



Black Friday 2020 in France

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How did the public react to the news of Black Friday's date change in France?



Because of the COVID-19 pandemic, the French government imposed a 2 months lockdown started on the 30th of October 2020. All the non-essential shops had to close. On Friday, November 27th 2020 all over the world a big discount campaign occurs, it is called “Black Friday”.

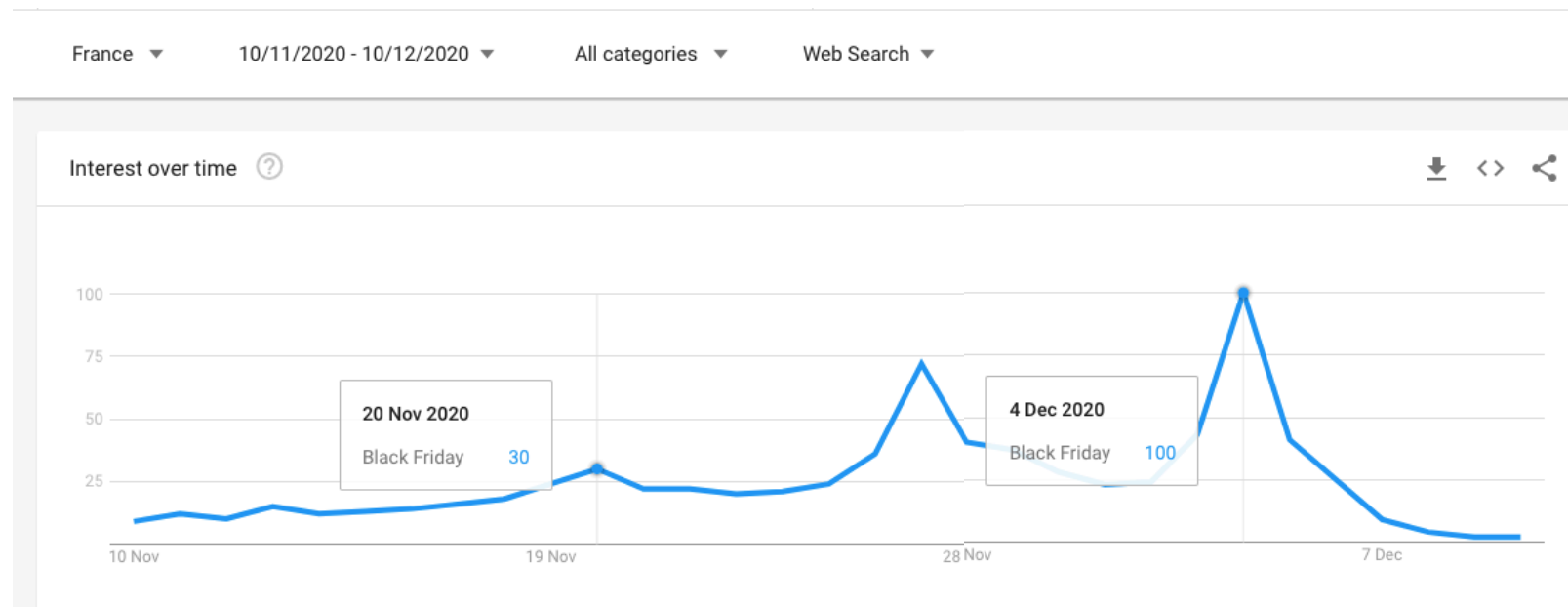
All the shops in France were afraid not to be able to be opened for this huge event and denounced non fair competition with e-commerce, especially AMAZON.

The government announced on the November 19th an agreement to postpone the “Black Friday” on the December 4th 2020.

I searched twice on twitter the query “BlackFriday” on the 20th and 24th of November and combined all the French tweets. It gathered 17357 tweets on the period of 11/11 to 24/11.

Some charts to show the interest of the topic

As Google trend shows, the Black Friday topic as raised interest 3 times in the past month. First on the 20/11 because of the French government announcement, then on the 27/11 (Black Friday original date) and finally on the 4/12, the new date proposed by the government. It means that in fact the Black Friday has been postponed and that French people respected it.



