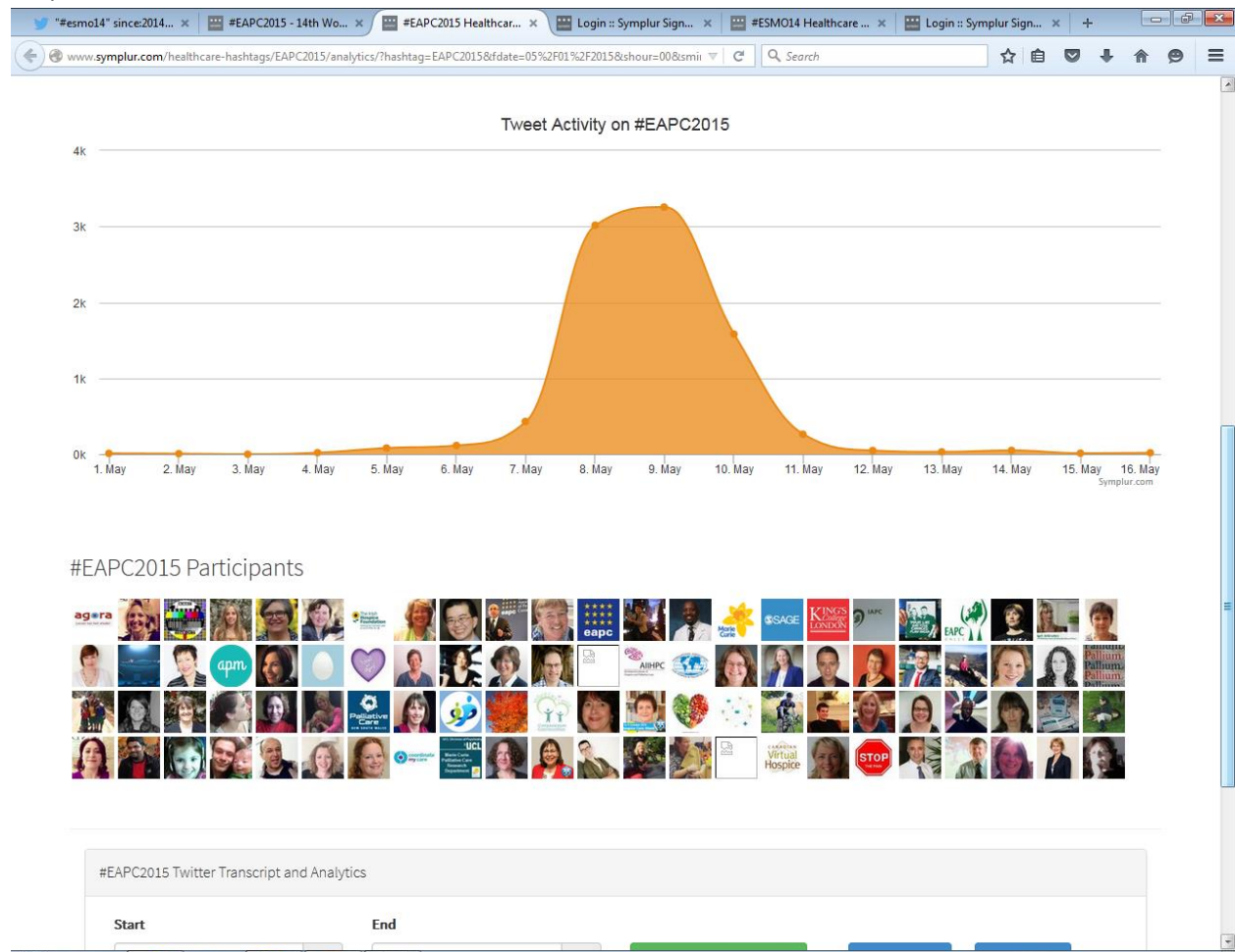


Graph 2:



Two EAPC Graphs for 2015 European Palliative Care Conference conference (Symplur)

Graph 1:



Graph 2:

