

S O C I A L M E D I A

C O M P A R A T I V E A N A L Y S I S O F

iPhone Launches

iPhone 11 Pro Max & iPhone 14 Pro Max

Sep 10, 2019 – Oct 11, 2019 & Sep 07, 2022 – Oct 07, 2022



Background

Every fall, one of the most significant events that attract attention across the globe is the release of new iPhone models. The impact of the September 2019 launch of the **iPhone 11 Pro Max** and the September 2022 launch of the **iPhone 14 Pro Max** on social media will be the primary focus of this report.

The analysis period will be divided into two parts for each model in order to guarantee the report's thoroughness. **One is from the date of announcement to the official on-sale date, and the other is three weeks after the on-sale date**, as well as the overall analysis throughout this time frame.

Data Sources



Google Trends

- Level of search interest in the search term "iPhone"
- Over the past 10 years
- Worldwide



Wikipedia Pageview

- How many times the "iPhone" Wikipedia page is viewed
- 2015-present
- Behind-the-scene story



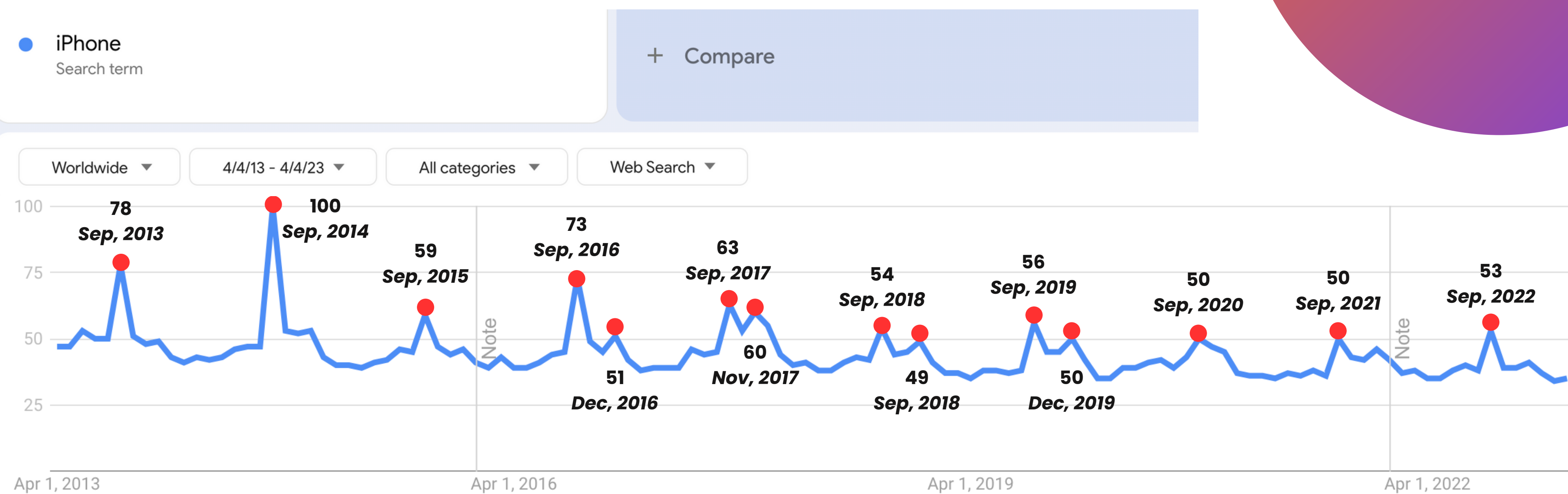
BrandWatch

- Data is pulled from Twitter, Review, News, Reddit, and Youtube that contains any of these booleans: "iphone 8" OR iphone8 OR "iPhone 8 Plus" OR iPhone8Plus OR #iphone8 OR #iPhone8Plus OR iphonex OR "iphone x" OR iphonexr OR "iphone XR" OR "#iphonex" OR "#iphonexr" OR "iphone 11" OR iphone11 OR "iphone 11 pro" OR iphone11pro OR "iphone 11 pro max" OR iphone11promax OR #iphone11 OR #iphone11pro OR #iphone11promax OR "iphone 12" OR iphone12 OR "iphone 12 pro" OR "iphone 12 pro max" OR "iphone 12max pro" OR "iphone 12 mini" OR iphone12promax OR iphone12pro OR #iphone12 OR #iphone12promax OR #iphone12pro OR iphone13 OR iphone13pro OR iphone13promax OR iphone13mini OR "iphone 13" OR "iphone 13 pro" OR "iphone 13 pro max" or "iphone 13 mini" OR #iphone13 OR #iphone13pro OR #iphone13promax OR #iphone13mini OR #iphone14 OR iphone14 OR "iphone 14" OR #iphone14plus OR iphone14plus OR "iphone 14 plus" OR #iphone14pro OR iphone14pro OR "iphone 14 pro" OR #iphone14promax OR iphone14promax OR "iphone 14 pro max"
- Worldwide, English only



Big Picture Overview

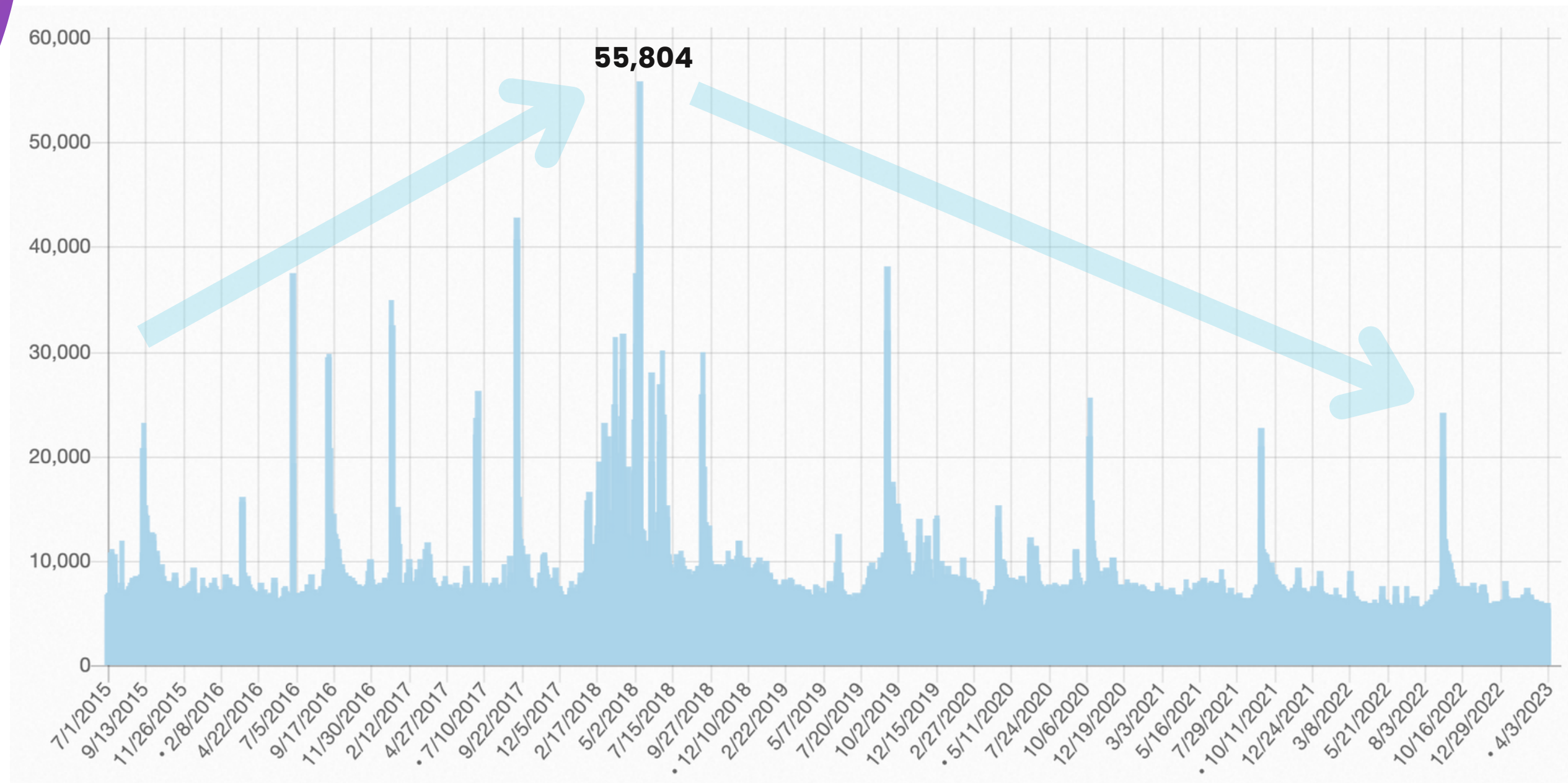
-"iPhone"



Google Trends 2013-2023

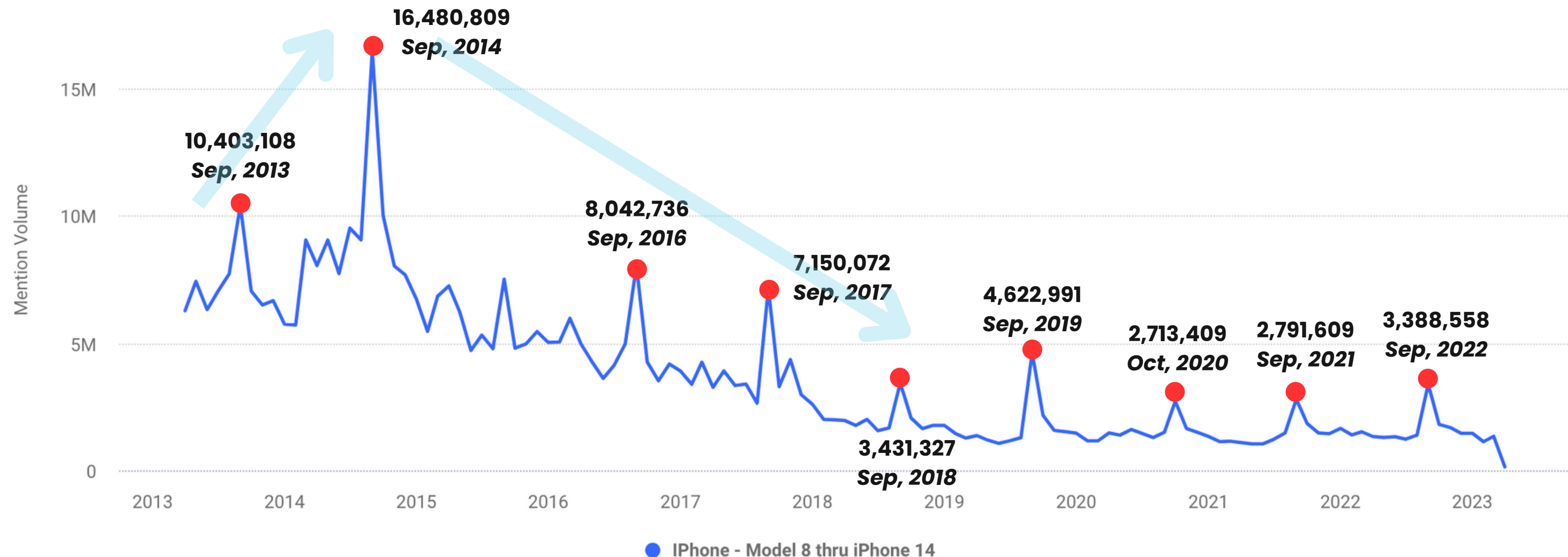
- People's interest level reaches a peak every September, in line with the launch of each new iPhone model.
- Interest levels each year have experienced double peaks from 2016 to 2019, which means there has always been a minor peak after the September peak.
- The level of interest is trending downward.

Wikipedia Pageview 2015–2023



Pageview stands for how many people viewed the iPhone Wikipedia page. The number peaked in 2018 and went downwards afterward.

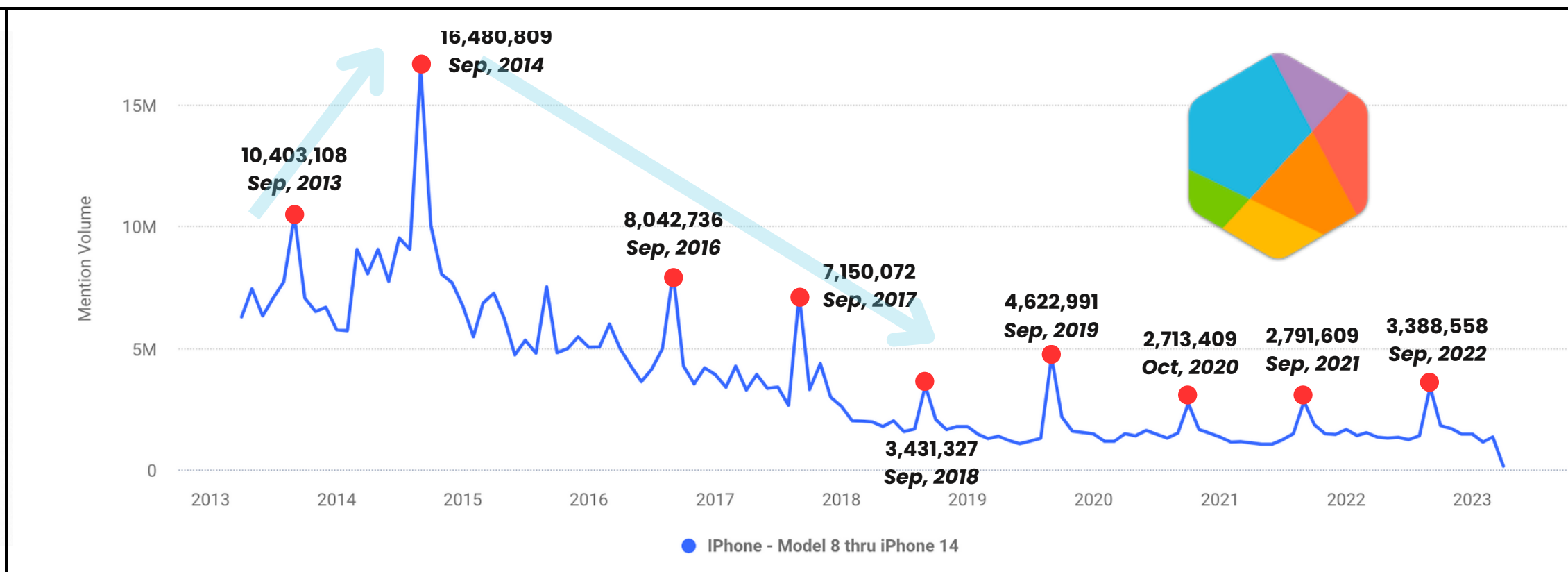
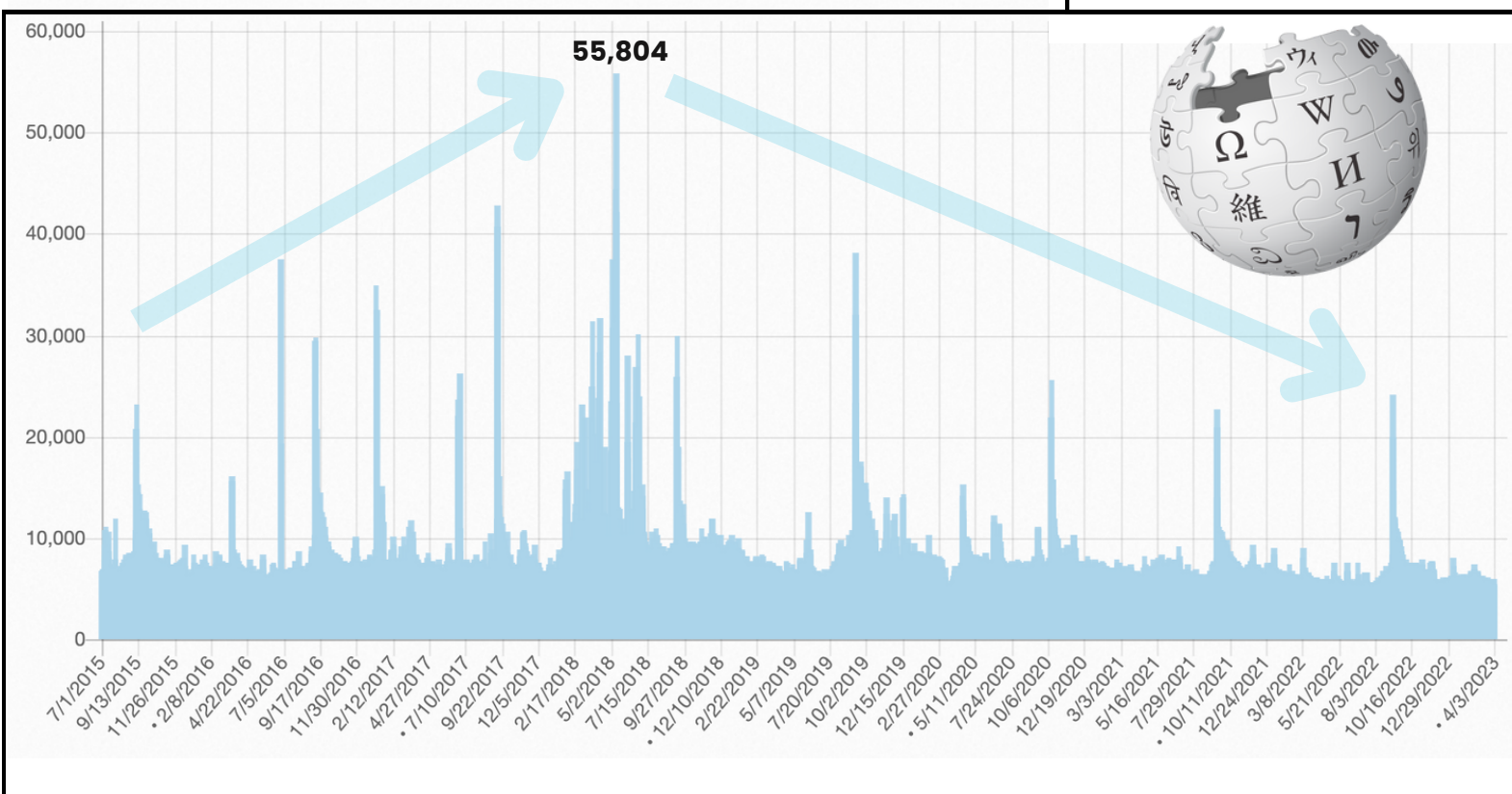
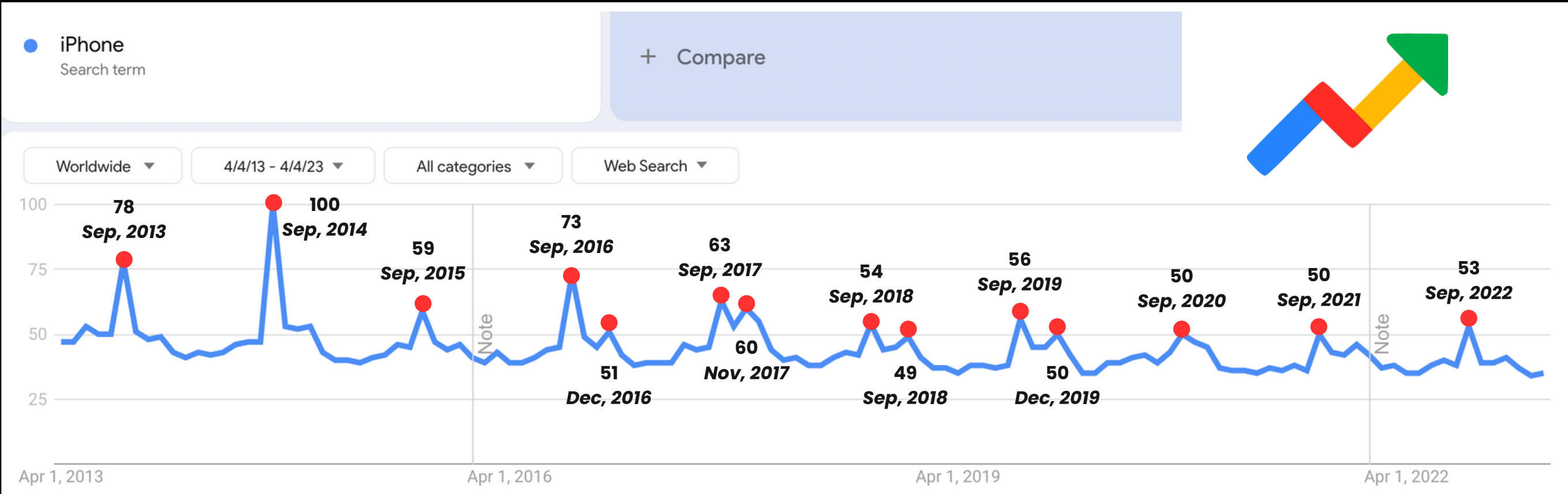




BrandWatch 2013-2023

BrandWatch mention volume trend shares similarities with Good Trends – increasing volume from 2013 to 2014, and then going downwards after the peak of 16,480,809 in 2014. There are also obvious peaks in September every year.

