

Twitter study shows Africa is football mad

March 12 2014



Nigeria fans pose at the 2013 African Cup of Nations final football match against Burkina Faso, on February 10, 2013 in Johannesburg

Posts about football topped Africans' tweets last year, trumping even world events like the death of Nelson Mandela, results from a study released on Wednesday showed.

Most [tweets](#) were about football and in English, communications firm Portland's analysis of over nine million posts from October to December last year showed.

Johannesburg is the microblogging site's busiest hub on the continent with 344,215 tweets, while Soweto-based Orlando Pirates was also the most mentioned soccer club on the continent.

Neighbouring Ekurhuleni recorded 264,172 posts in the same period, and Cairo 227,509.

Tweets spiked after global peace icon Mandela's death on December 5, but still did not overtake football.

Over 60 percent of the posts were in English, while Arabic came a distant second at 11.5 percent.

Only five percent of tweets were in French, with the most active city in that language, Ivory Coast's Abidjan, recording only 56,054 posts.

A quarter of tweets were in other African languages, often South African: Zulu, Swahili, Afrikaans, Xhosa, Portuguese, Sotho and Tswana.

Information technology is growing fast in Africa, though social media activity on the continent is still relatively low.

© 2014 AFP

Citation: Twitter study shows Africa is football mad (2014, March 12) retrieved 27 April 2024 from <https://phys.org/news/2014-03-twitter-africa-football-mad.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.