Some charts to show the interest of the topic

On the period of 11/11 to 24/11 among the most common Hashtags on French twitter, we find “BlackFriday” , “Amazon”, ”COVID-19” and even “confinement”.

It highlights the link between the Black Friday, Amazon and the COVID-19.

BlackFriday	blackfriday	BLACKFRIDAY	Amazon	BlackFriday2020
4017	645	549	468	395
DJI	TirageAuSort	COVID19	confinement	commerces
316	309	161	125	120

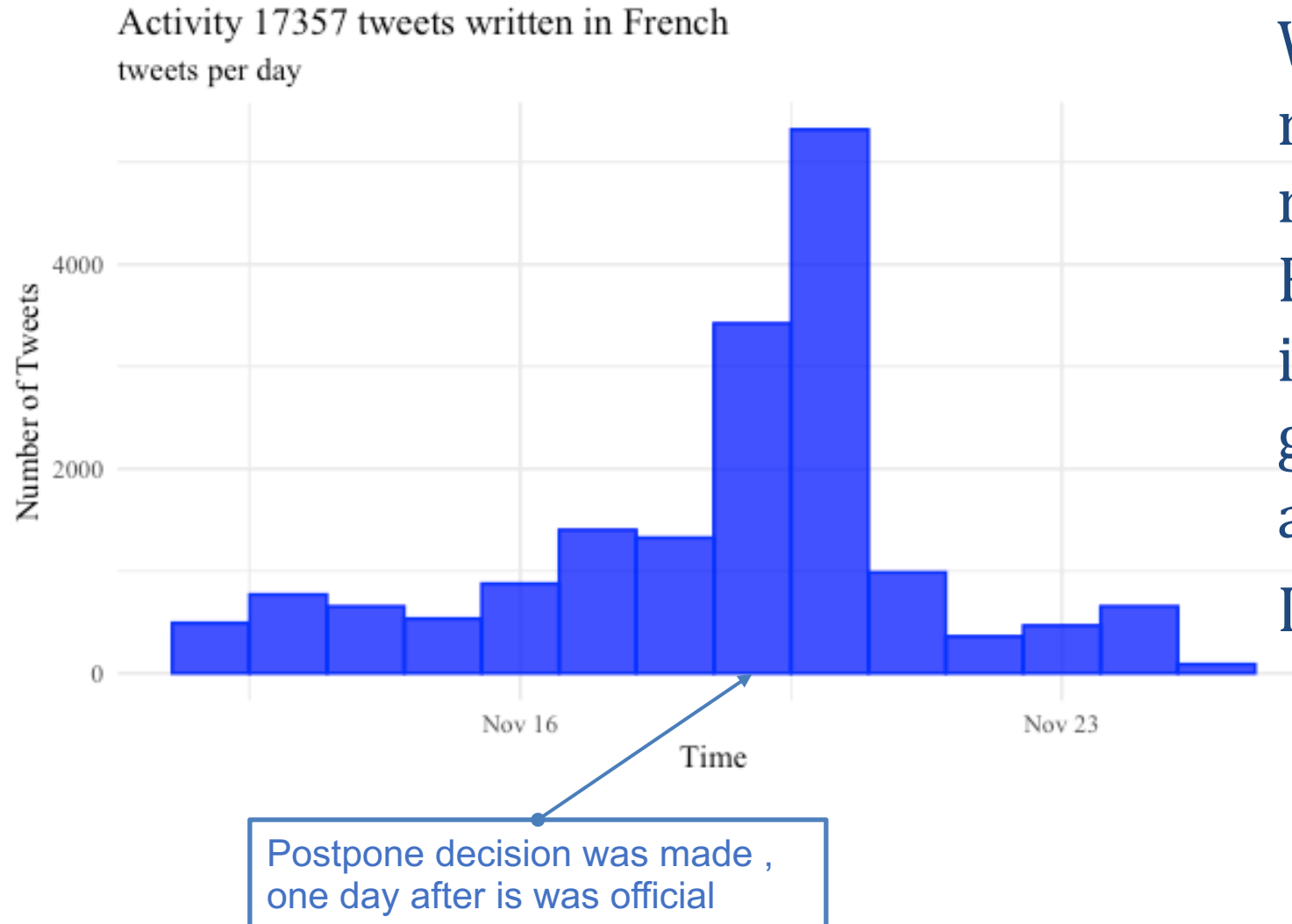
How did the public react?