Big Picture Comparison

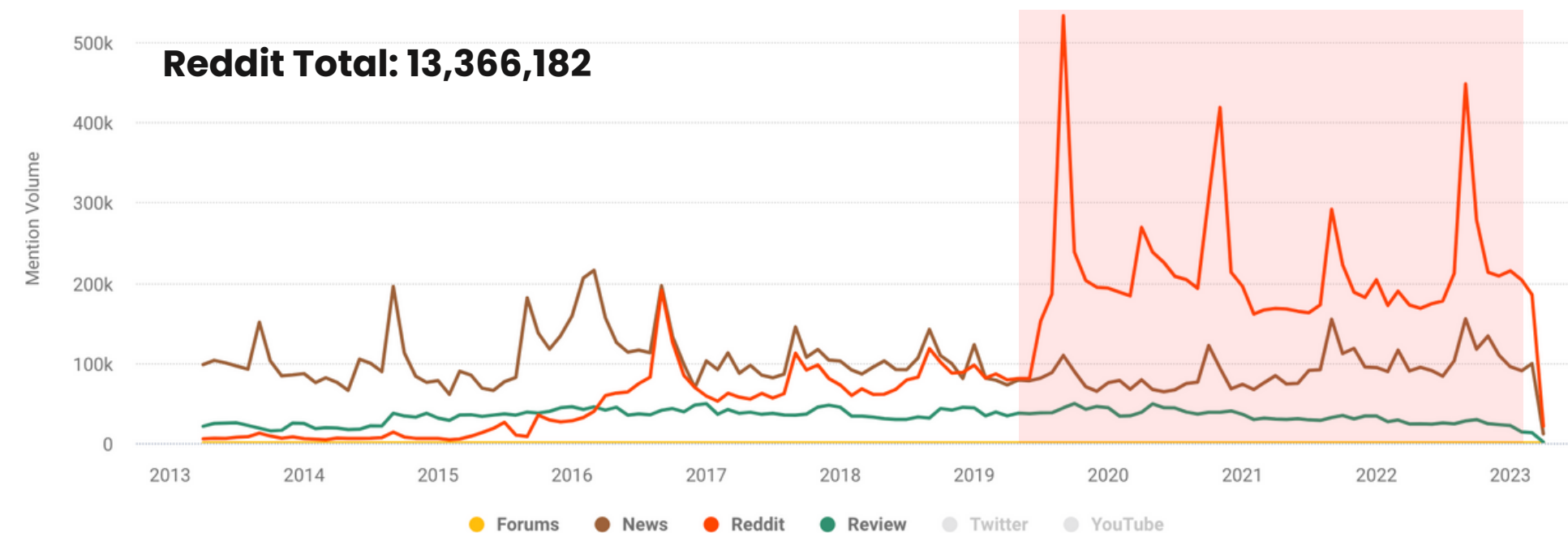
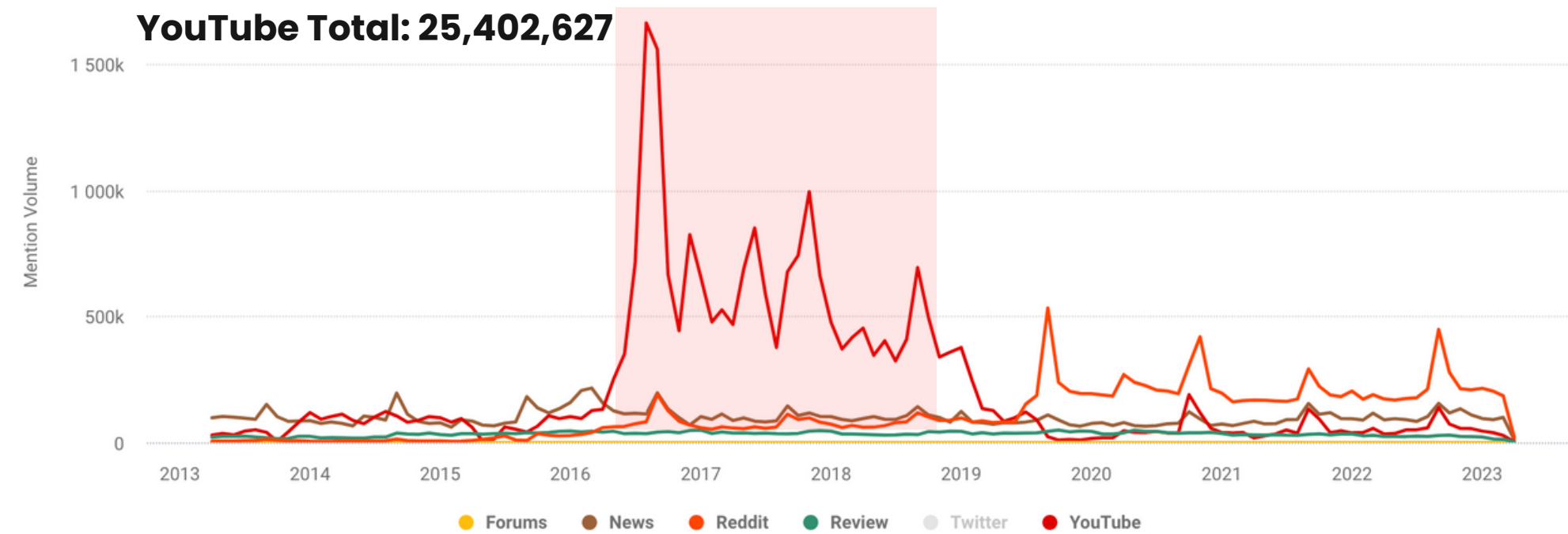
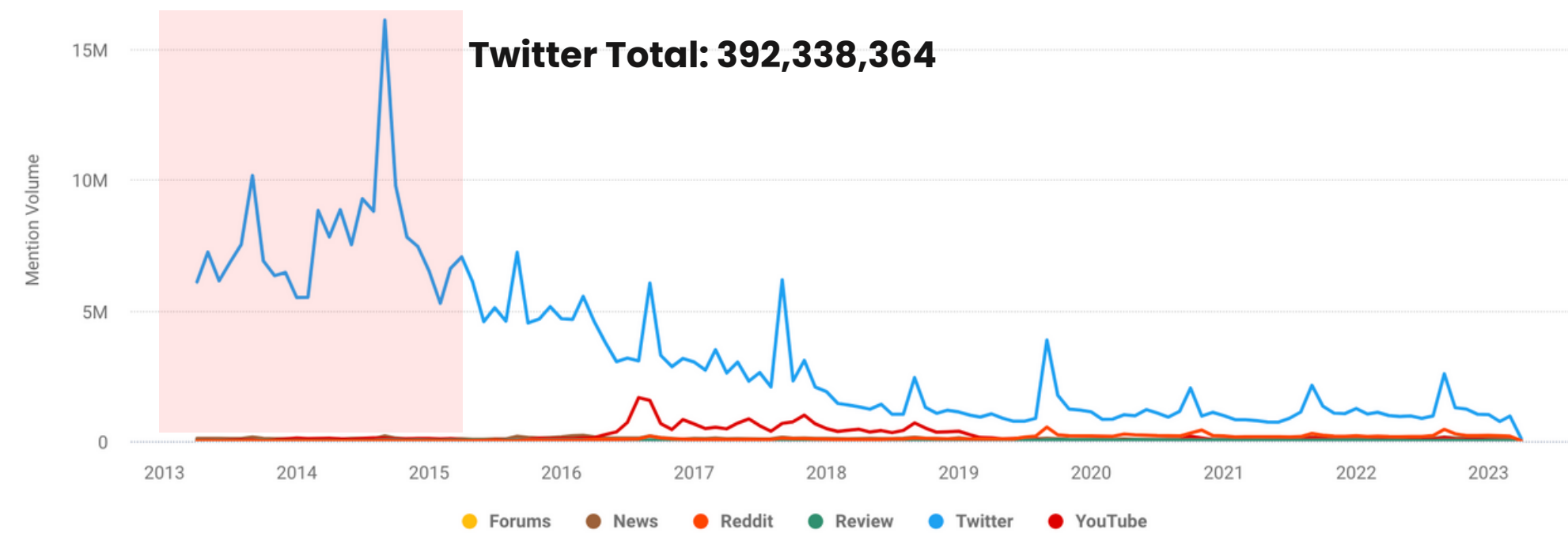


Comparing the three big picture overviews, Google Trends and BrandWatch share some similarities in terms of the interest level and mention volume both went downwards since 2014. On Pageview, the data can only go back to 2015, but it's obvious that from 2015 to 2018, there was a rising trend that is not detected on Google Trends or BrandWatch.

BrandWatch

-Sort by Content Sources

The top 3 content sources for "iPhone" over the past 10 years have been Twitter, YouTube, and Reddit with hundreds of millions of mention volume. Also, according to the charts, Twitter was at its peak from 2013 to 2015, YouTube was from 2016 to 2019, and Reddit was from 2019 to 2023.





iPhone 11 Pro Max

vs.

iPhone 14 Pro Max



iPhone 11 Pro Max

Announce Date: Sep 10, 2019

On-sale: Sep 20, 2019



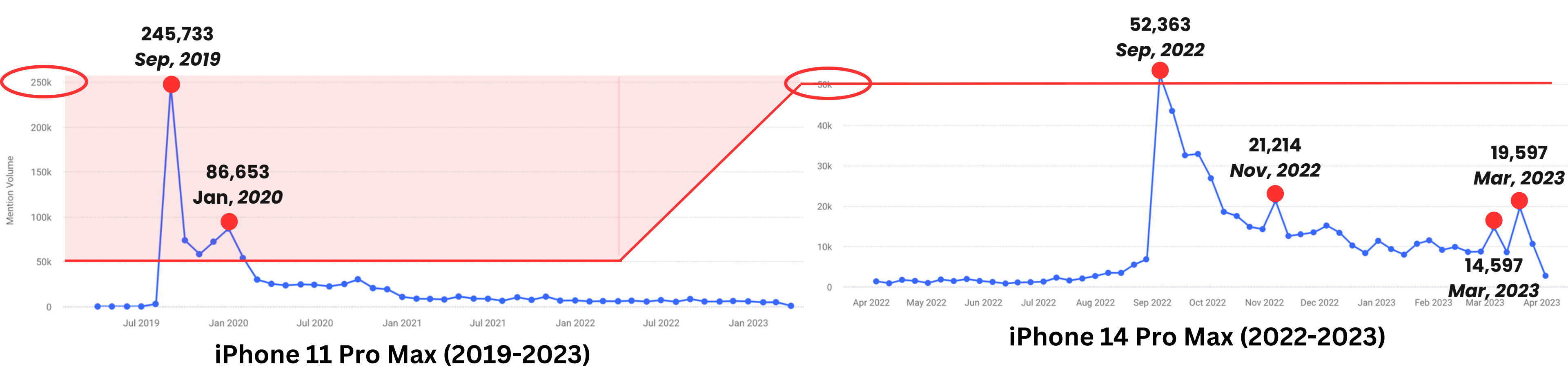
iPhone 14 Pro Max

Announce Date: Sep 7, 2022

On-sale: Sep 16, 2022

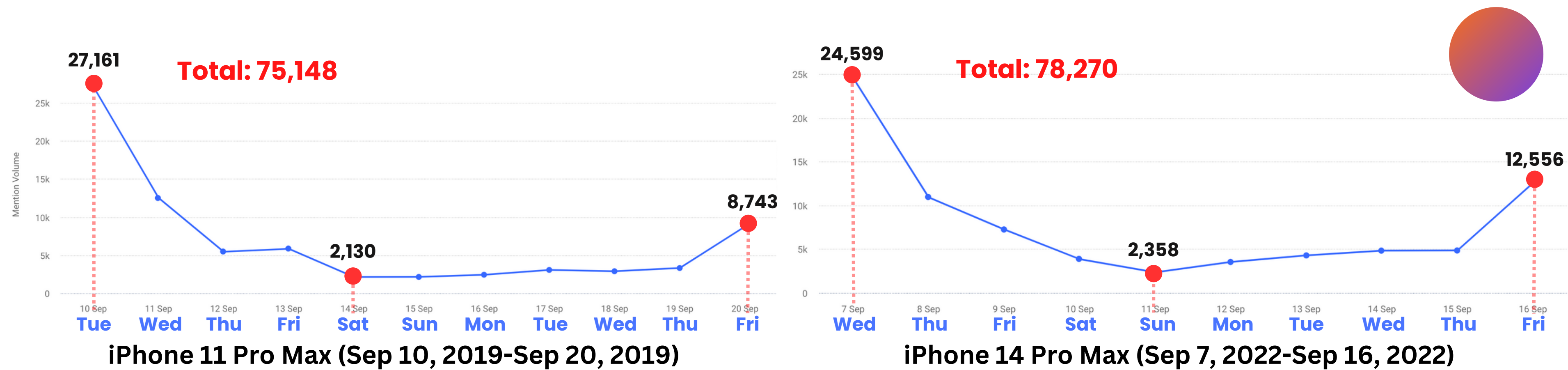


Mention Volume Comparison



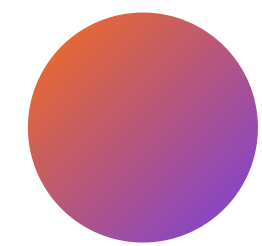
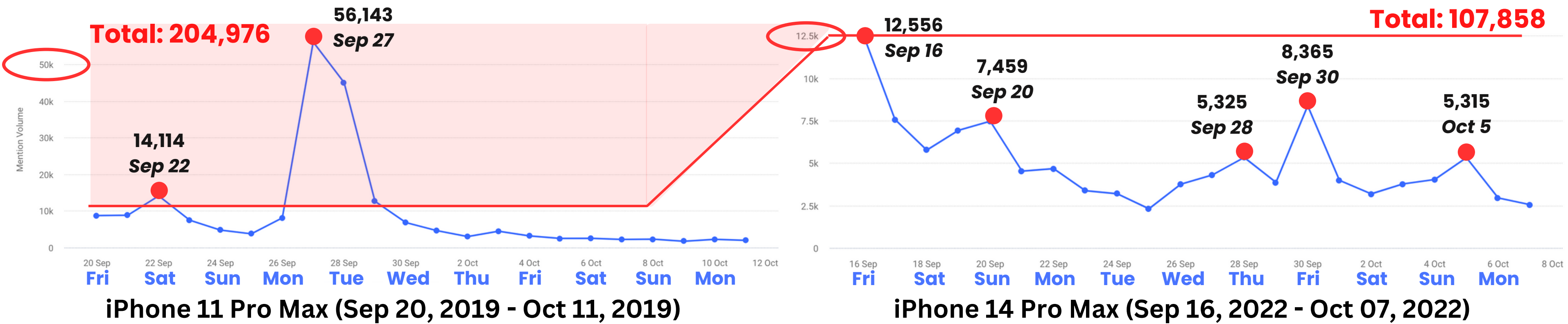
Mention Volume By Year

- The mention volume of iPhone 11 pro max launch was almost 400% higher than the launch of iPhone 14 pro max.
- The volume of iPhone 11 pro max peaked at 245,733 followed by another small peak at 86,653 in January 2020. iPhone 14 pro max peaked at 52,363 with other small peaks occurring in November 2022 and March 2023.
- iPhone 11 pro max had two peaks of mentions while iPhone 14 pro max had four.



Mention Volume (Announcement - On-sale)

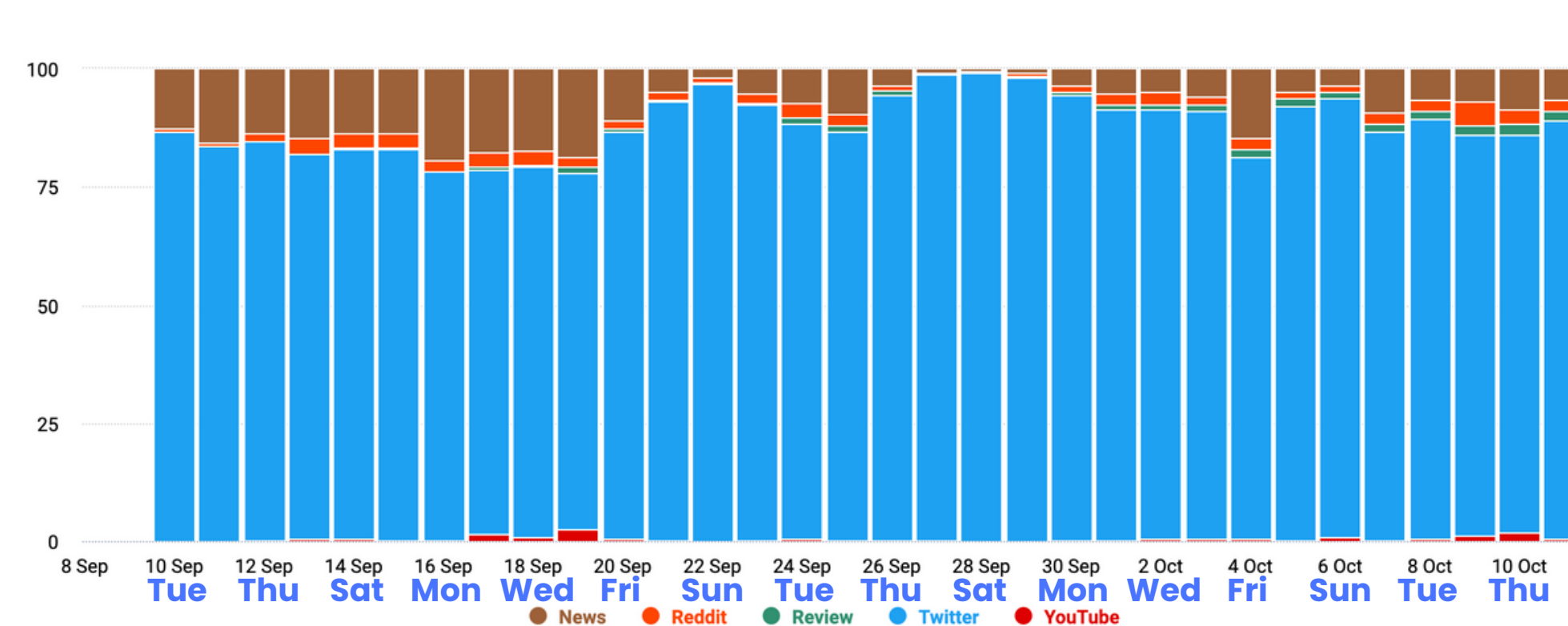
- The total volume of iPhone 14 Pro Max during this time period is higher than iPhone 11 Pro Max.
- Both models showed similar patterns - volume peaked on the day of the announcement, then went down, and went up again on the day of the official on-sale.
- iPhone 11 Pro Max had a higher peak (27,161) on the day of announcement but a lower comeback peak on the day of on-sale. (8,743)



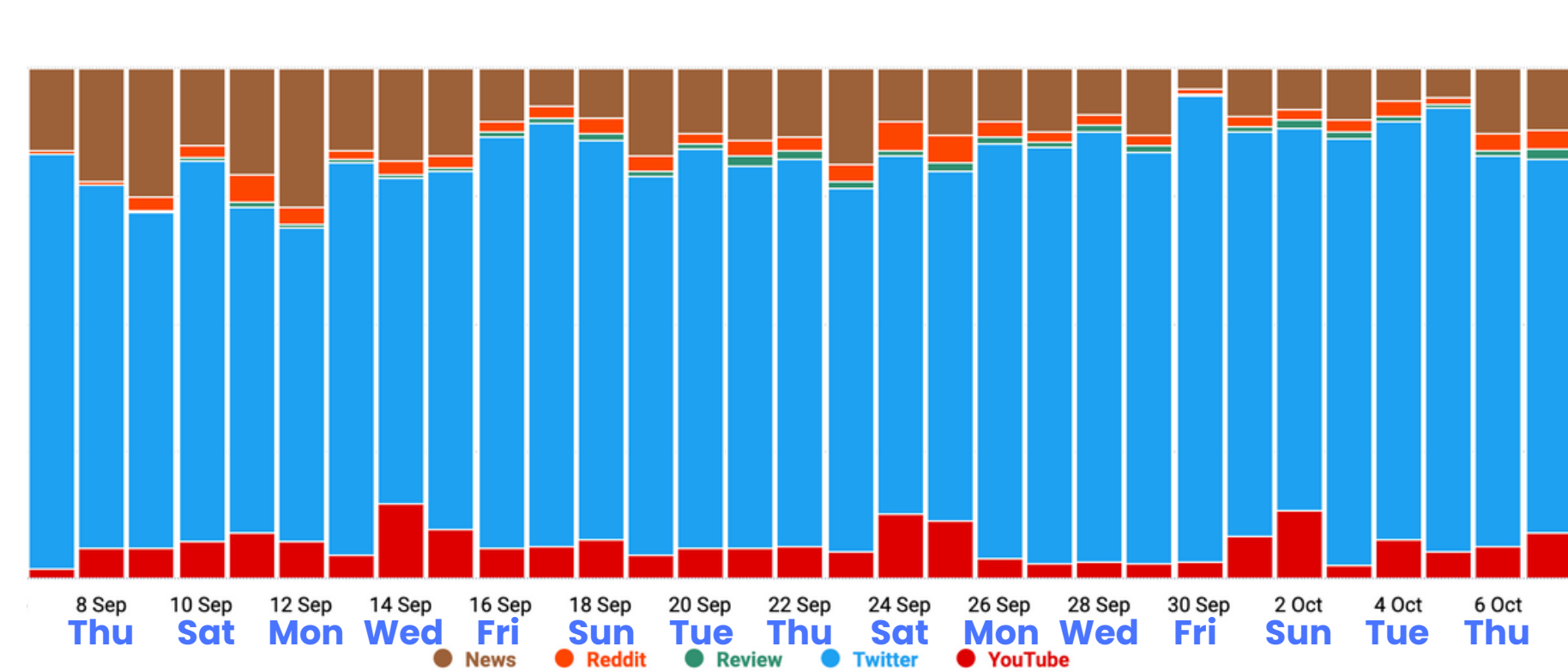
Mention Volume (On-sale - 3 weeks later)



- Unlike the previous time period, from the on-sale date and 3 weeks onward, the volume of iPhone 11 Pro Max was 90% higher than iPhone 14 Pro Max.
- iPhone 11 Pro Max had two main volume peaks, while iPhone 14 Pro Max had multiple peaks and the volume fluctuated throughout the 3 weeks after on-sale. However, all the peaks of iPhone 14 Pro Max combined (39,020) are still smaller than the highest peak of iPhone 11 Pro Max (56,143).
- Content of iPhone 11 Pro Max peak was mostly reviews and meme retweets, while iPhone 14 Pro Max had more of its comparison videos with Samsung Galaxy S22 Ultra, camera quality reviews, and discussion around the new color deep purple.



iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)

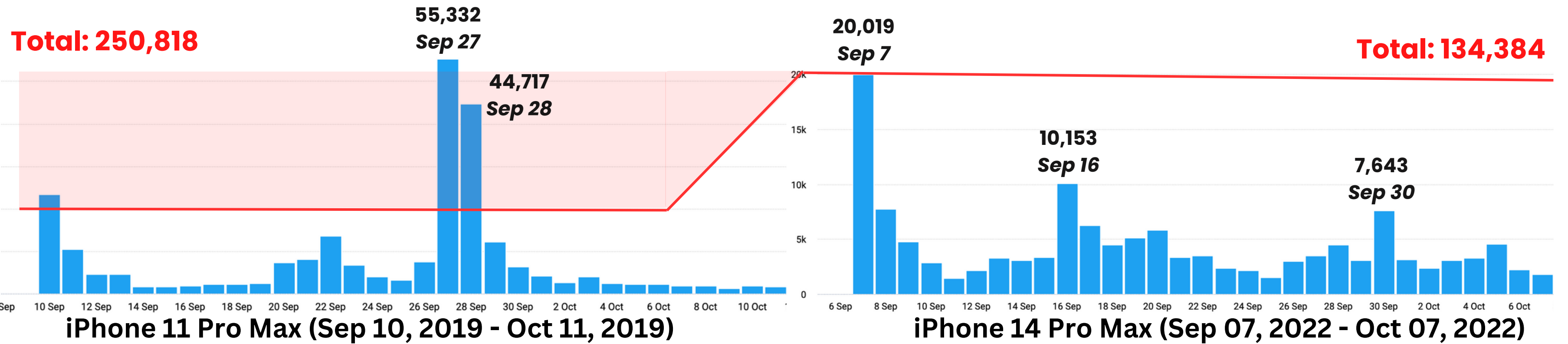


iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)

