


Chapter 11

Clubhouse Experience: Sentiment Analysis of an Alternative Platform From the Eyes of Classic Social Media Users

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ABSTRACT

Clubhouse is an invitation-only social networking application that differs from the usual social media platforms in that it is “audio only.” In this chapter, the sentiments in the social media messages about Clubhouse in the classic SMPs are examined by supervised learning (by using Hugging Face Transformer Library), and the user feelings are analyzed. Because Turkey is in the first ranks among European countries in terms of both the number of social media users and the number of messages, the analysis is conducted using the Turkish users. Mentions of Clubhouse have begun on Twitter and Sourtimes platforms in Turkey in early 2021. In this study, the aim is to demonstrate how Clubhouse, a new and different SMP, is evaluated by Twitter and Sourtimes users and to reveal user thoughts about this SMP along the timeline by using sentiment analysis.

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INTRODUCTION

Clubhouse, which was launched on the App Store on 17.03.2020, differs from the usual social media platforms in that it is based on “audio”. Although the application was only available for the iOS operating system until May 2021 and participation is on the basis of invitation, which caused a limited number of participants for a long time, the Lion King event, which was held on 27.12.2020 and where the casting was done on the Clubhouse platform, spread by the word of mouth and increased the number of users. At the beginning of 2021, in Turkey, users started to talk about Clubhouse on Twitter and Sourtimes platforms, especially the Turkish users living in the USA. Since the second half of January 2021, people started to see the Clubhouse invitations, which aroused great curiosity and attracted users, especially with the viral effect of Twitter. Clubhouse invitations were also offered for sale on e-commerce sites such as “Ebay”. The platform, which increased the number of participants in Turkey as well as in the world in a very short time with the participation of celebrities, has active participants from many different professions and age groups.

In the loneliness imposed by the pandemic period and in the clamp of written communication imposed by other social media platforms, the superior aspects of the application are that it provides the two-way audio chat environment that people long for, on many different topics, with many different people, without prior planning, being lively, interactive and open to surprises. With these superiorities, the effect created by Clubhouse raises questions in the minds of researchers such as: “Is this platform and similar ones the future of social media?”, “Is Clubhouse a fashion?”, “What are the attitudes of other social media users towards the platform?”, “For which platforms could it be a threat?”.

In this study which was designed as a preliminary research to answer these questions, it is aimed to reveal how Clubhouse (CH), a new and different social media platform (SMP), is evaluated by Twitter and Sourtimes users, which are powerful and effective SMPs, by conducting sentiment analysis with preliminary data. Thus, it is aimed to reveal the user attitudes towards this SMP using sentiment analysis on big data while Clubhouse is still at the beginning of the ladder. This is one of the leading and largest studies on sentiments towards Clubhouse.

In this chapter, firstly, brief information will be given about the concept of social media, Twitter, and Sourtimes, which are chosen as the research platforms, and Clubhouse, which is determined as the research topic. Then, the concept of sentiment analysis is briefly explained, and the results of the sentiment analysis on all Turkish tweets containing the word “Clubhouse” and all entries in the Clubhouse heading in the Sourtimes between July 1, 2020, and July 1, 2021, were presented and examined.

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