Hypothesis:

Before collected the data I expected a positive reaction from the public toward the announcement and maybe negative comment toward Amazon.

Method:

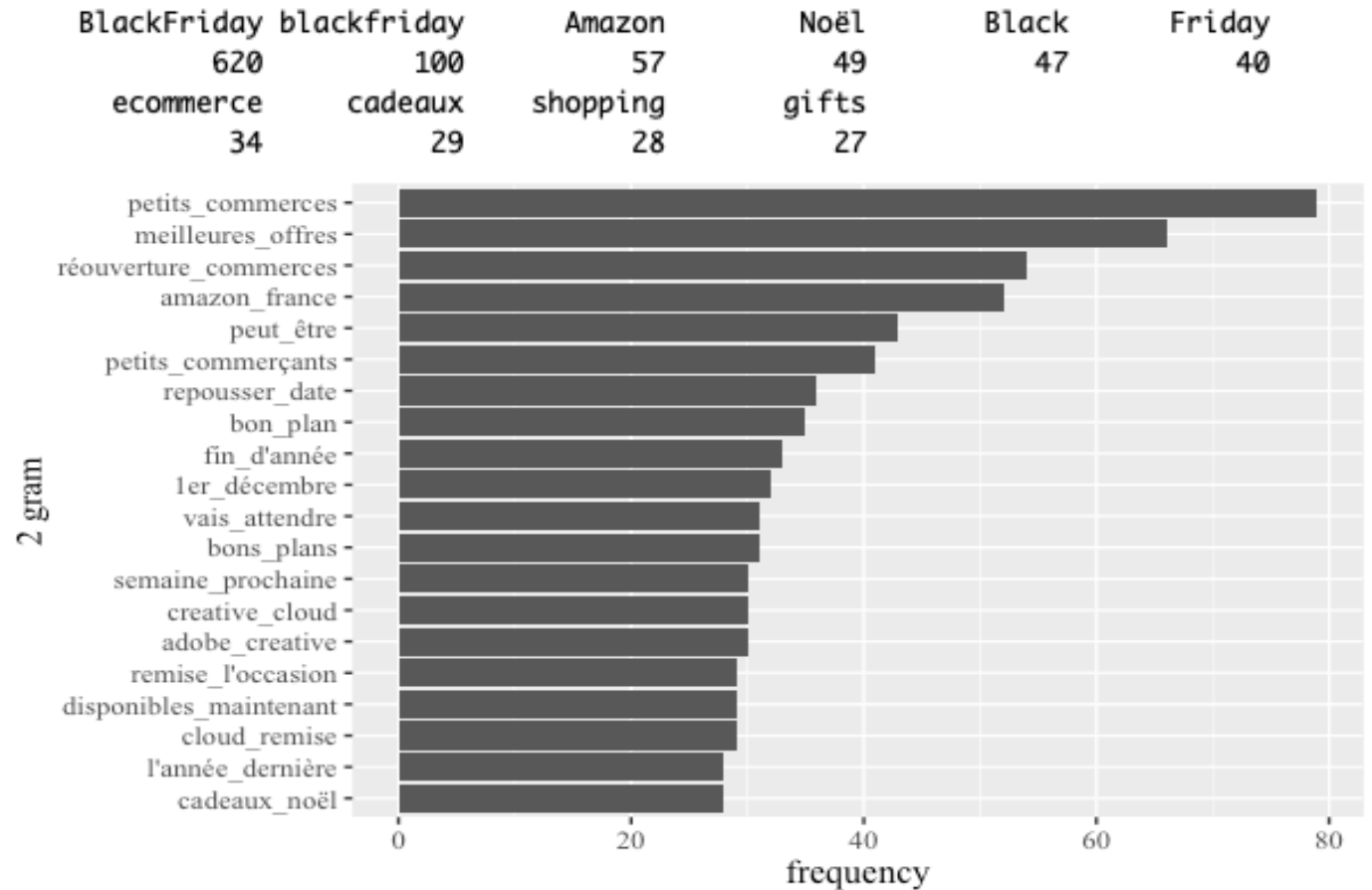
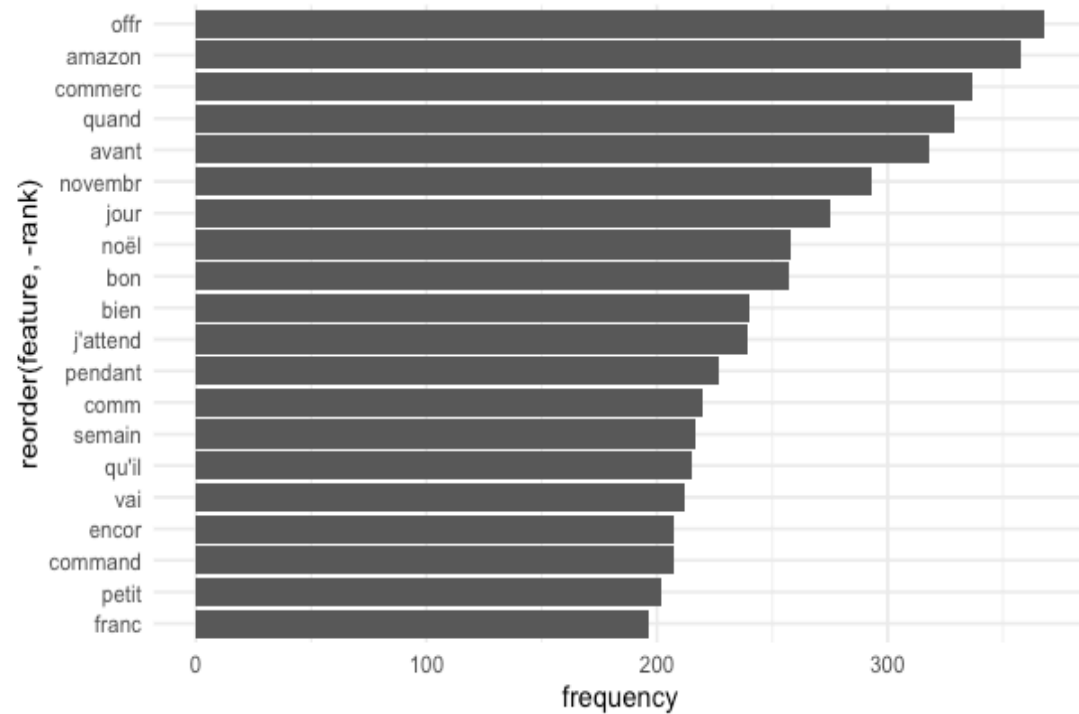
Collect tweets before and after the news of the postponement date of the Black Friday and compare the sentiment.