Fri

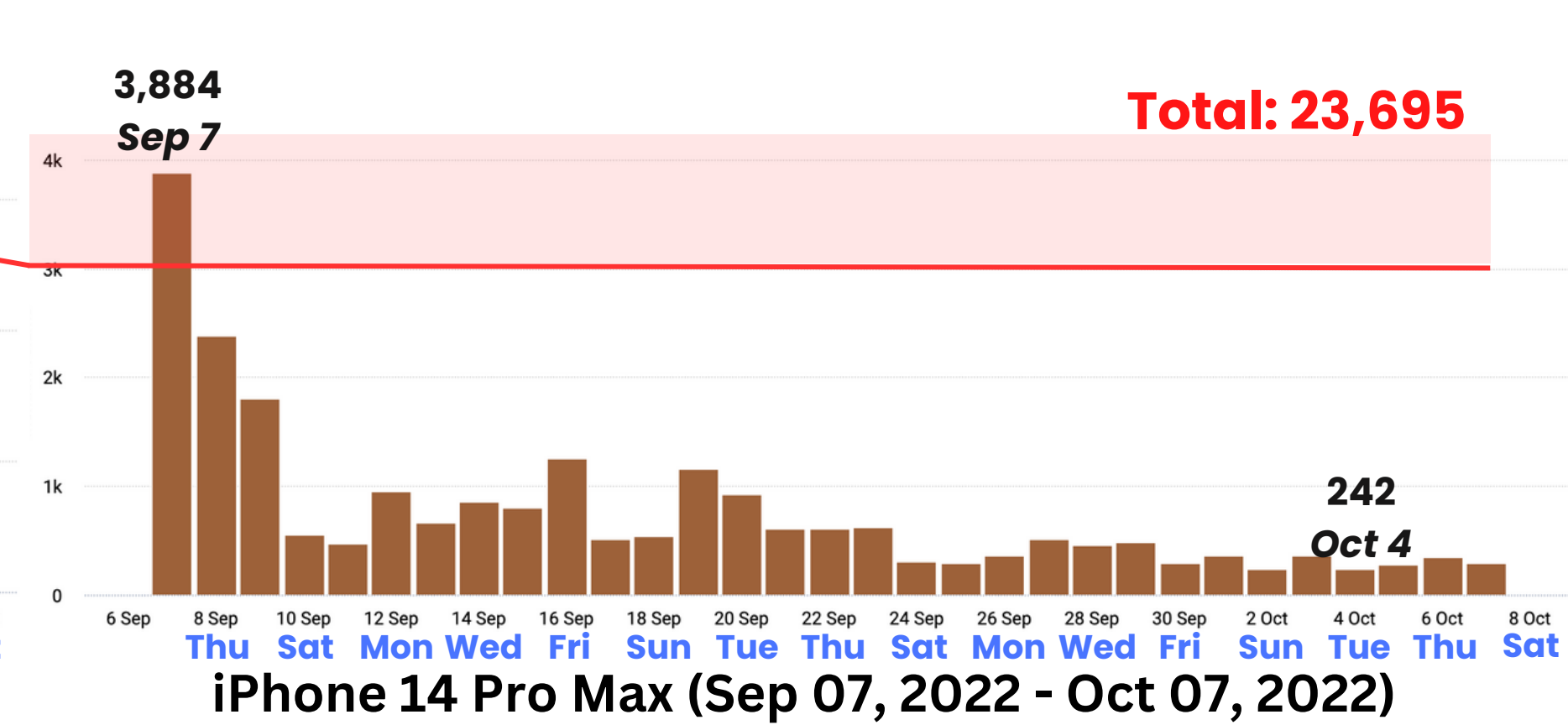
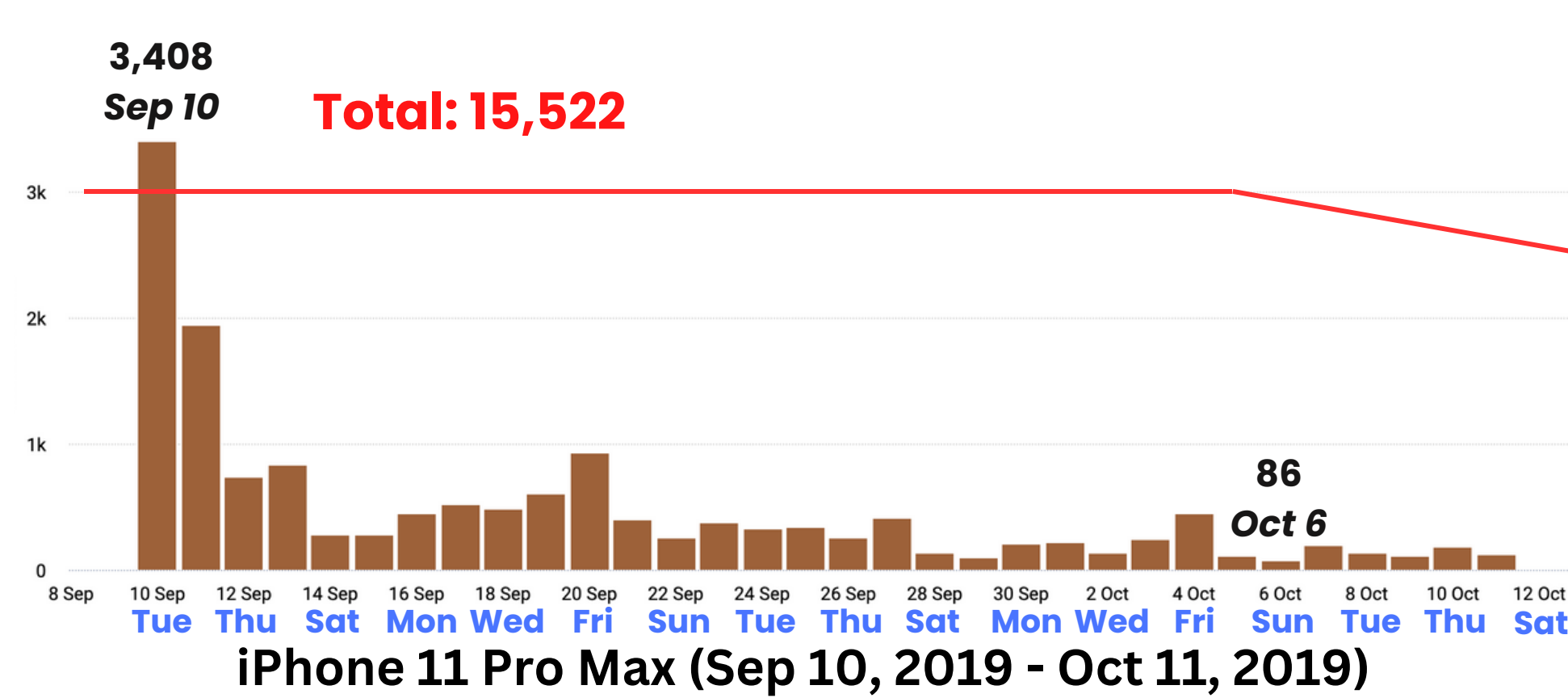
Mention Volume (By Content Sources)

Twitter content owns the highest percentage among all other sources, News was one of the main sources too. Youtube content was not seen much for iPhone 11 Pro Max, but increased noticeably when iPhone 14 Pro Max came out. There was also a higher percentage of Reddit content for iPhone 14 Pro Max. Review content came last for both models.



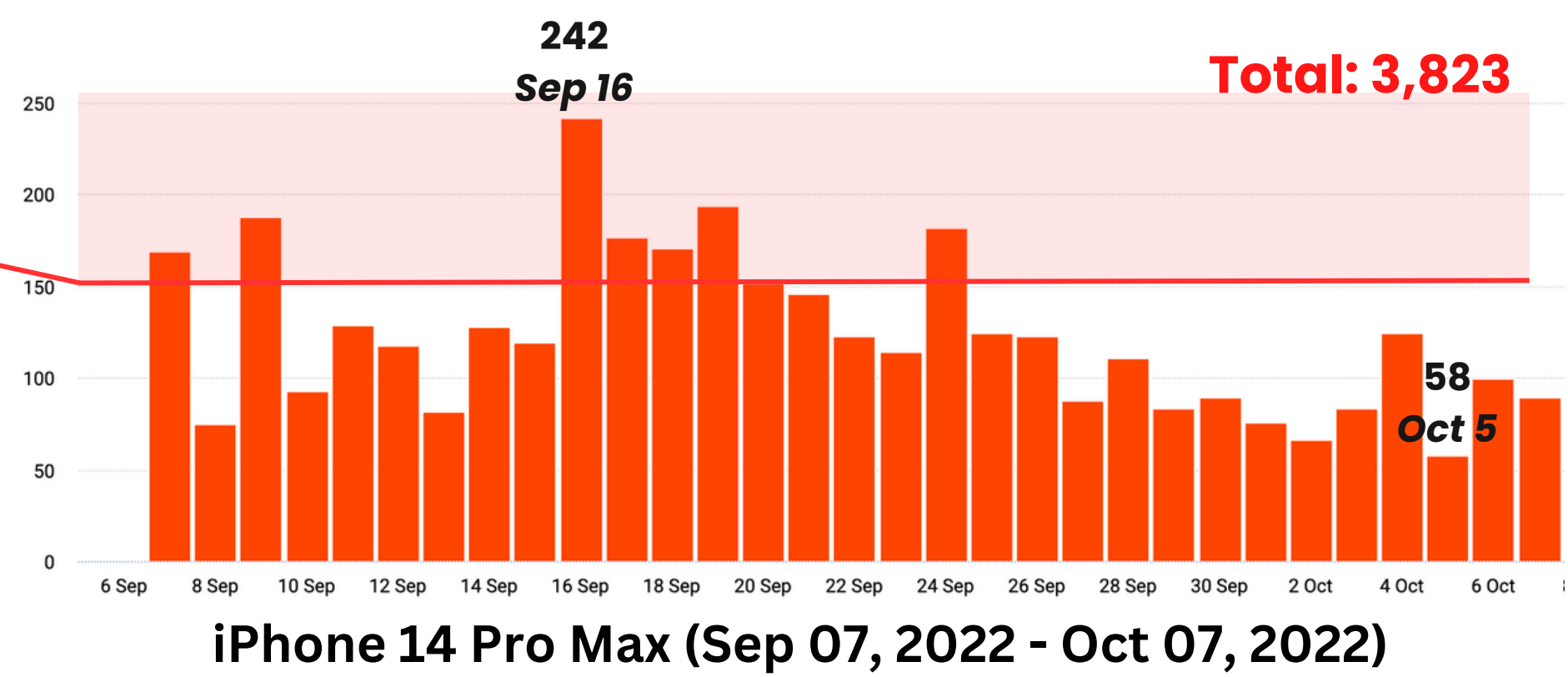
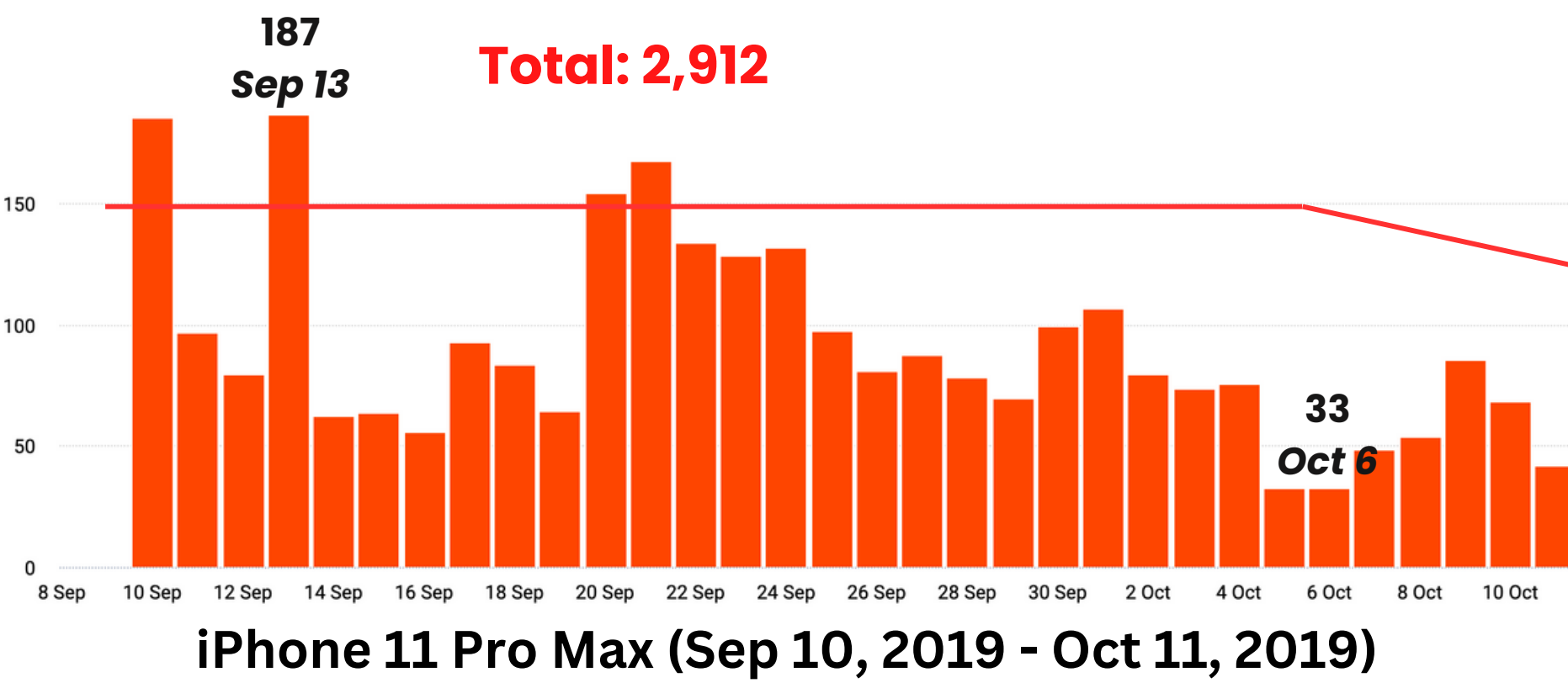
Mention Volume (Content Sources - Twitter)

iPhone 11 Pro Max had 87% more Twitter content than iPhone 14 Pro Max. iPhone 11 Pro Max reached its peak (55,332) two weeks after the model launch, while iPhone 14 Pro Max reached its peak (20,019) on the day of launch. There were also smaller peaks on the on-sale day and two weeks after the on-sale day.



Mention Volume (Content Sources - News)

iPhone 14 Pro Max had 53% more News content than iPhone 11 Pro Max. The highest volume of iPhone 14 Pro Max reached 3,884, while iPhone 11 Pro Max was 3,408. The lowest volume of iPhone 14 Pro Max (242) was also higher than the lowest of iPhone 11 Pro Max (86).

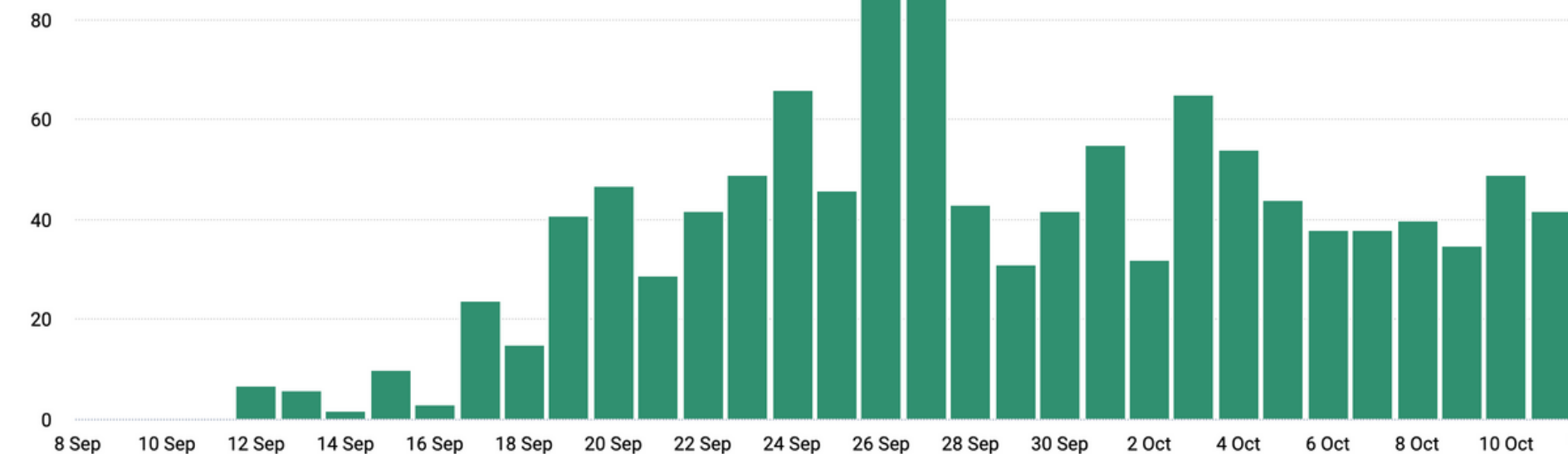


Mention Volume (Content Sources – Reddit)

iPhone 14 Pro Max had 31% more Reddit content than iPhone 11 Pro Max. iPhone 11 Pro Max peaked on the day of launch and three days after launch, while iPhone 14 Pro Max peaked on the day of on-sale, which was a week after its launch.

Total: 1,171

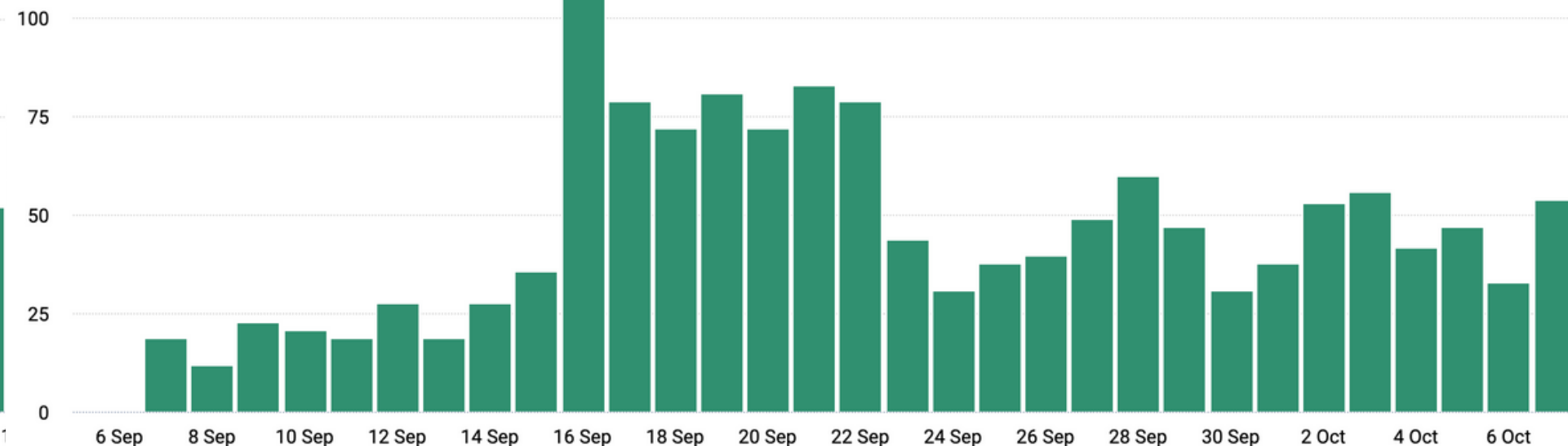
**89
Sep 27**



iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)

Total: 1,448

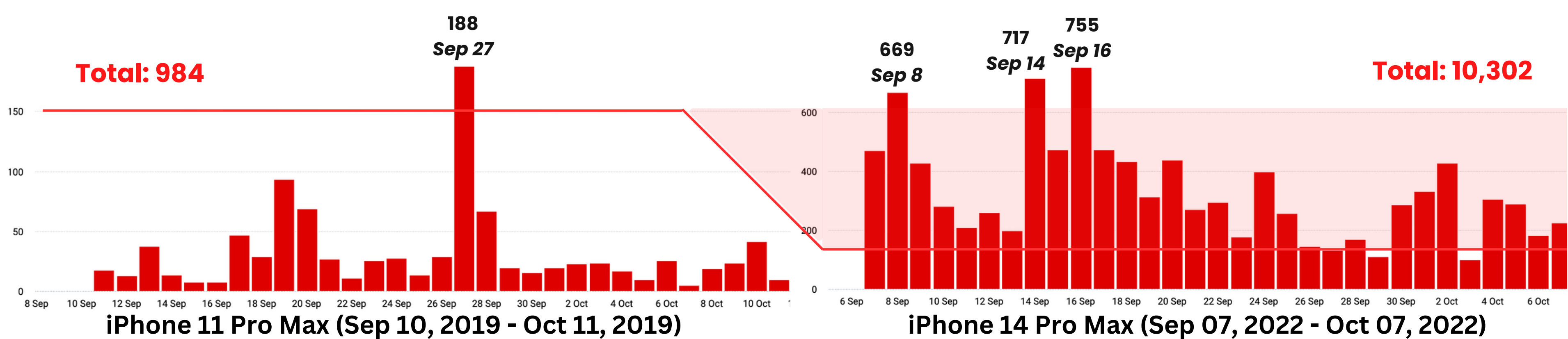
**114
Sep 16**



iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)

Mention Volume (Content Sources – Review)

The two models had a similar amount of Review content. iPhone 11 Pro Max peaked at 89 a week after the day of on-sale, while iPhone 14 Pro Max peaked at 114 on the day of on-sale.