We can see that the number of tweets in relation with the “Black Friday” significantly increased with the government announcement. It made Frenchs react.

Subject analysis

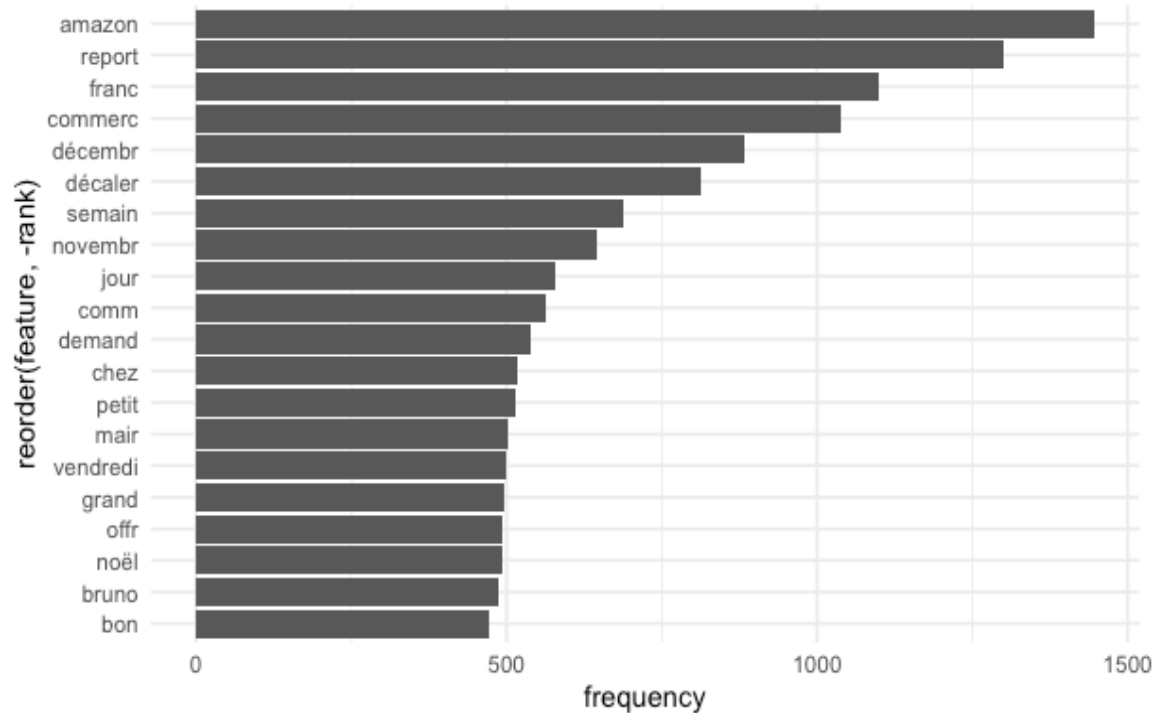
Before announcement of the postponement



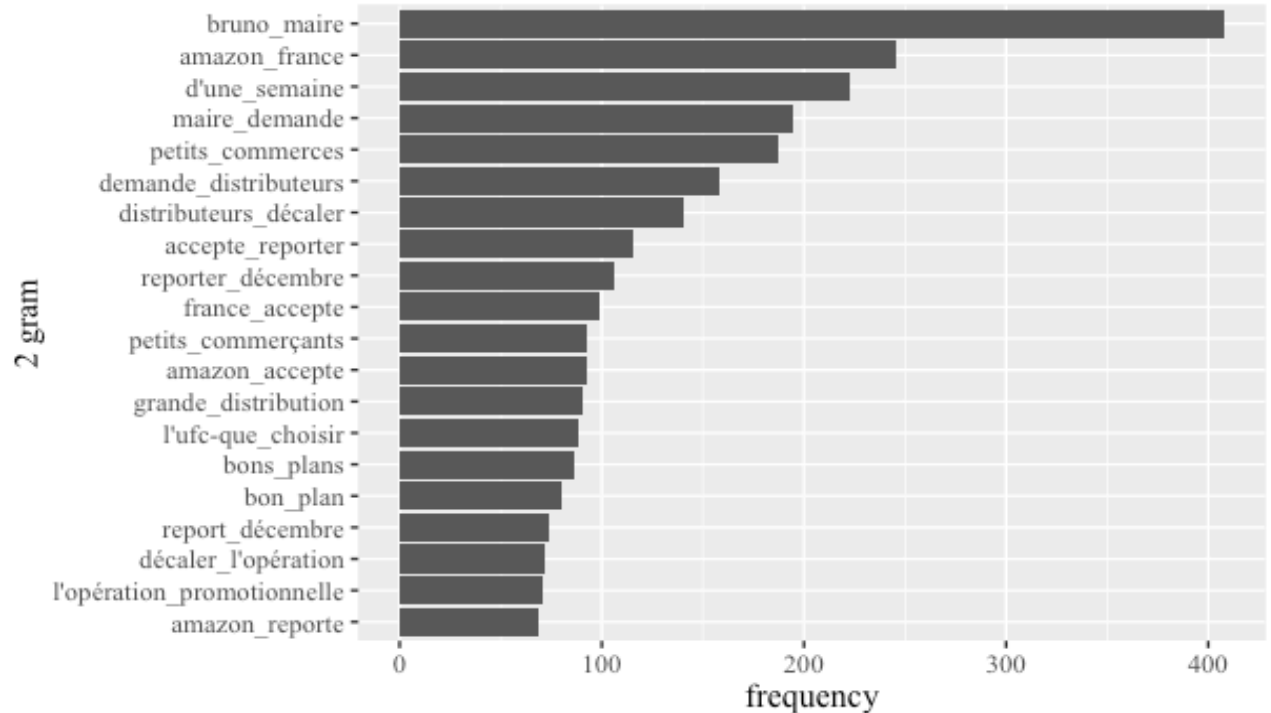
Before the announcement of the postponement of the Black Friday in France, the hashtags used in addition of BlackFriday are more about presents, Christmas and Amazon. The 2-grams analysis show the most frequent combination of 2 words and is more relevant than the most frequent single words. The tweets are more talking about the small shops and wonder when they can open again. There are tweets about Christmas gifts and discounts.