Mention Volume

(Content Sources – YouTube)

There was 900% more Youtube content for iPhone 14 Pro Max than iPhone 11 Pro Max, which the biggest difference in all content sources. One peak occurred for iPhone 11 Pro Max at 188 two weeks after its launch. Multiple peaks occurred for iPhone 14 Pro Max between its launch day and on-sale day.

Rank	Country	Mention Volume	Percentage
1	United States	18911	39%
2	India	6587	14%
3	United Kingdom	3691	8%
4	Nigeria	2161	5%
5	Philippines	1402	3%
6	Malaysia	1336	3%
7	Canada	1247	3%
8	South Africa	997	2%
9	Indonesia	808	2%
10	France	632	1%

iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

Top 10 Countries by Volume (*iPhone 11 Pro Max*)

Rank	Country	Mention Volume	Percentage
1	United States —	48001	43%
2	United Kingdom ↑	7481	7%
3	Malaysia ↑	7458	7%
4	India ↓	5486	5%
5	Nigeria —	5077	5%
6	France ↑	4755	4%
7	Indonesia ↑	3123	3%
8	Canada ↓	2416	2%
9	South Africa —	2319	2%
10	Philippines ↓	1,650	2%

iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

As for iPhone 11 Pro Max, the US and the UK are at the top of the country list. Countries like India, Canada, and Philippines were more interested during the launch to on-sale time period, while Malaysia, France, and Indonesia were more interested after the on-sale day.



Rank	Country	Mention Volume	Percentage
1	United States	15198	33%
2	India	8604	19%
3	Nigeria	3256	7%
4	United Kingdom	2368	5%
5	Canada	1224	3%
6	Thailand	1043	2%
7	South Africa	1006	2%
8	South Korea	912	2%
9	Pakistan	844	2%
10	Malaysia	777	2%

iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale

Top 10 Countries by Volume (iPhone 14 Pro Max)

Rank	Country	Mention Volume	Percentage
1	United States —	16415	30%
2	India —	8472	16%
3	Nigeria —	4275	8%
4	United Kingdom —	2694	5%
5	Malaysia ↑	2123	4%
6	Ghana ★	1781	3%
7	Uganda ★	1431	3%
8	South Korea —	1367	3%
9	Indonesia ★	1299	3%
10	Canada ↓	1,182	2%

iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

As for iPhone 14 Pro Max, the US, India, Nigeria, and the UK are at the top of the country list. Countries like Malaysia, Ghana, Uganda, and Indonesia were more interested during the launch to on-sale time period, while Canada was more interested after the on-sale day.

Top 10 Countries by Volume (iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Rank	Country	Mention Volume	Percentage
1	United States	64024	41%
2	India	11661	8%
3	United Kingdom	10634	7%
4	Malaysia	8672	6%
5	Nigeria	7057	5%
6	France	5341	4%
7	Indonesia	3859	3%
8	Canada	3537	2%
9	South Africa	3181	2%
10	Philippines	3,009	2%

iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)

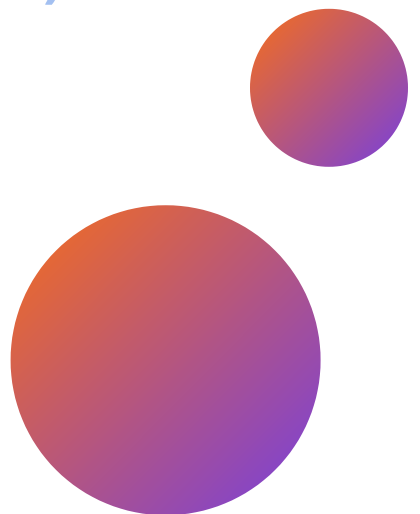
Announcement - 3 weeks after on-sale

Rank	Country	Mention Volume	Percentage
1	United States —	28769	31%
2	India —	15936	17%
3	Nigeria ↑	7260	8%
4	United Kingdom ↓	4699	5%
5	Malaysia ↓	2744	3%
6	Ghana ★	2464	3%
7	Canada ↑	2219	3%
8	South Korea ★	2063	2%
9	Uganda ★	1802	2%
10	Indonesia ↓	1766	2%

iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)

Announcement - 3 weeks after on-sale

Comparing iPhone 11 Pro Max and iPhone 14 Pro Max from the launch day to 3 weeks after the official on-sale, the US, India, Nigeria, the UK, and Malaysia are countries with the highest volume, which cover the continents of America, Africa, Europe, and Asia. Ghana, South Korea, and Uganda are more interested in iPhone 14 Pro Max than iPhone 11 Pro Max.



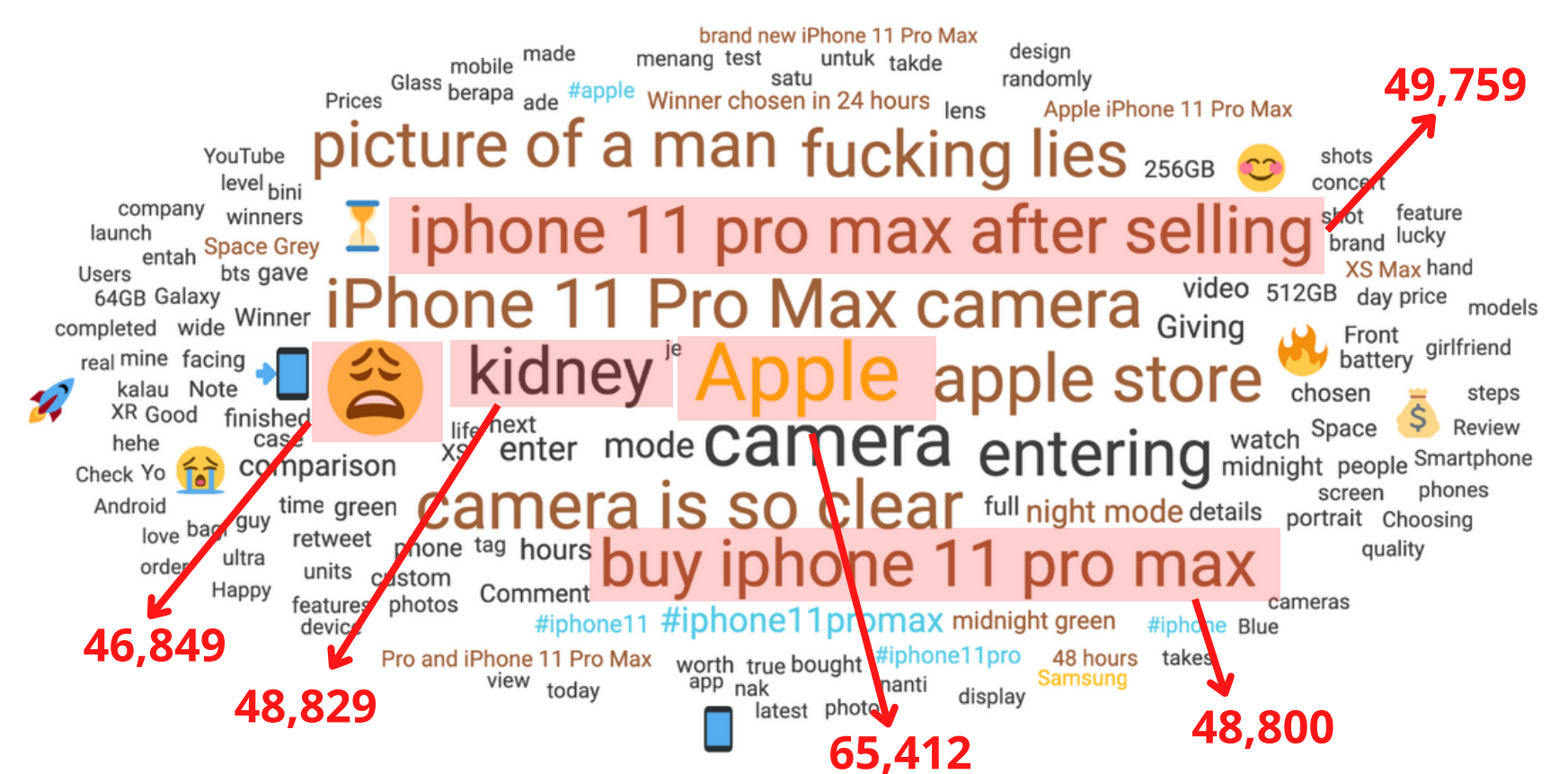


Contextual Comparison



iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

Wordcloud – Overall (iPhone 11 Pro Max)



iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

iPhone 11 Pro Max had a bigger wordcloud in size and volume after the on-sale day. Some of the most popular phrases/keywords include "kidney", after selling, camera, etc. In terms of emojis, before on-sale the emoji shows that people are excited about the new model, while after on-sale people post "frustrated" emojis because iPhone 11 Pro Max was considered so expensive that people need to "sell their kidney" to buy one.



Wordcloud – Overall

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)



Hashtags Locations Organizations Phrases Keywords

iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)

Announcement - 3 weeks after on-sale

Based on the overall wordcloud, we could tell from the amount of emojis and types of phrases that people were more excited about iPhone 11 Pro Max. For iPhone 14 Pro Max, there were more topics about its features rather than showing emotions towards the model. There was also a new category – AI-Powered Keywords.



Hashtags Locations Organizations People Phrases Keywords AI-powered Keywords

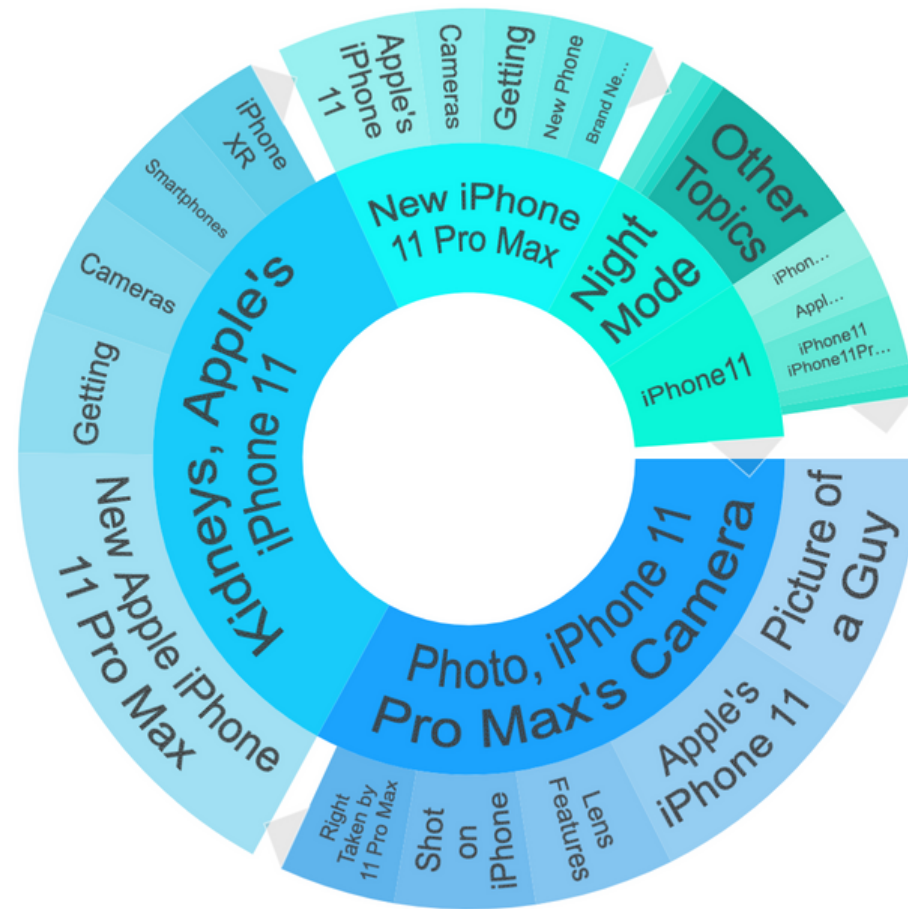
iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)

Announcement - 3 weeks after on-sale

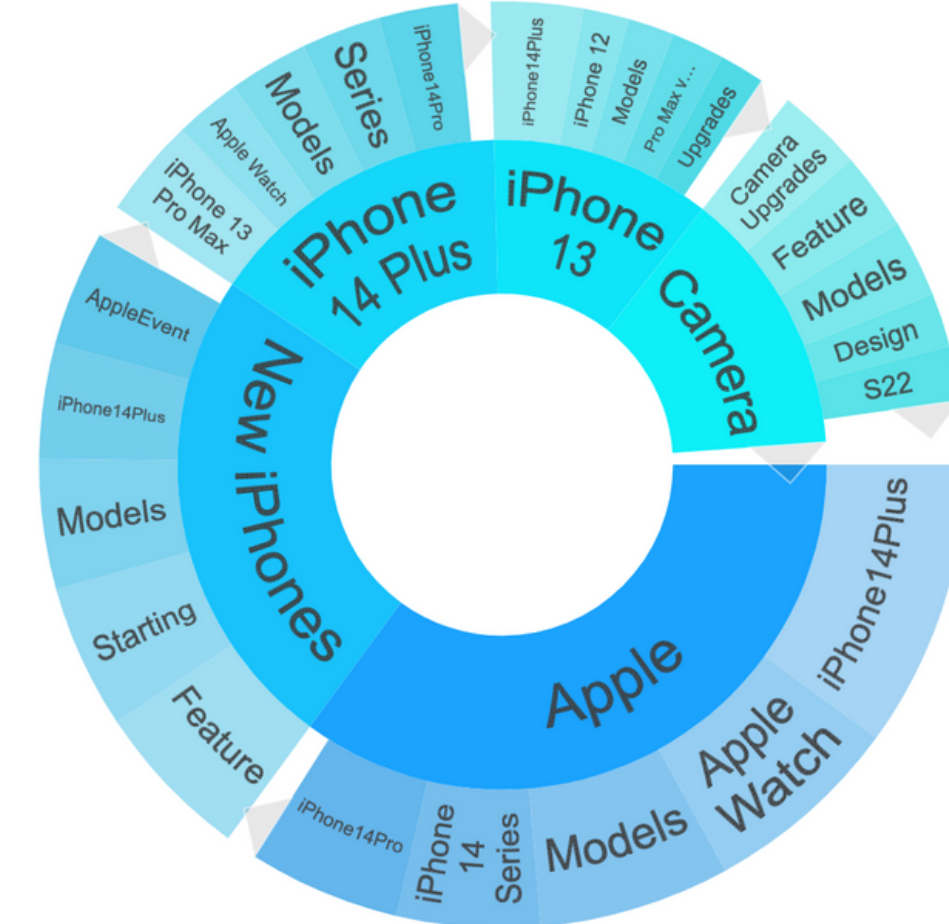


Topics Wheel

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)



iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale

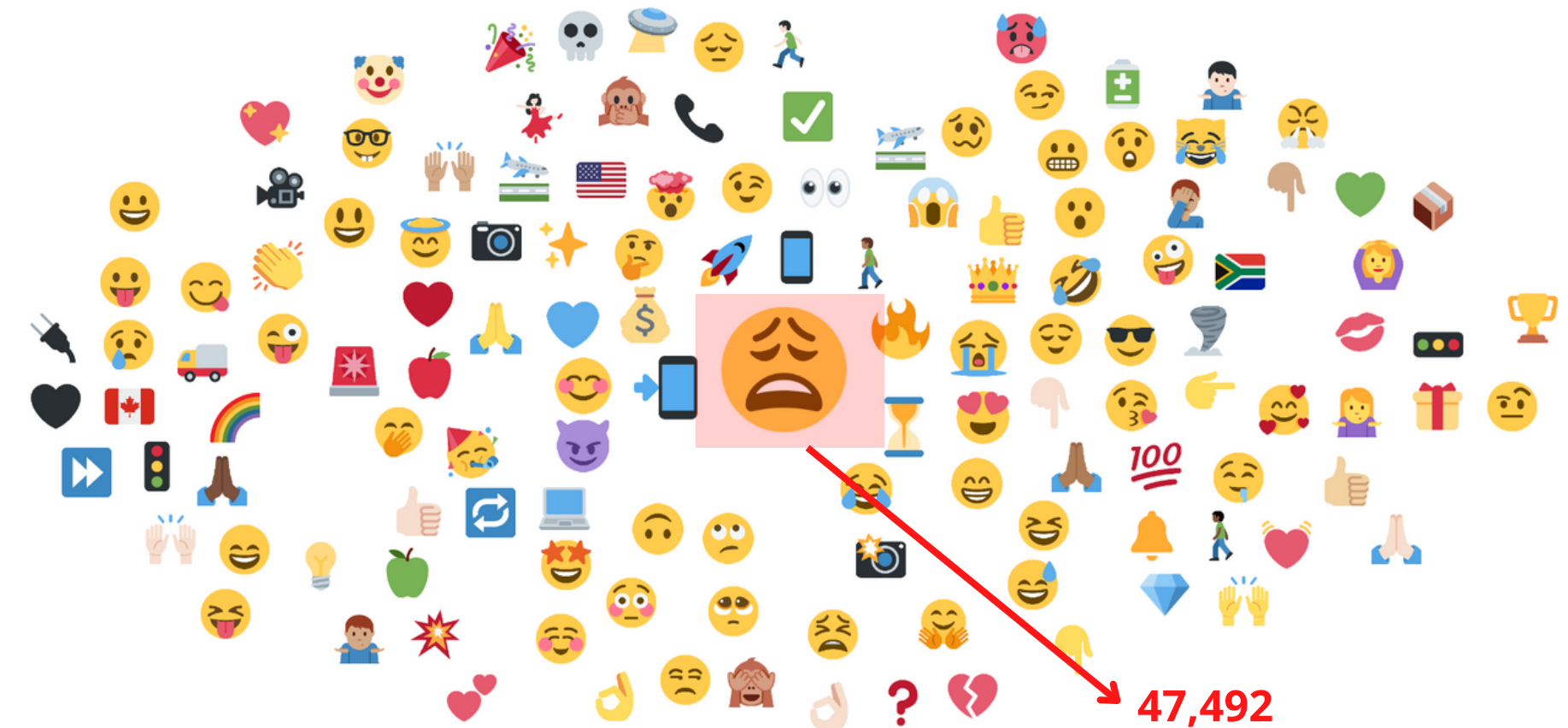


iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

iPhone 11 Pro Max had more big topics than iPhone 14 Pro Max, but both models had a common focus – the camera. iPhone 14 Pro Max's topics were more about the product itself, but for iPhone 11 Pro Max, there was more personal feeling involved like "kidneys", and "right taken by 11 Pro Max". Both wheels also include other iPhone models like iPhone XR and iPhone 13.



Sentiment Analysis

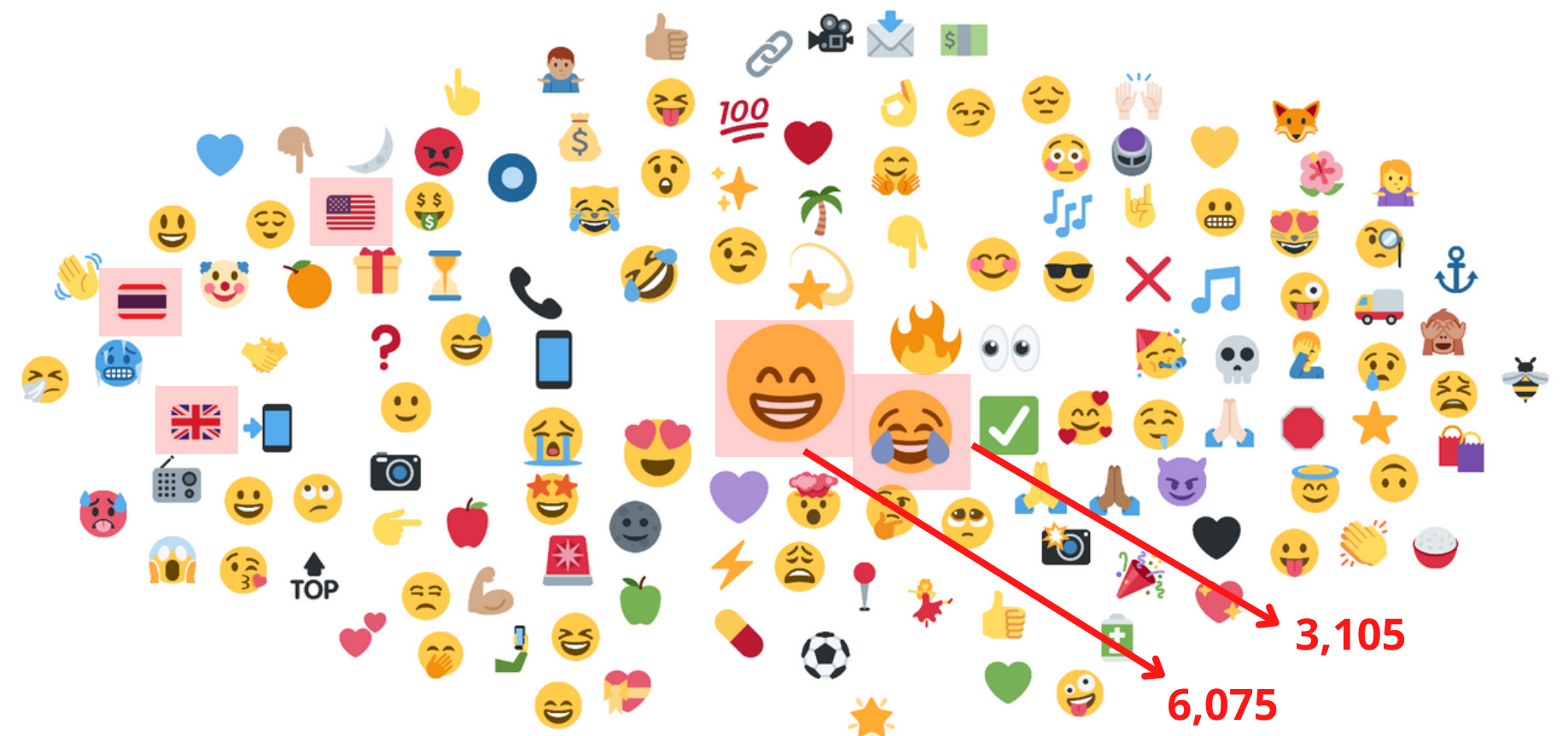


Wordcloud - Emojis (iPhone 11 Pro Max)

Seemingly, the emojis before on-sale was positive while after on-sale was negative. However, the emojis after on-sale showed people's desperation in buying the new model.



iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale



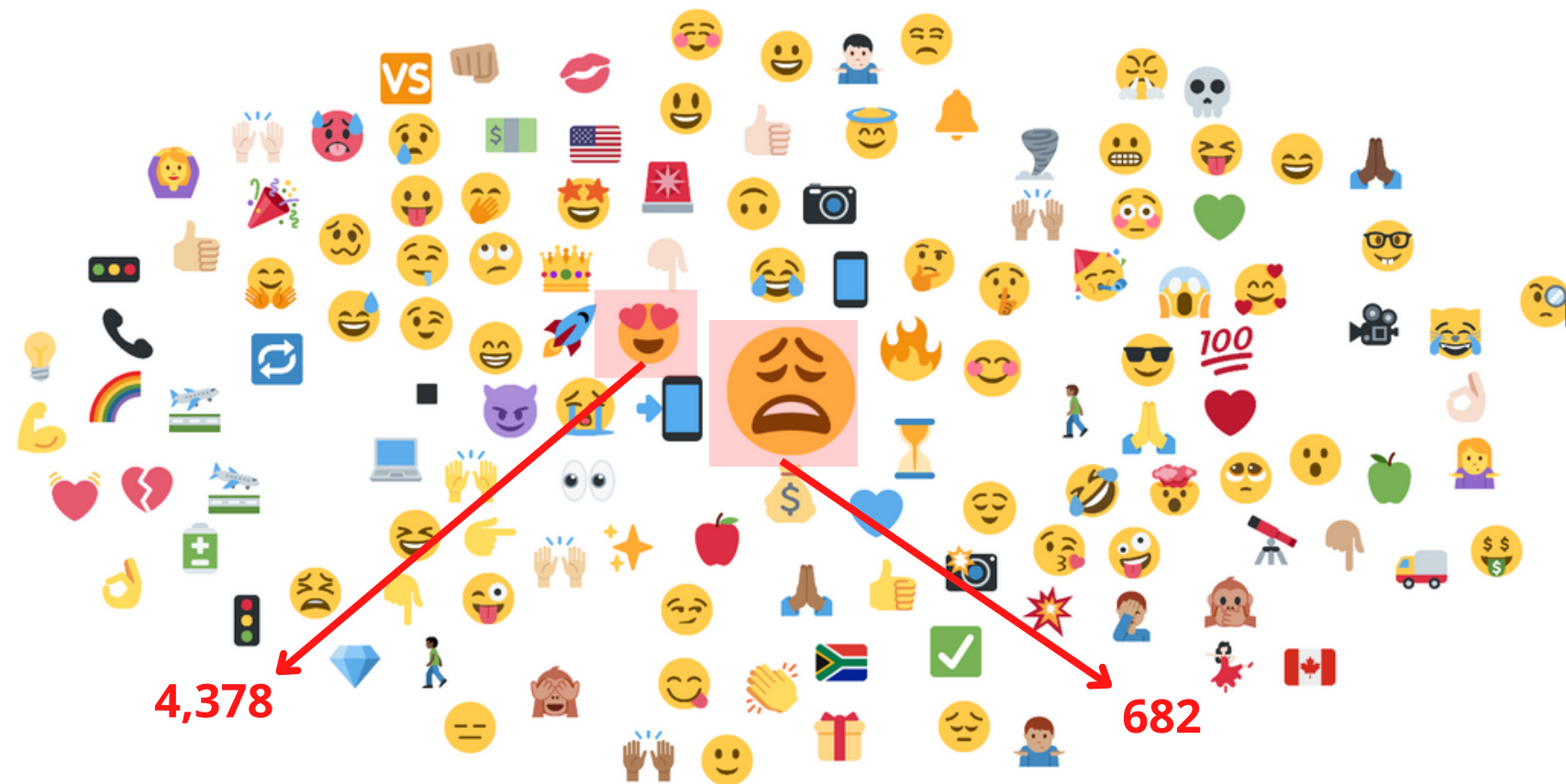
iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

Wordcloud – Emojis (*iPhone 14 Pro Max*)

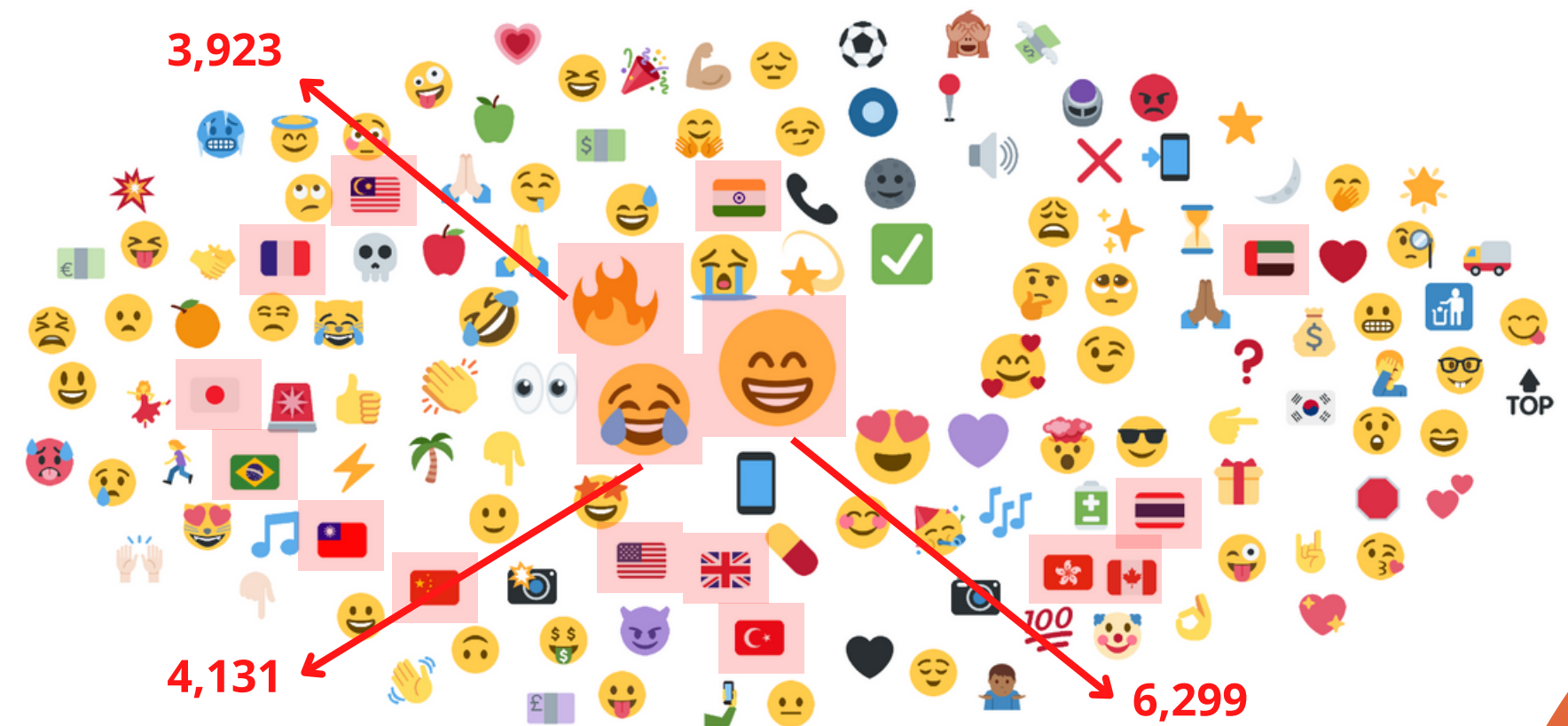
The emojis for iPhone 14 Pro Max were generally positive. There were more country flags before on-sale.

Wordcloud – Emojis

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

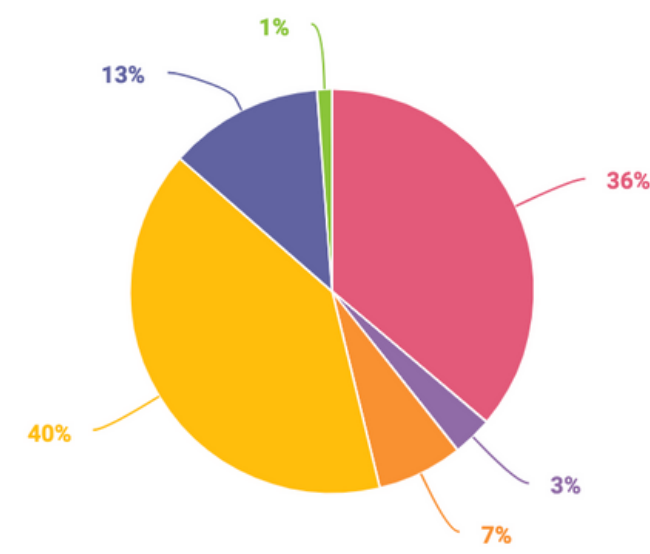
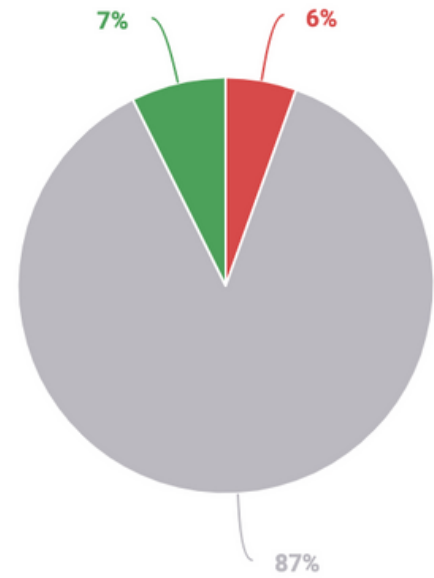


iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale



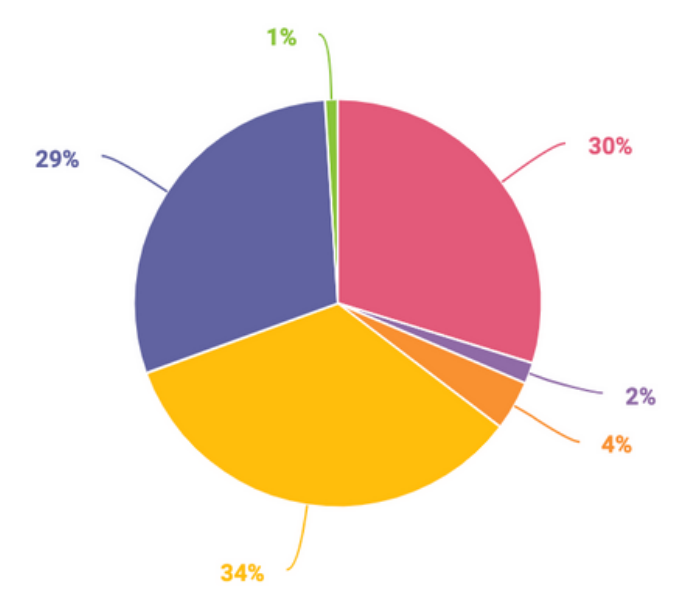
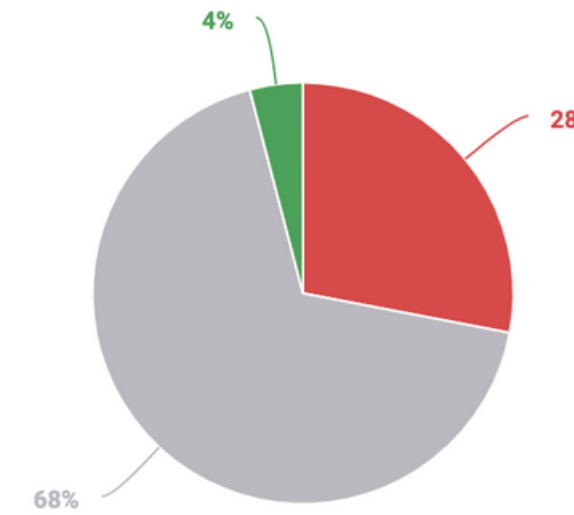
iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

iPhone 11 Pro Max has a slightly bigger emoji wordcloud than iPhone 14 Pro Max. The sentiment towards iPhone 11 Pro Max was excited and desperate, while with iPhone 14 Pro Max, it was mostly chill and delighted. More country flags appeared in iPhone 14 Pro Max's discussion as well.



● Negative ● Neutral ● Positive ● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

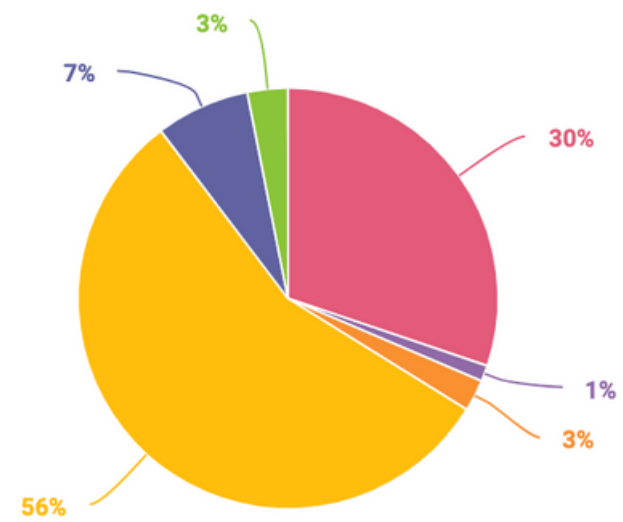
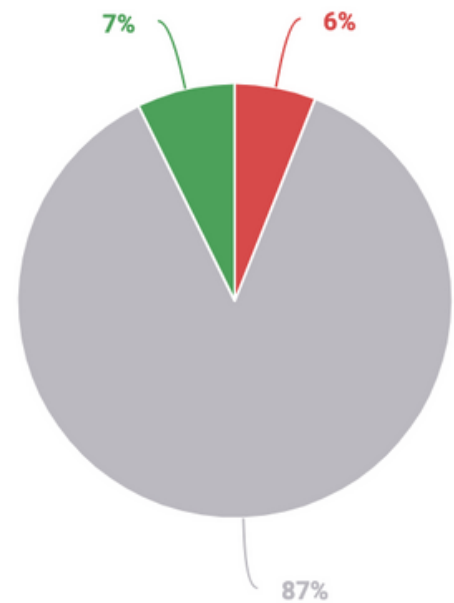


● Negative ● Neutral ● Positive ● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

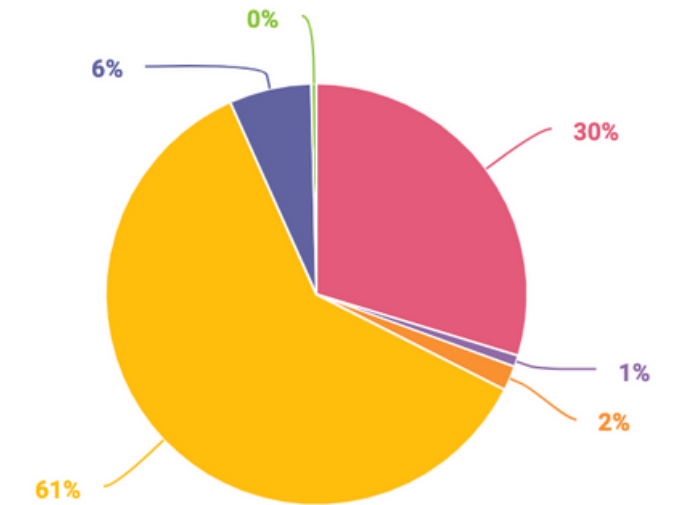
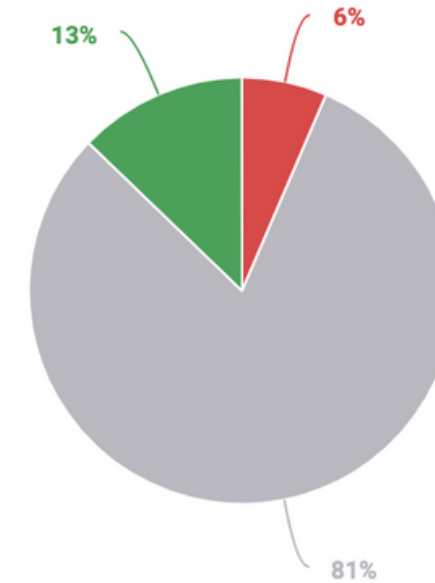
Sentiment Analysis (*iPhone 11 Pro Max*)

The sentiment towards iPhone 11 Pro Max was generally neutral but tended to be more negative after on-sale. The emotions were half joy, have anger+disgust. However, emotions cannot indicate the sentiment level, it depends on the actual message that people posts.



● Negative ● Neutral ● Positive ● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale



● Negative ● Neutral ● Positive ● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

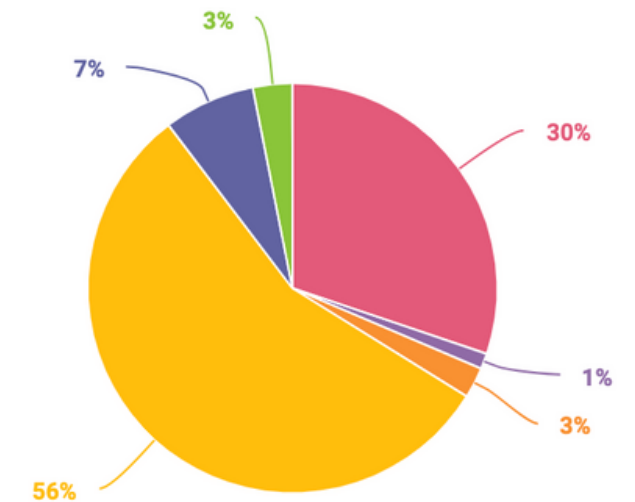
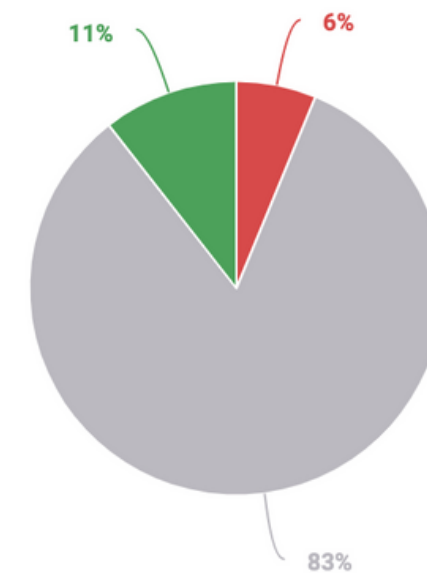
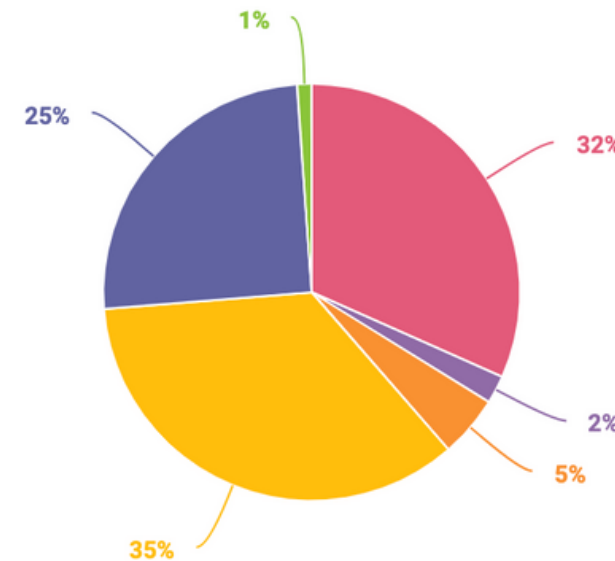
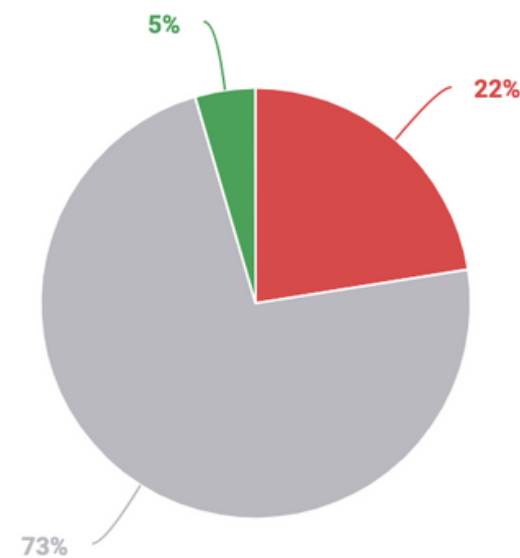
iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

Sentiment Analysis (*iPhone 14 Pro Max*)

The sentiment towards iPhone 14 Pro Max was also generally neutral, but slightly more positive after on-sale. As we can see from the Emotions chart, joy was the most common emotion while "anger" and "sadness" still occupy a large part of the chart. Though they're also not a direct indicator of the sentiment.

Sentiment Analysis

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)



● Negative ● Neutral ● Positive ● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale

iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

In terms of sentiment, both models had pretty neutral sentiment, while iPhone 11 Pro Max showed more negative sentiment (22%) than iPhone 14 Pro Max (6%). As for emotions, iPhone 11 Pro Max had more sadness emotions than iPhone 14 Pro Max. But based on our previous analysis, the sadness might be because iPhone 11 Pro Max was so expensive than most people could afford.



Twitter Themes Comparison

Top Stories

cnet.com/news/iphone-11-pro-and-pro-max-flex-three-rear-cameras-longer-battery-life/?ftag=COS-05-10aaa0b

cnn.com/tech/live-news/apple-event-september-2019/h_09264b732550c94b2c0198b17823a5e7?utm_source=t...

youtube.com/watch?v=WKwGlv3l1x8&feature=youtu.be

cnn.com/videos/business/2019/09/10/apple-event-iphone-11-pro-orig.cnn-business?utm_term=video&utm_cont...

youtube.com/watch?v=KsXCZqCiBKE&feature=youtu.be

ign.com/articles/2019/09/10/iphone-11-pro-iphone-11-pro-max-announced-pricing-release-date-specs?sf108673...

amazon.com/dp/B07XSR733W/ref=as_li_ss_tl?ie=UTF8&linkCode=sl1&tag=astore02c8-20&linkId=7ac106338c...

youtube.com/watch?v=zli0eigYxLE&feature=youtu.be

apple.com/newsroom/2019/09/iphone-11-iphone-11-pro-and-iphone-11-pro-max-the-reviews-are-in

cnbc.com/2019/09/10/apple-hardware-event-new-iphones-apple-watches-and-more.html?__source=twitter|main

iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

Twitter Themes - Top Stories (*iPhone 11 Pro Max*)

Top Stories

youtube.com/watch?v=XGvbKp23iOg&feature=youtu.be

pickaw.app/login

twitter.com/officialjoelf/status/1175226201117528072

whitstonedome.com

fineartamerica.com

9to5mac.com/2019/09/24/iphone-11-pro-max-battery-life

youtube.com/watch?v=te846yn31Z8&feature=youtu.be

amazon.com/gp/product/B07XSR733W?ie=UTF8&camp=213733&creative=393177&creativeASIN=B07XSR73...

instagram.com/p/B2sji_2JCpw

youtube.com/watch?v=kgbz5Kblatl&feature=youtu.be

iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

- During the model launch and on-sale day, there were 6 news stories related to the release of iPhone 11 Pro Max, 3 review videos, and 1 Amazon purchase link.
- After the on-sale day, there were 2 giveaways, 1 Amazon purchase link, 3 review videos/tweet, 1 screen protector product, and 1 news story related to iPhone 11 Pro Max.

Top Stories

- amazon.com/dp/B0BC7HX18N/ref=cm_sw_r_api_i_QZFG2Y3S2FSSK6QH33NY_0
- go.att.com/iphone14promax
- att.com/buy/phones/apple-iphone-14-pro-max.html?offerid=22100050&/?source=ECZO000000000000M
- xda-developers.com/best-apple-iphone-14-screen-protectors/amp
- whitestonedome.com/products/ez-w-cam-iphone-14-pro-max-ez-glass-screen-protector-6-7-with-camera-protect...
- amazon.com/dp/B0BCHXN8FC/ref=cm_sw_r_api_i_SRV2RYFY0H682E91GKGB_0
- whitestonedome.com/products/dome-glass-iphone-14-pro-max-tempered-glass-screen-protector-6-7
- buff.ly/3x9aweH
- digitaltrends.com/mobile/best-iphone-14-screen-protectors/?amp
- twitter.com/i/web/status/1570790162191237126

iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale

Twitter Themes –
Top Stories
(iPhone 14 Pro Max)

Top Stories

- amazon.com/dp/B0BC7HX18N/ref=cm_sw_r_api_i_QZFG2Y3S2FSSK6QH33NY_0
- go.att.com/iphone14promax
- att.com/buy/phones/apple-iphone-14-pro-max.html?offerid=22100050&/?source=ECZO000000000000M
- instagram.com/p/CiuamHnqrY7/?igshid=MjU0Y2ZIMmY=
- worldofbuzz.com/msian-utilizes-grabpay-points-only-has-to-pay-rm800-for-iphone-14-pro-max
- instagram.com/p/CiuamHnqrY7
- xda-developers.com/best-apple-iphone-14-screen-protectors/amp
- amazon.com/dp/B0BCHXN8FC/ref=cm_sw_r_api_i_SRV2RYFY0H682E91GKGB_0
- amazon.com/dp/B0BC79CMNM/ref=cm_sw_r_api_i_5D7NPWK37H2Z9BYZKATG_0
- amazon.com/dp/B0BC82L81Y/ref=cm_sw_r_api_i_2EFPYBXVQGN1B6NASHX7_0

iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

- During the model launch and on-sale day, there were 2 purchase links for iPhone 11 Pro Max, 7 purchase links for screen protectors, and 1 giveaway tweet.
- After the on-sale day, there were 2 purchase links for iPhone 11 Pro Max, 5 purchase links for screen protectors, 2 Instagram posts for iPhone 14 Pro Max camera, and 1 game for points to buy an iPhone 14 Pro Max.

Twitter Themes – Top Stories

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Top Stories

youtube.com/watch?v=XGvbKp23iOg&feature=youtu.be

pickaw.app/login

cnet.com/news/iphone-11-pro-and-pro-max-flex-three-rear-cameras-longer-battery-life/?ftag=COS-05-10aaa0b

cnn.com/tech/live-news/apple-event-september-2019/h_09264b732550c94b2c0198b17823a5e7?utm_source=t...

twitter.com/officialjoelf/status/117522620117528072

youtube.com/watch?v=WKwGlv3l1x8&feature=youtu.be

whitestonedome.com

cnn.com/videos/business/2019/09/10/apple-event-iphone-11-pro-orig.cnn-business?utm_term=video&utm_cont...

fineartamerica.com

youtube.com/watch?v=KsXCZqCiBKE&feature=youtu.be

iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale

Top Stories

amazon.com/dp/B0BC7HX18N/ref=cm_sw_r_api_i_QZFG2Y3S2FSSK6QH33NY_0

go.att.com/iphone14promax

att.com/buy/phones/apple-iphone-14-pro-max.html?offerid=22100050&/?source=ECZO000000000000M

instagram.com/p/CiuamHnqrY7/?igshid=MjU0Y2ZIMmY=

amazon.com/dp/B0BCHXN8FC/ref=cm_sw_r_api_i_SRV2RYFY0H682E91GKGB_0

xda-developers.com/best-apple-iphone-14-screen-protectors/amp

worldofbuzz.com/msian-utilizes-grabpay-points-only-has-to-pay-rm800-for-iphone-14-pro-max

whitestonedome.com/products/ez-w-cam-iphone-14-pro-max-ez-glass-screen-protector-6-7-with-camera-protect...

instagram.com/p/CiuamHnqrY7

whitestonedome.com/products/dome-glass-iphone-14-pro-max-tempered-glass-screen-protector-6-7

iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

The top stories of iPhone 11 Pro Max are mostly about launch news and iPhone review, while most of iPhone 14 Pro Max's top stories are purchase links to either the iPhone or screen protectors. Therefore, there are more actions taken after iPhone 14 Pro Max came out.

Twitter Themes – Hashtags (*iPhone 11 Pro Max*)

The top hashtags for both time periods are similar, featuring the iPhone 11 Pro Max as well as other iPhone models like iPhone XS, iPhone XS Max, and iPhone XR.

Top Hashtags

- #iphone11promax
- #appleevent
- #iphone11
- #iphone11pro
- #apple
- #iphone
- #philippines
- #davaoconyo
- #davaoconyodub
- #iphonexsmax

Sep 10, 2019 - Sep 20, 2019
Announcement - On-sale

Top Hashtags

- #iphone11promax
- #iphone11
- #iphone11pro
- #apple
- #iphone
- #iphonexsmax
- #wallpapers
- #wallpaper
- #iphonexs
- #iphonexr

Sep 20, 2019 - Oct 11, 2019
On-sale - 3 weeks later

Twitter Themes - Hashtags

(iPhone 14 Pro Max)

The top hashtags for iPhone 14 Pro Max before on-sale were mostly about iPhone 14 series, with some AT&T and Amazon hashtags. After on-sale, the three iPhone 14 models are still on top, there are also hashtags that people use to show the photo they took with iPhone 14 Pro Max.

Top Hashtags

#appleevent

#iphone14promax

#iphone14pro

#iphone14

#iphone14plus

#apple

#iphone

#att5g

#amazon

#attexploresweeps

Sep 07, 2022 - Sep 16, 2022
Announcement - On-sale

Top Hashtags

#iphone14promax

#iphone14pro

#iphone14

#apple

#nofilter

#vijayadhasami

#fatherlove

#iphone

#maheshbabu

#ssmb

Sep 16, 2022 - Oct 07, 2022
On-sale - 3 weeks later

Twitter Themes – Hashtags

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Top Hashtags

[#iphone11promax](#)

[#appleevent](#)

[#iphone11](#)

[#iphone11pro](#)

[#apple](#)

[#iphone](#)

[#philippines](#)

[#davaoconyo](#)

[#davaoconyodub](#)

[#iphonexsmax](#)

Top Hashtags

[#iphone14promax](#)

[#appleevent](#)

[#iphone14pro](#)

[#iphone14](#)

[#apple](#)

[#iphone](#)

[#iphone14plus](#)

[#nofilter](#)

[#vijayadhasami](#)

[#fatherlove](#)

Both models have hashtags that are directly related to the iPhone series as well as people who post about the iPhones that show the iPhones' feature, specifically camera quality.

iPhone 11 Pro Max

(Sep 10, 2019 - Oct 11, 2019)

Announcement - 3 weeks after on-sale

iPhone 14 Pro Max

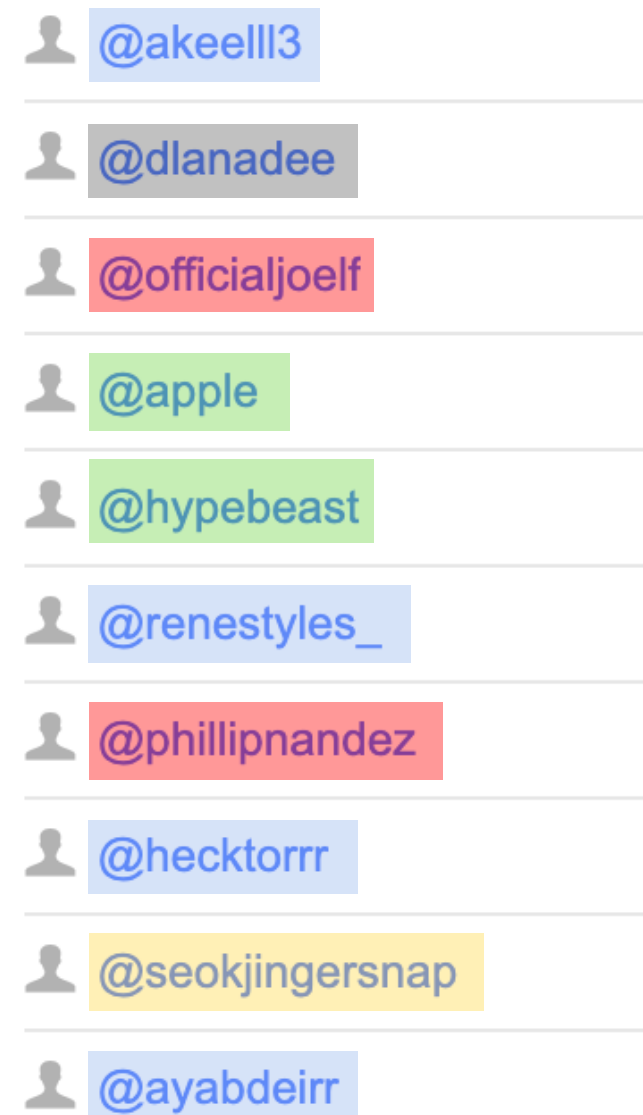
(Sep 07, 2022 - Oct 07, 2022)

Announcement - 3 weeks after on-sale

Most Mentioned Tweeters

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Most Mentioned Tweeters

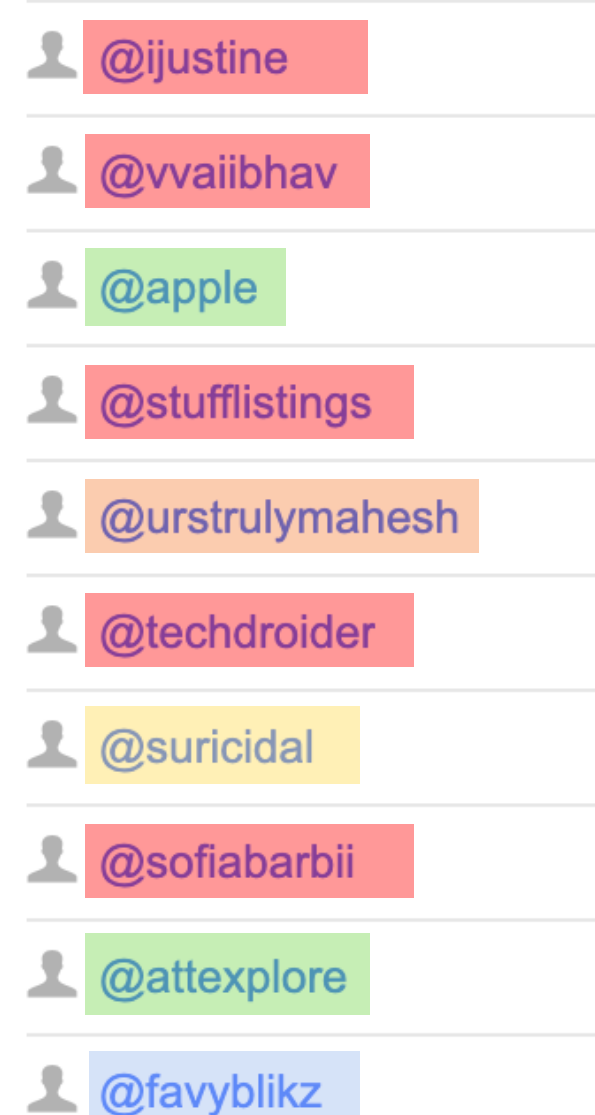


iPhone 11 Pro Max

(Sep 10, 2019 - Oct 11, 2019)

Announcement - 3 weeks after on-sale

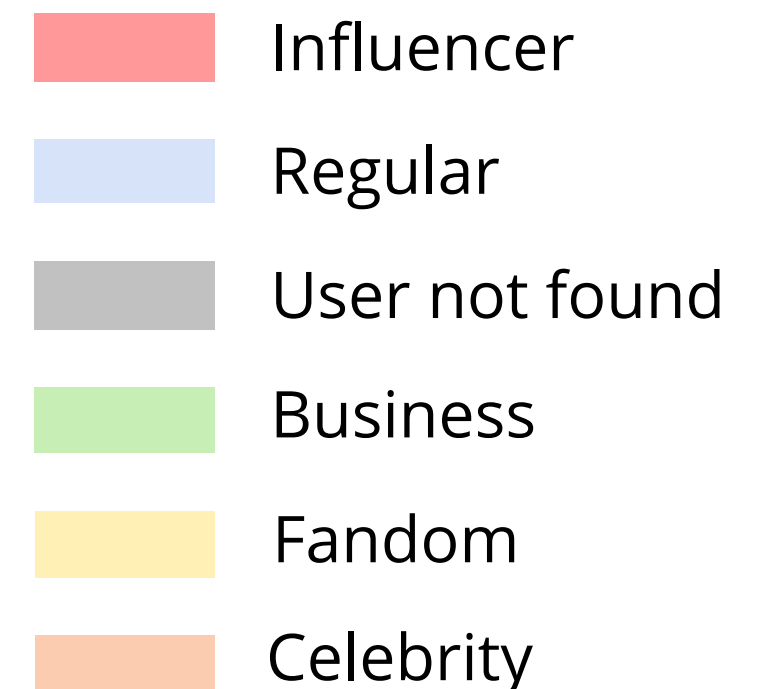
Most Mentioned Tweeters



iPhone 14 Pro Max

(Sep 07, 2022 - Oct 07, 2022)

Announcement - 3 weeks after on-sale



Most Mentioned Tweeters

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Categories	iPhone 11 Pro Max	iPhone 14 Pro Max	Difference
Influencer	2	5	3 ↑
Regular	4	1	3 ↓
User not found	1	0	1 ↓
Business	2	2	-
Fandom	1	1	-
Celebrity	0	1	1 ↑

There are 3 more influencers (tech reviewers) for iPhone 14 Pro Max than iPhone 11 Pro Max.

However, there are 3 more regular people who got mentioned for iPhone 11 Pro Max than iPhone 14 Pro Max. There is also no celebrity mentioned for iPhone 11 Pro Max. From this table, we could see that iPhone 11 Pro Max attracted more attention from ordinary people, while iPhone 14 Pro Max attracted more technology influencers and fans.



Retweeted Content Comparison

Top 25 Retweeted Content

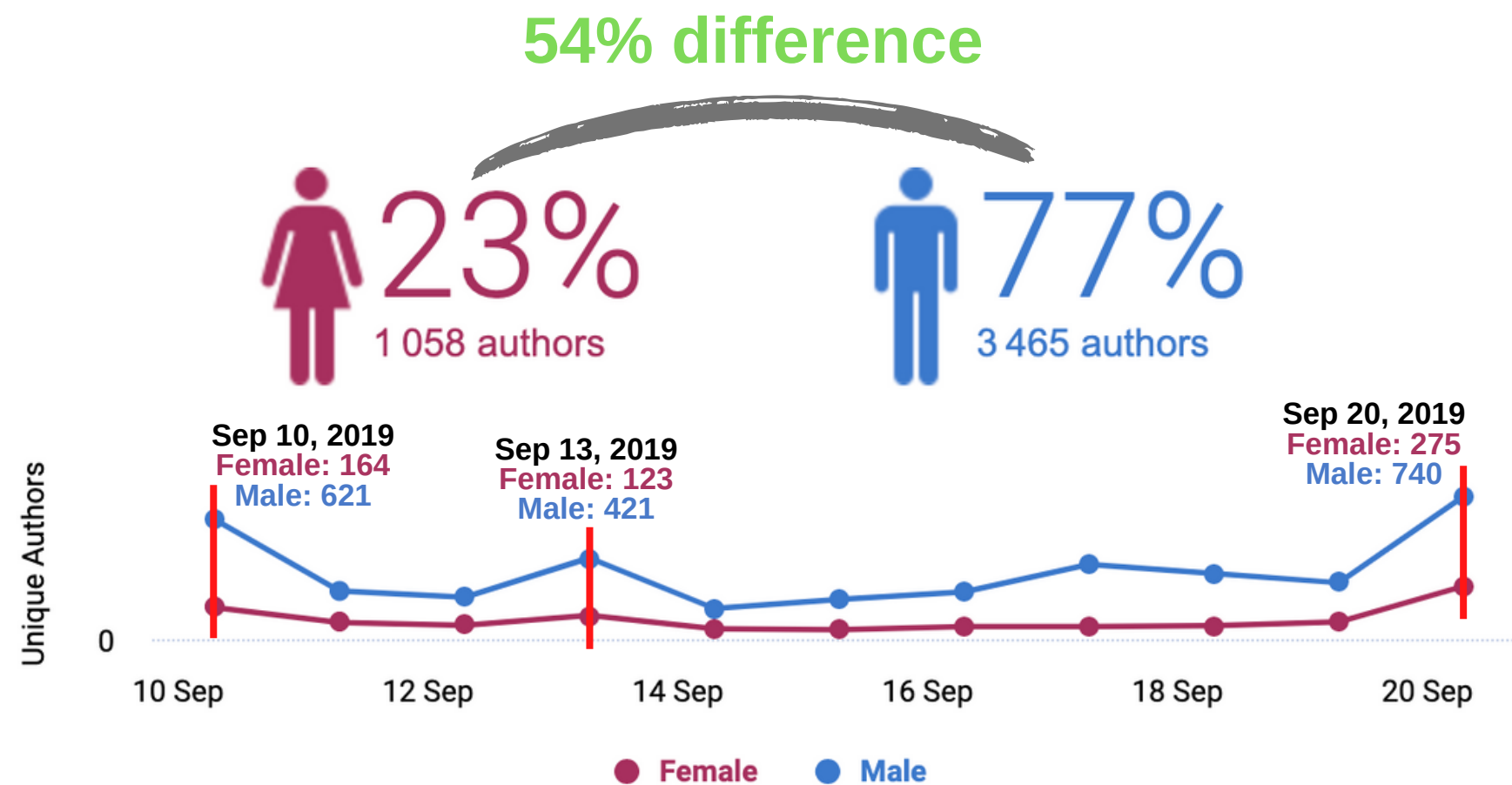
(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Categories	iPhone 11 Pro Max	iPhone 14 Pro Max	Difference
Influencer	8	15	7 ↑
Regular	7	3	4 ↓
Celebrity	1	2	1 ↑
Business	2	2	-
Fandom	1	3	2 ↑
User not found	6	0	6 ↓

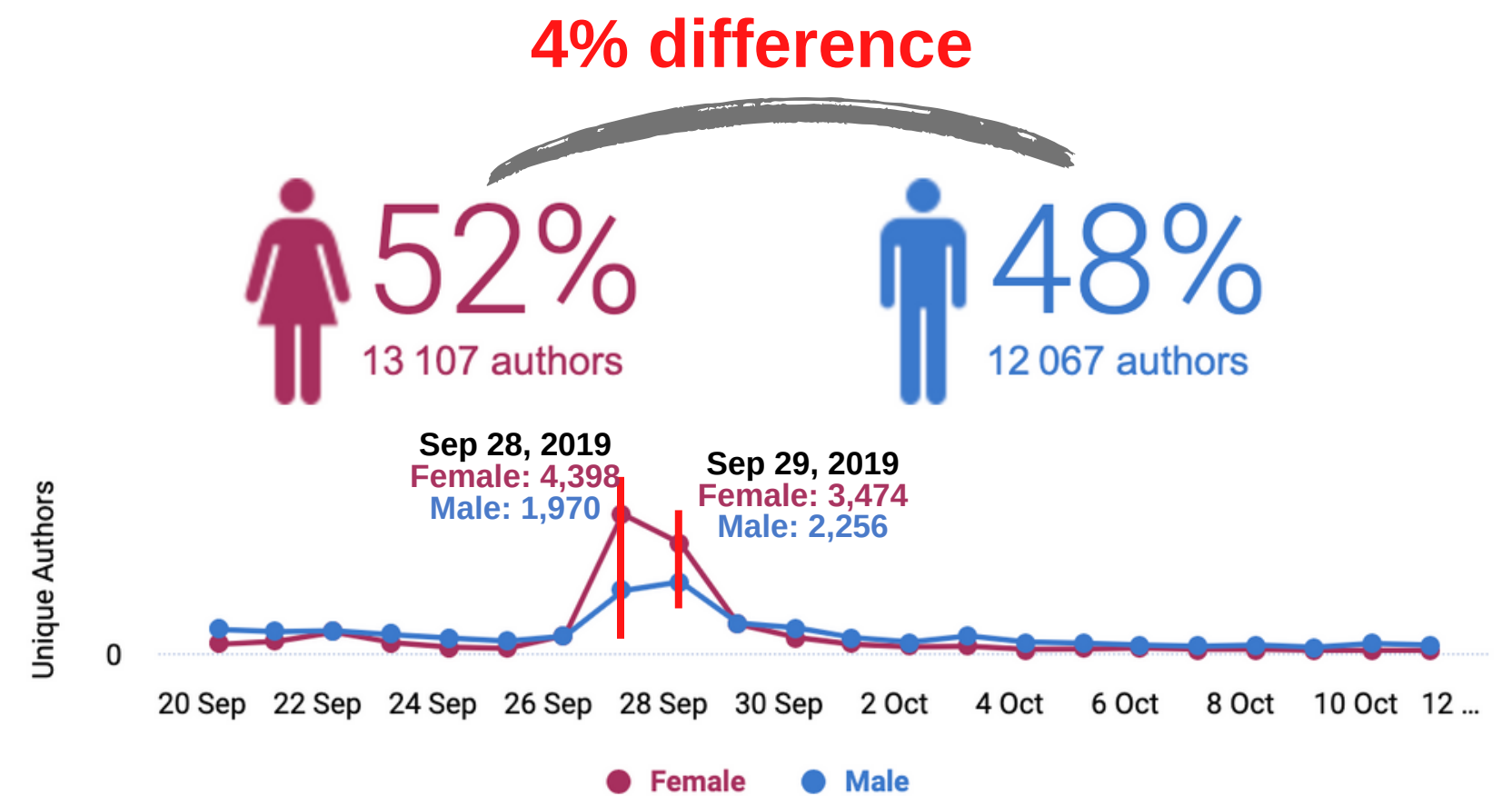
iPhone 11 Pro Max has more content posted by regular people, while iPhone 14 Pro Max has more tech-related influencers, celebrities, and fans involved. More fans are more involved because there are more celebrities using iPhone 14 Pro Max. This summary table tells us that iPhone 14 Pro Max has not only gained attention from regular people but also from more professionals and famous people.



Demographic Comparison



iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

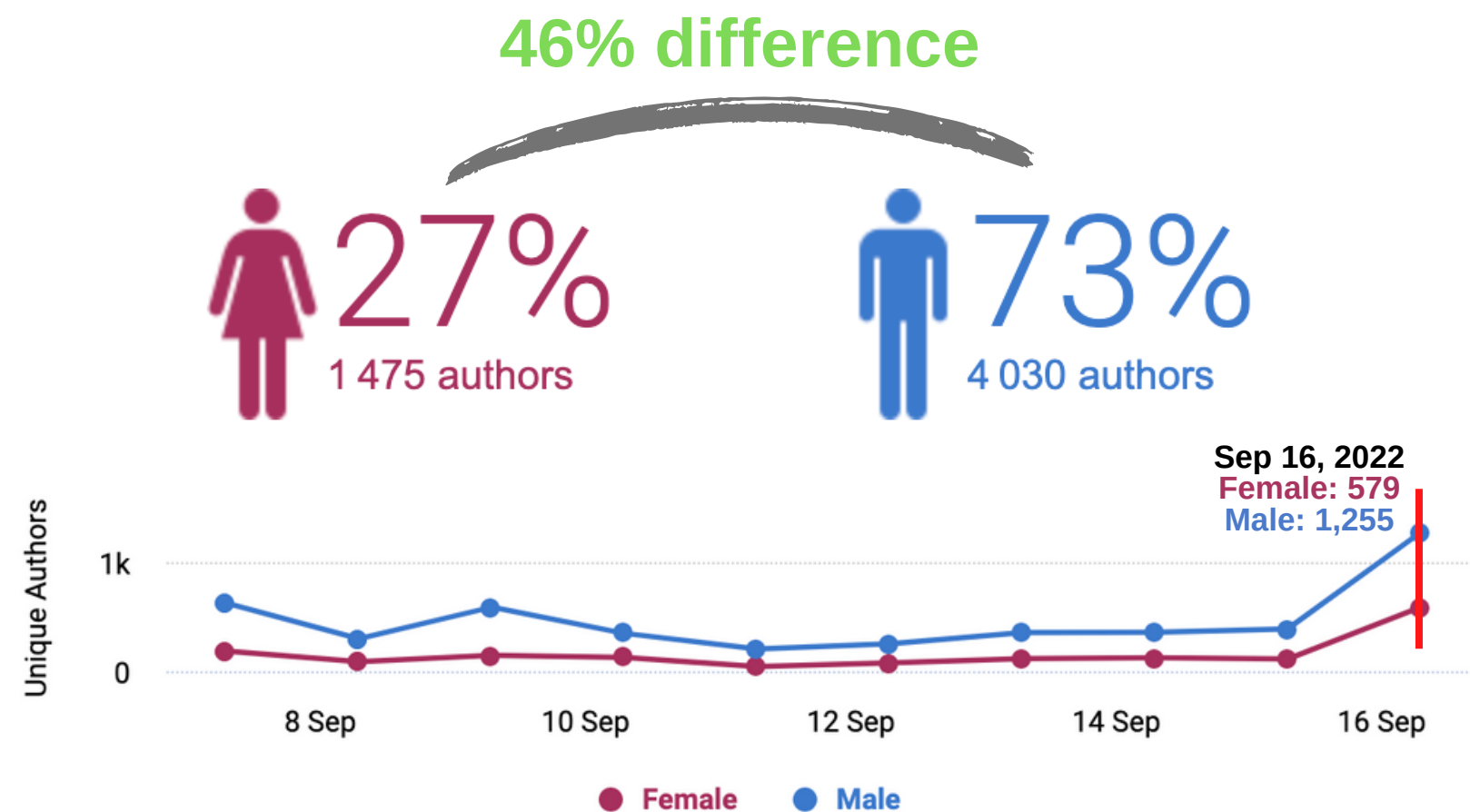


iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

Demographics (iPhone 11 Pro Max)

*Note: Sample size is limited to gender verifiable authors

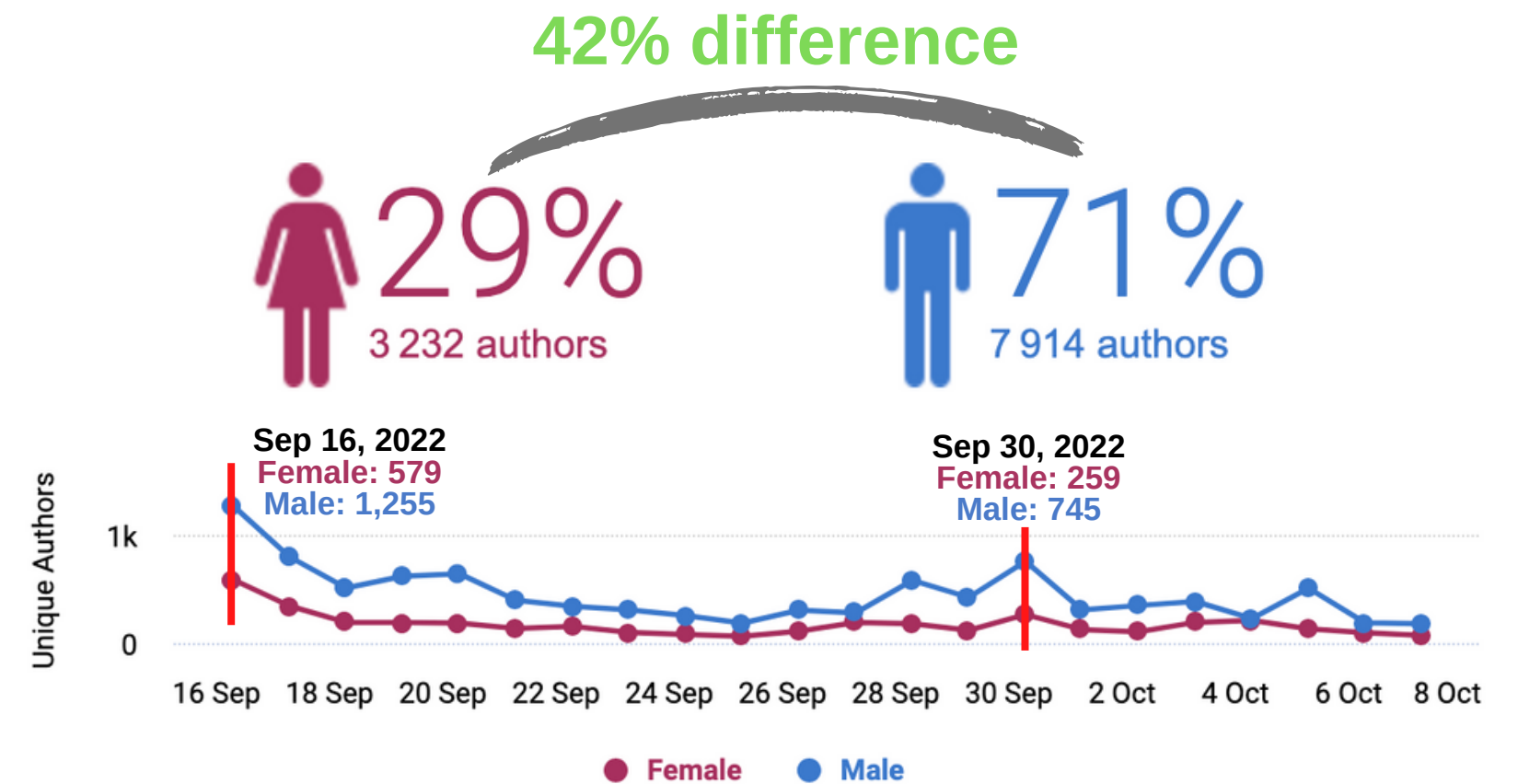
Before on-sale, the people that discussed iPhone 11 Pro Max were 23% female and 77% male, which can be seen as a male-dominated discussion, with the two highest peaks appearing on the day of launch and the day of on-sale. However, after on-sale, the discussions by women increased dramatically and the ratio turned to 52% female and 48% male. The two peaks occurred one week after the on-sale.



iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale

Demographics (*iPhone 14 Pro Max*)

*Note: Sample size is limited to gender verifiable authors

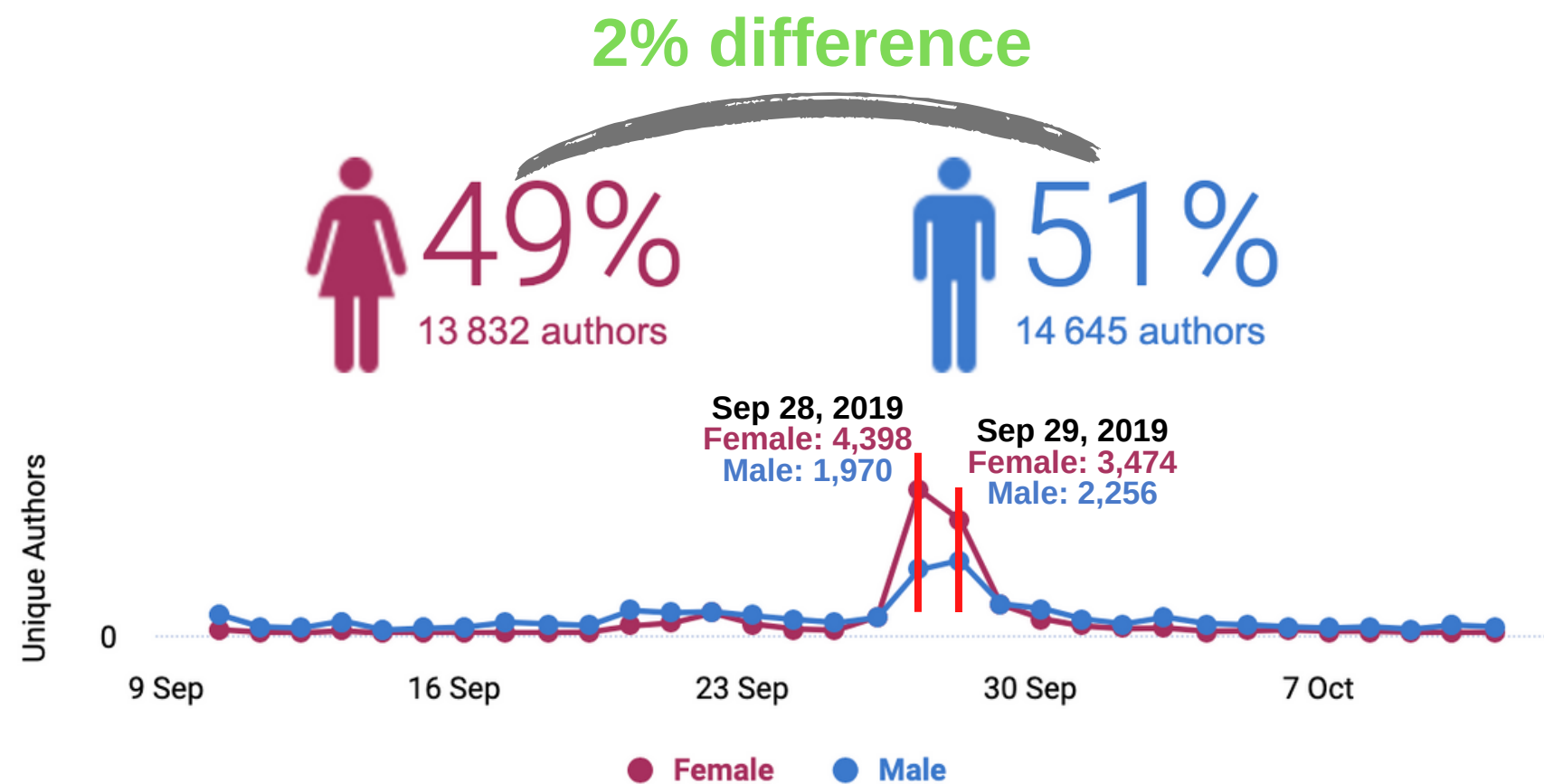


iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

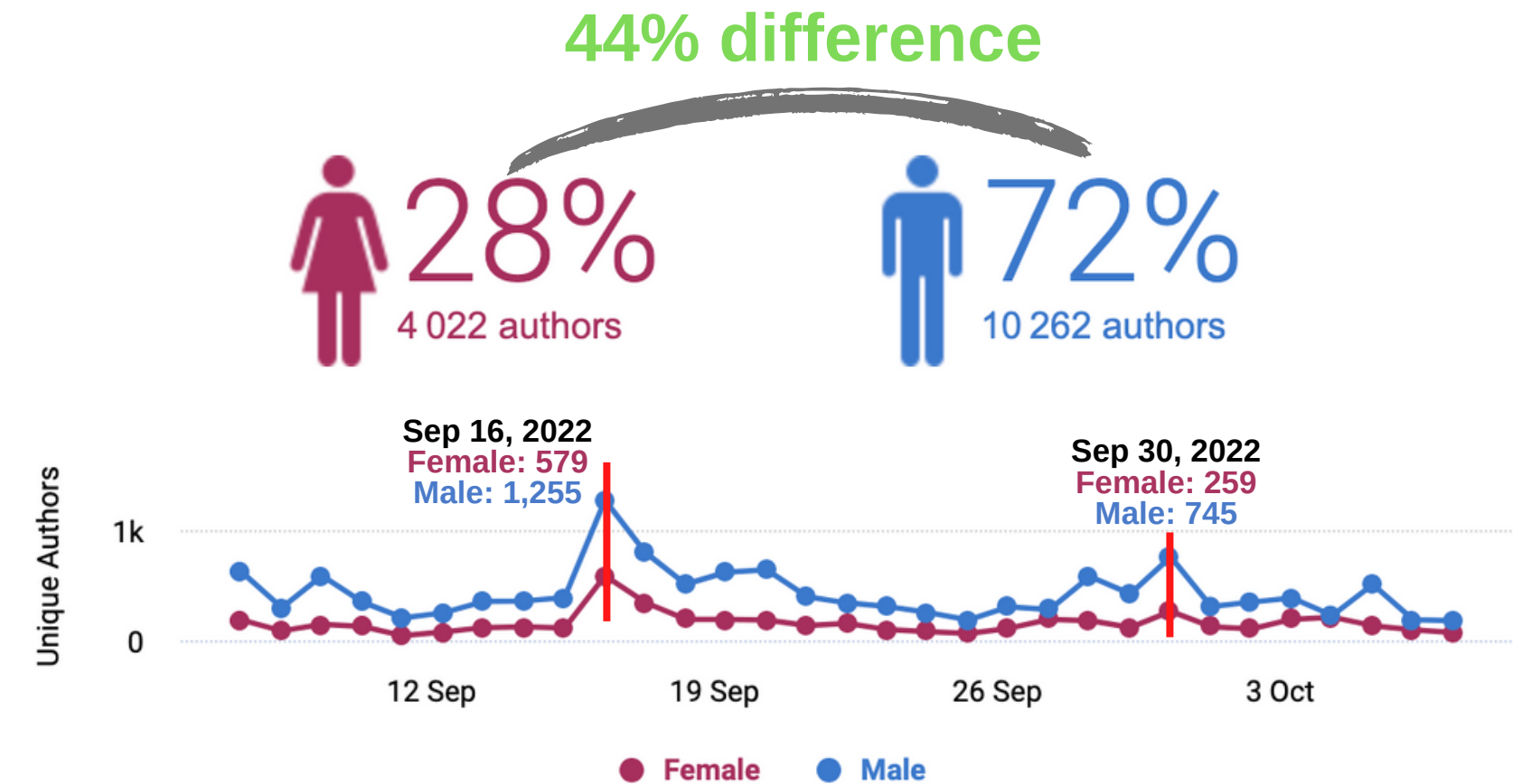
There's no noticeable change in the demographics ratio during the days before iPhone 14 Pro Max was on sale and after. It remains a male-dominated discussion and the ratio is roughly 3:7.

Demographics

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)



iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale

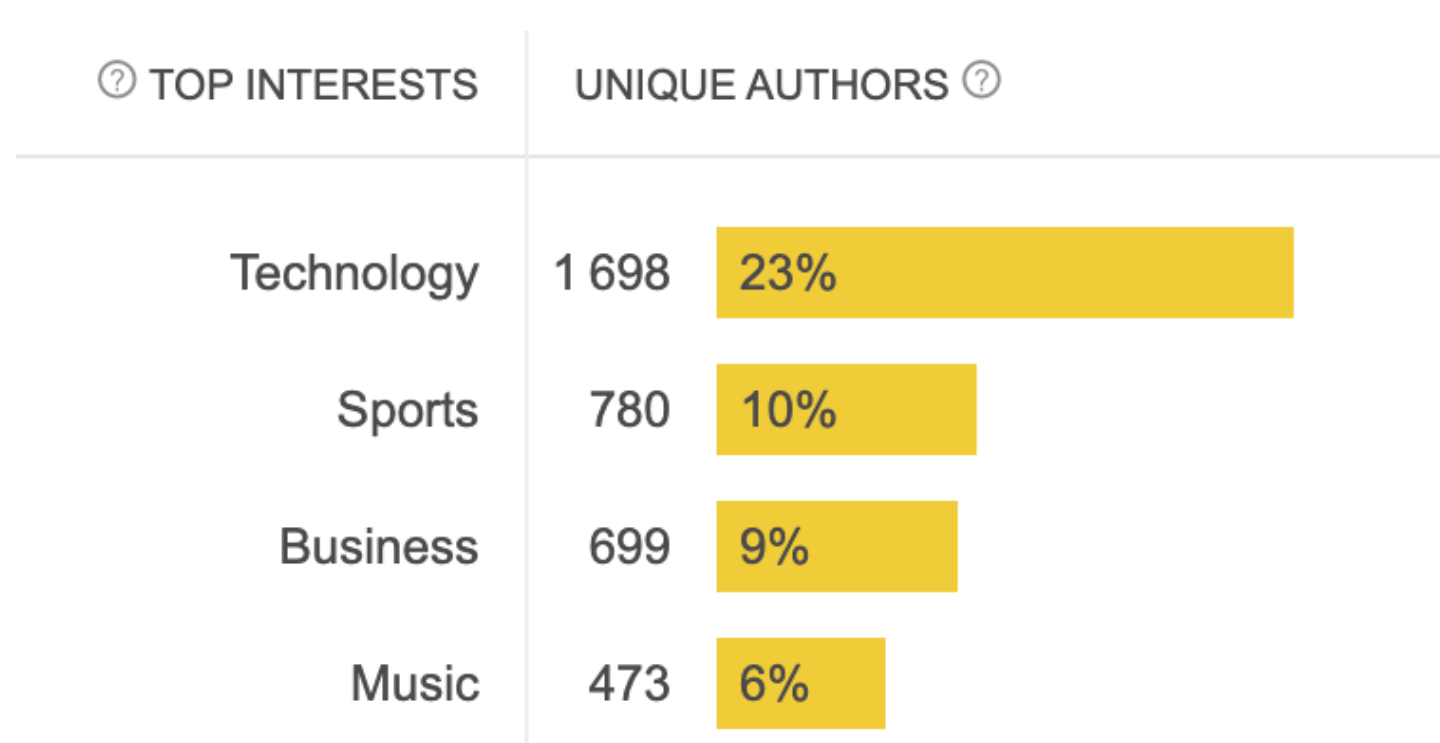


iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

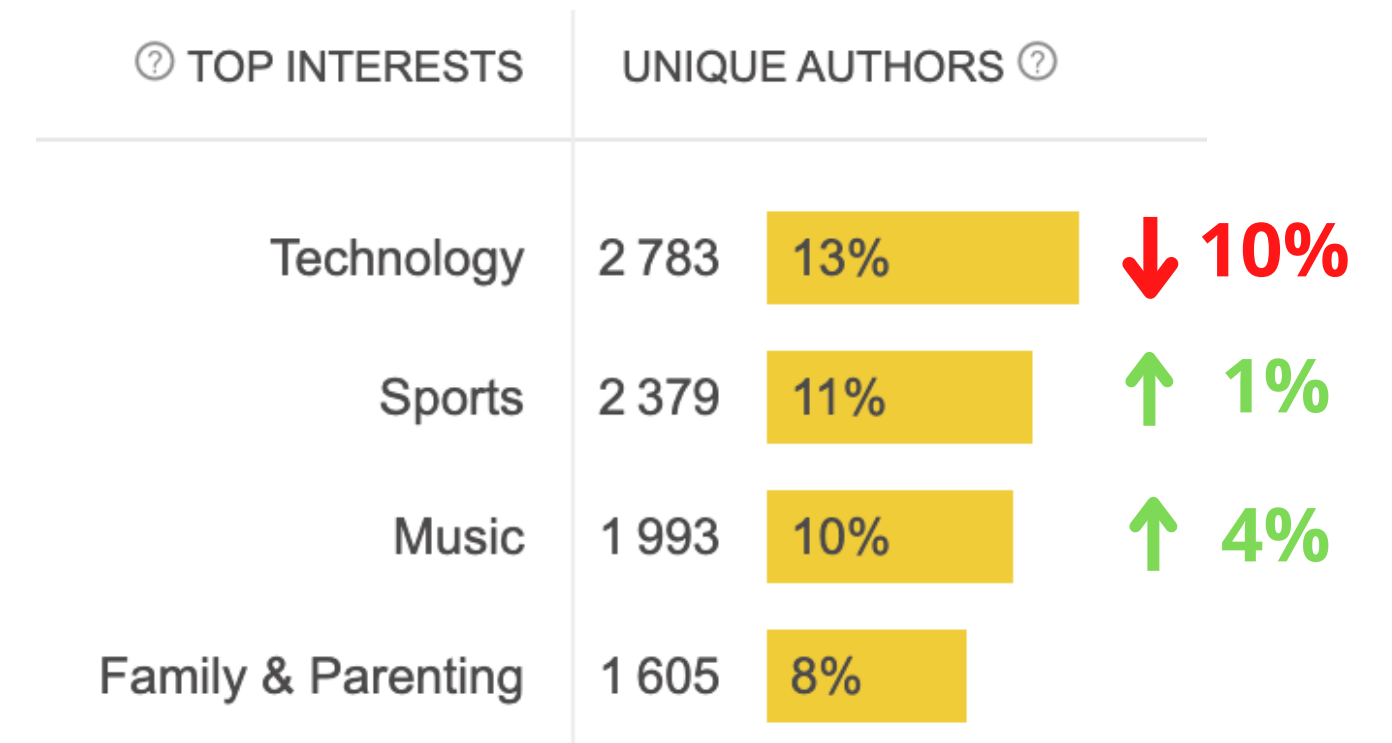
Overall, the ratio of the discussion of iPhone 11 Pro Max is 49:51, while iPhone 14 Pro Max is 28:72. iPhone 11 Pro Max discussion is obviously more gender-equal. The total volume of iPhone 11 Pro Max discussion is higher than iPhone 14 Pro Max as well, as proved in previous volume analysis.

Demographics – Top Interests

(iPhone 11 Pro Max)



iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

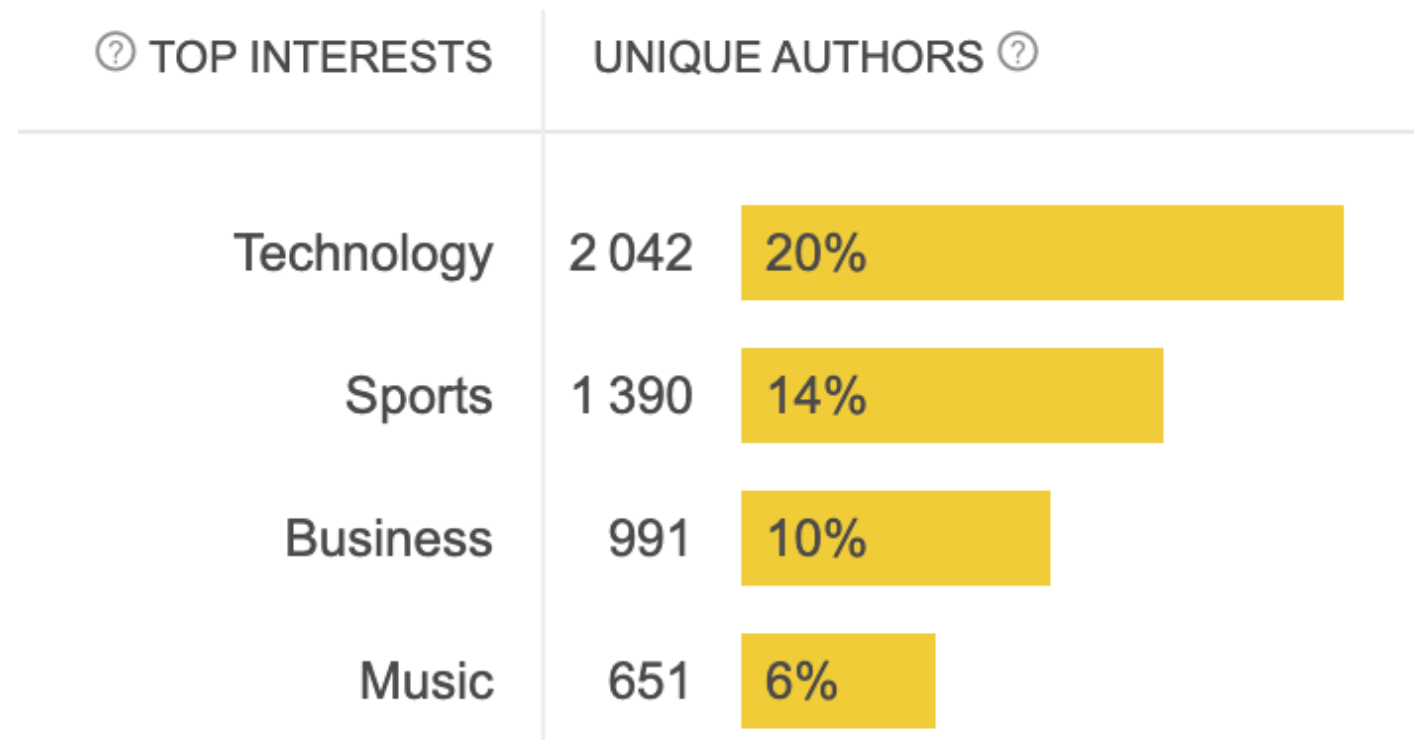


iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

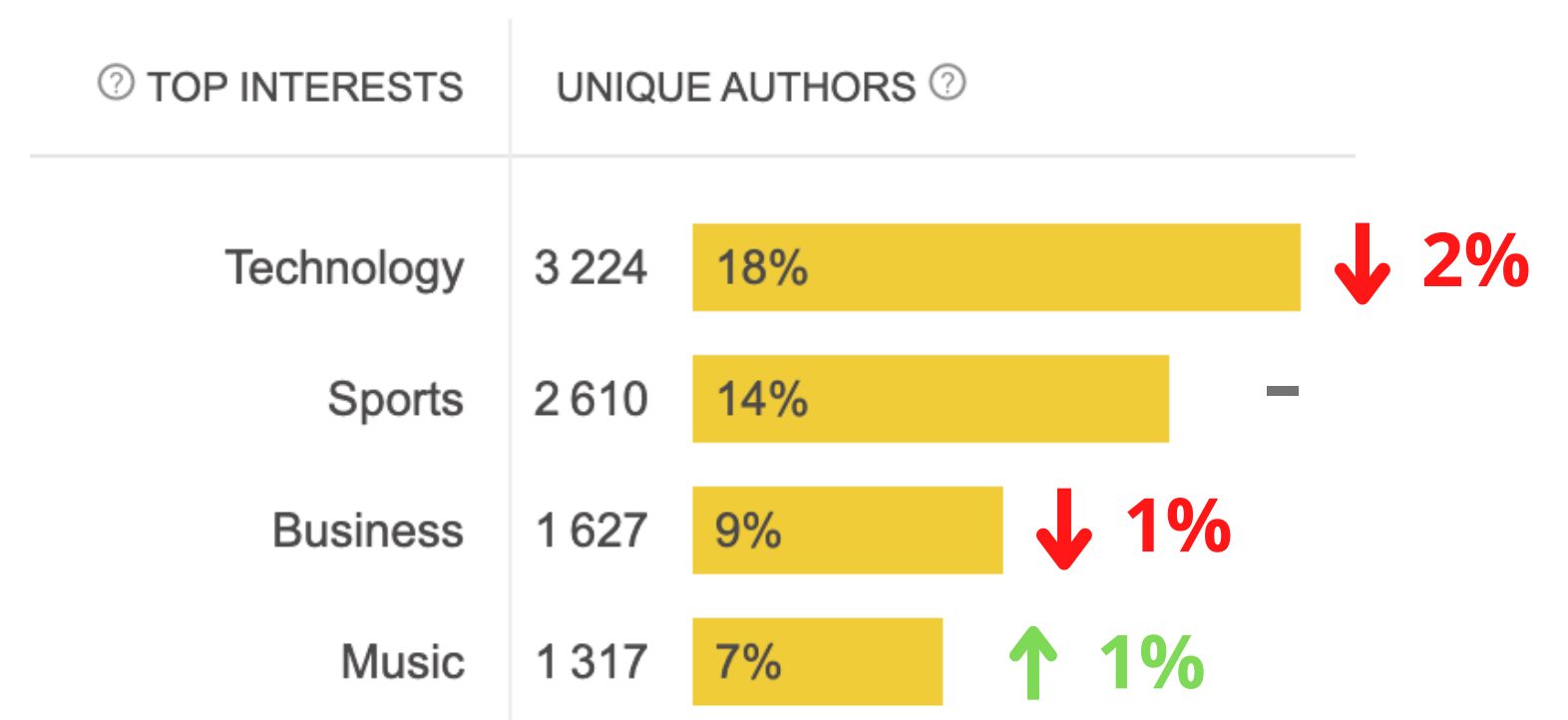
Before and after on sale, the top interest of iPhone 11 Pro Max authors were mostly Technology, Sports, and Music. It's worth noting that Family & Parenting went up the list after on sale, while Business fell off the list after on sale. Meanwhile, there's also a drop of 10% in the Technology interest before and after on sale.

Demographics – Top Interests

(iPhone 14 Pro Max)



iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale

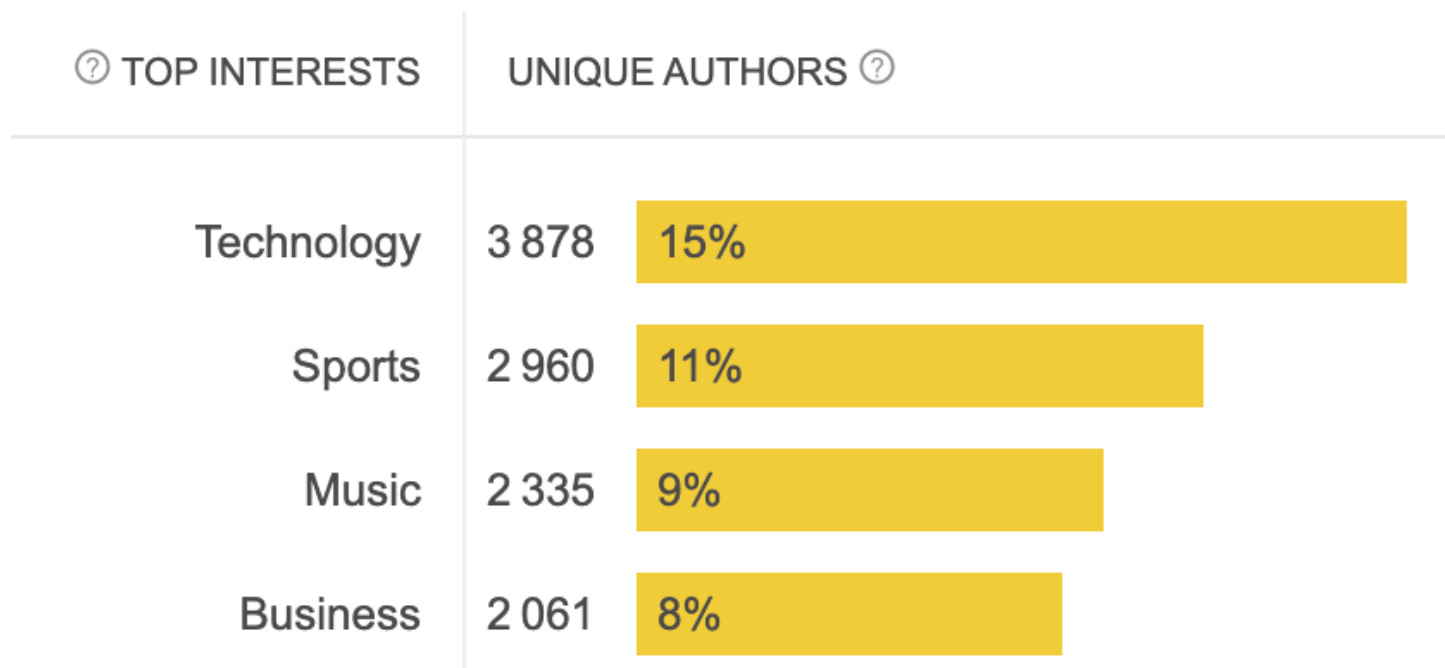


iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

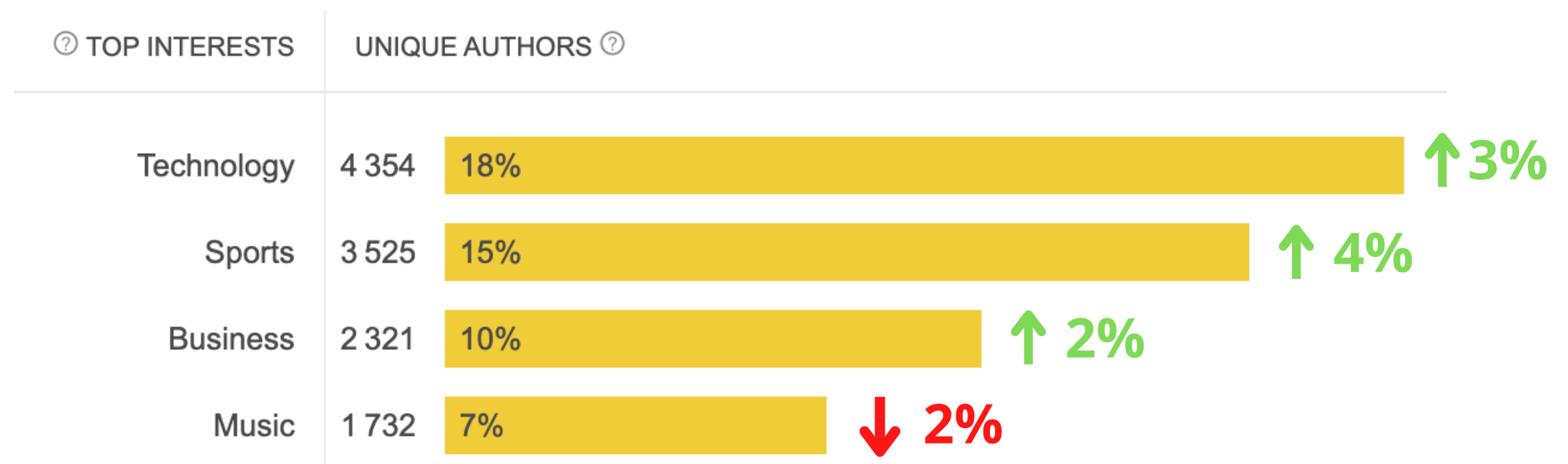
The top interests of iPhone 14 Pro Max authors remain the same before and after on sale – Technology, Sports, Business, and Music, with no outstanding change in percentage as well.

Demographics – Top Interests

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)



iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale



iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

People that are involved in the iPhone 11 Pro Max and iPhone 14 Pro Max discussions have the same top interests – Technology, Sports, Music, and Business. iPhone 14 Pro Max people are more passionate about Technology, Sports, and Business than iPhone 11 Pro Max people.

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Apple	3.9%	1.1%	4 x more than All Authors
2	Gadgets	1%	0.2%	5 x more than All Authors
3	Nigeria	1%	0.4%	3 x more than All Authors
4	Nokia	0.5%	0.1%	6 x more than All Authors
5	Technology News	0.6%	0.1%	4 x more than All Authors
6	Microsoft	0.9%	0.4%	2 x more than All Authors
7	Cnet	0.3%	0.1%	6 x more than All Authors
8	Apple Watch	0.2%	0%	22 x more than All Authors
9	Wwdc	0.2%	0%	12 x more than All Authors
10	Information Security	0.5%	0.2%	3 x more than All Authors

iPhone 11 Pro Max (Sep 10, 2019 - Sep 20, 2019)
Announcement - On-sale

Affinities
(iPhone 11 Pro Max)

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Malaysia	1.1%	0.6%	2 x more than All Authors
2	Nigeria	0.6%	0.4%	2 x more than All Authors
3	Kuala Lumpur	0.4%	0.2%	2 x more than All Authors
4	Ghana	0.2%	0.1%	3 x more than All Authors
5	Laser Tag	0.1%	0%	4 x more than All Authors
6	Penang	0.2%	0.1%	2 x more than All Authors
7	Water Conservation	0.1%	0%	6 x more than All Authors
8	Afdlin Shauki	0.2%	0.1%	2 x more than All Authors
9	Shipping and Mailing	0.1%	0%	5 x more than All Authors
10	J Cole	0.1%	0%	3 x more than All Authors

iPhone 11 Pro Max (Sep 20, 2019 - Oct 11, 2019)
On-sale - 3 weeks later

Before iPhone 11 Pro Max was on sale, most affinities are about technology. From the day of on-sale and 3 weeks onward, the top affinities turned into countries, and there was nothing about technology anymore.

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Tech	1.7%	0.7%	2 x more than All Authors
2	Apple	1.7%	1.1%	2 x more than All Authors
3	Coupons	0.3%	0.1%	4 x more than All Authors
4	Nokia	0.2%	0.1%	3 x more than All Authors
5	Gadgets	0.4%	0.2%	2 x more than All Authors
6	Technology News	0.3%	0.1%	2 x more than All Authors
7	Engadget	0.1%	0%	5 x more than All Authors
8	los	0.1%	0%	3 x more than All Authors
9	Mobile	0.2%	0.1%	2 x more than All Authors
10	Paypal	0.3%	0.2%	2 x more than All Authors

iPhone 14 Pro Max (Sep 07, 2022 - Sep 16, 2022)
Announcement - On-sale

Affinities
(iPhone 14 Pro Max)

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Tech	1.1%	0.7%	2 x more than All Authors
2	Superstar	0.1%	0%	13 x more than All Authors
3	Apple	0.2%	0%	4 x more than All Authors
4	Dhfm	0.1%	0%	4 x more than All Authors
5	Mahesh Babu	0.1%	0%	6 x more than All Authors
6	Thai Language	0.3%	0.2%	2 x more than All Authors
7	Coupons	0.2%	0.1%	2 x more than All Authors
8	Nokia	0.2%	0.1%	2 x more than All Authors
9	Ghana	0.2%	0.1%	2 x more than All Authors
10	Malaysia	0.7%	0.6%	About the same as All Authors

iPhone 14 Pro Max (Sep 16, 2022 - Oct 07, 2022)
On-sale - 3 weeks later

Similar to iPhone 11 Pro Max, the affinities of iPhone 14 Pro Max before the on-sale were also mostly technology-related, and it remained like this after the on-sale day. Country names are found after the on-sale as well.

Affinities

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Malaysia	1.1%	0.6%	2 x more than All Authors
2	Nigeria	0.6%	0.4%	2 x more than All Authors
3	Apple	1.3%	1.1%	About the same as All Authors
4	Ghana	0.2%	0.1%	3 x more than All Authors
5	Kuala Lumpur	0.3%	0.2%	2 x more than All Authors
6	Laser Tag	0.1%	0%	4 x more than All Authors
7	Penang	0.2%	0.1%	2 x more than All Authors
8	Afdlin Shauki	0.2%	0.1%	2 x more than All Authors
9	Shipping and Mailing	0.1%	0%	5 x more than All Authors
10	Water Conservation	0.1%	0%	5 x more than All Authors

iPhone 11 Pro Max (Sep 10, 2019 - Oct 11, 2019)
Announcement - 3 weeks after on-sale

	Affinity	% of authors for iPhone - Model 8 thru iPhone 14	% of authors for All Authors	Affinity comparison
1	Tech	1.1%	0.7%	2 x more than All Authors
2	Superstar	0.1%	0%	10 x more than All Authors
3	Apple	0.2%	0%	4 x more than All Authors
4	Nokia	0.2%	0.1%	2 x more than All Authors
5	Thai Language	0.3%	0.2%	2 x more than All Authors
6	Dhfm	0.1%	0%	3 x more than All Authors
7	Nigeria	0.5%	0.4%	About the same as All Authors
8	Mahesh Babu	0.1%	0%	5 x more than All Authors
9	Ghana	0.2%	0.1%	2 x more than All Authors
10	Engadget	0.1%	0%	4 x more than All Authors

iPhone 14 Pro Max (Sep 07, 2022 - Oct 07, 2022)
Announcement - 3 weeks after on-sale

Comparing the affinities of iPhone 11 Pro Max and iPhone 14 Pro Max, we can see that iPhone 11 Pro Max's affinities are mostly country names while iPhone 14 Pro Max is a mix of country names and technology-related topics, which is in line with the topic wheels analysis that iPhone 11 Pro Max has more "personal feelings" involved because the posts might be mostly from ordinary people in different countries.



Google News Comparison

Top 20 Google News

(iPhone 11 Pro Max vs. iPhone 14 Pro Max)

Categories	iPhone 11 Pro Max	iPhone 14 Pro Max	Difference
International	4	9	5 ↑
National	3	4	1 ↑
Local	1	0	1 ↓
Blog	12	7	5 ↓

Blog post by technology lovers and Apple fans is the main Google News source for both iPhone models. However, there is more international and national news for iPhone 14 Pro Max than iPhone 11 Pro Max, but less local news, meaning iPhone 14 Pro Max gained more universal attention.

Overall Analysis

iPhone 11 Pro Max and iPhone 14 Pro Max has quite a lot of differences in social media performance according to our data analysis. Through comparisons, we could have a glimpse of people's change of attitude toward the iPhone and technology, as well as the changes in social media behaviors.

In terms of the ***mention volume***, the volume after on sale is higher than before on sale for both models, especially iPhone 11 Pro Max, the volume after on sale is 172% higher than before on sale. As for ***content sources***, Twitter heavily dominates the content of iPhone 11 Pro Max, while iPhone 14 Pro Max content is more evenly distributed on different platforms. It is worth noting that there is 900% more YouTube content for iPhone 14 Pro Max than iPhone 11 Pro Max, which indicates people's preferences changed from mainly text/Tweet to video content. The ***geolocation analysis*** also shows that iPhone has a universal influence because it's mentioned in countries worldwide.

By conducting ***contextual analysis***, the word cloud and topic wheel tell us that people care a lot about iPhones' new features, specifically cameras, but at the same time complain that the Pro Max models could be too pricy to afford.

Overall Analysis

Sentiment analysis through emoji word cloud and emotions tell us that most people have neutral sentiments towards iPhone 11 Pro Max and iPhone 14 Pro Max, but it's also because news stories and official press releases don't usually have strong emotions embedded. According to the emojis, however, most people posting online are excited about the new iPhone launch.

By analyzing the ***Twitter Themes***, it is found that iPhone 14 Pro Max has more content posted by technology influencers, while iPhone 11 Pro Max has more regular people posting. And from the ***demographics***, we can tell that the discussion around iPhone 11 Pro Max is more gender-equal, but iPhone 14 Pro Max has a male-dominated discussion. The top interests of the authors are mostly Technology, Sports, and Business.

Finally, iPhone 11 Pro Max has 12 blog posts out of 20 ***Google News*** stories, while iPhone 14 Pro Max has mostly international and national news (13 in total) out of 20 Google News stories.