Subject analysis

After announcement of the postponement



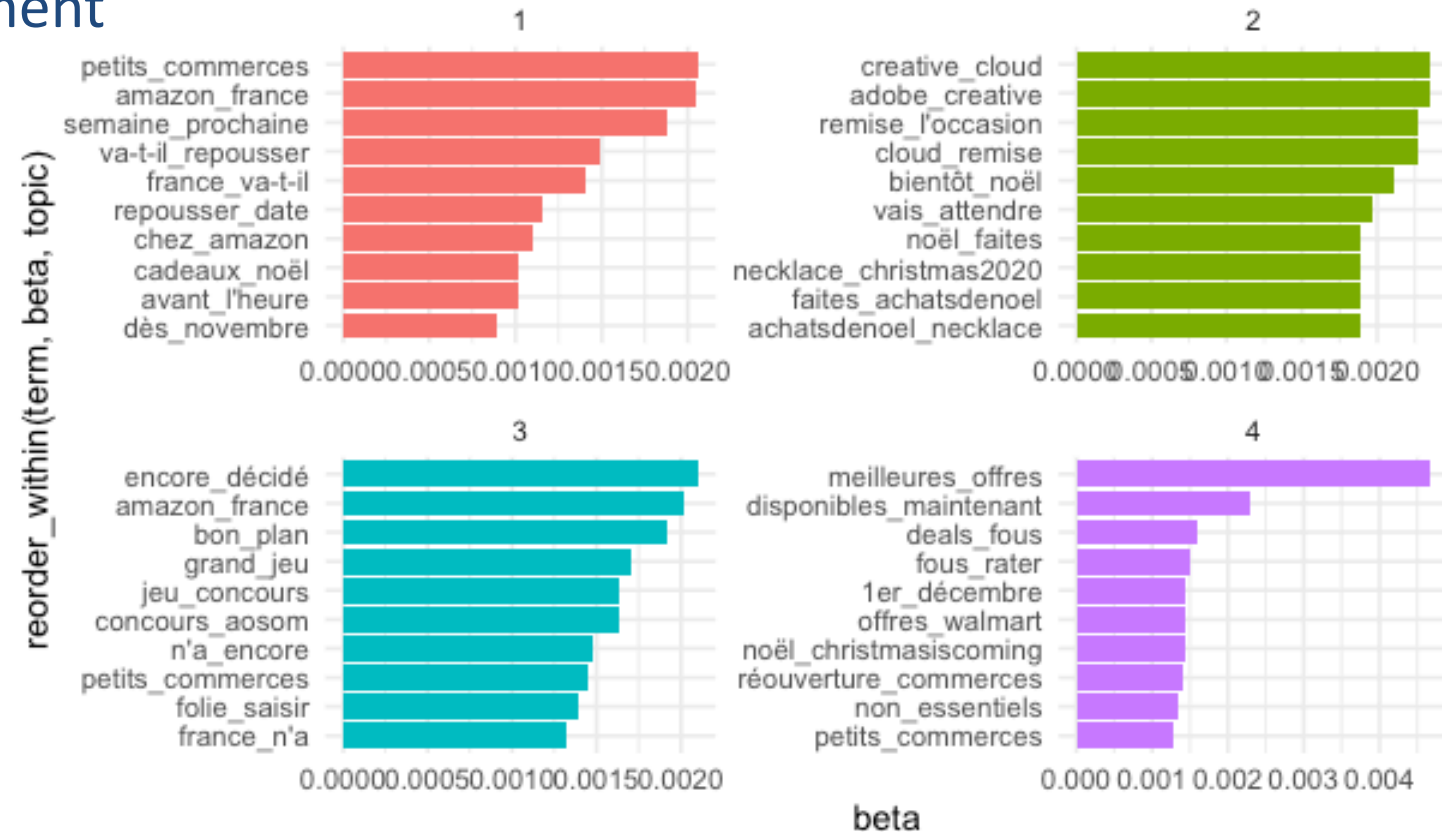
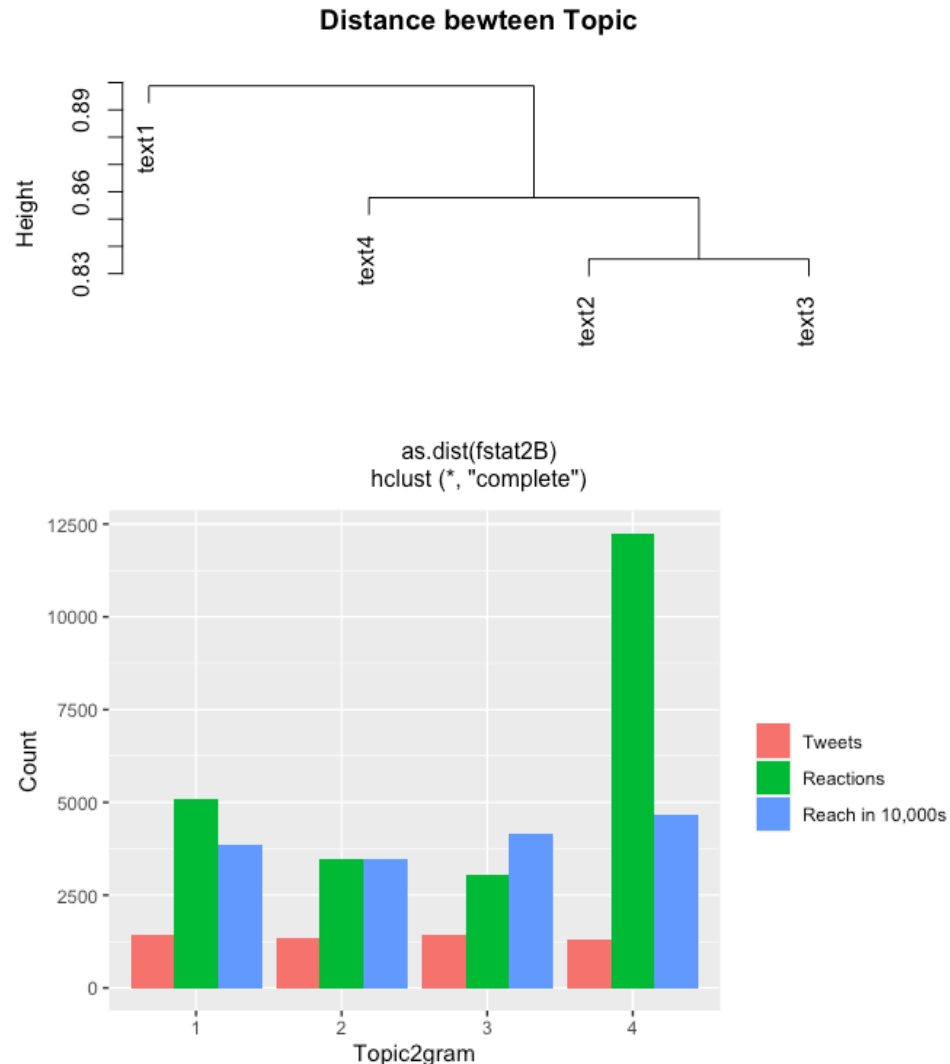
BlackFriday	blackfriday	BLACKFRIDAY	Amazon	BlackFriday2020
3397	545	540	411	382
DJI	TirageAuSort	COVID19	confinement	France
316	309	141	104	99



After the announcement of the report of the Black Friday in France, the hashtags used in addition of BlackFriday are no more about presents, Christmas but especially about the COVID19 and lockdown. The 1-gram frequency analysis and the 2-grams analysis are complementary and highlight different topics. In fact with the single word analysis we immediately understand that the tweets related to the Black Friday talks about the postponement of it in France. The 2-grams give additional information and explicit the fact that the minister of the French economy (Bruno Le Maire) is the one who made the announcement. More over we understand that Amazon France accepted the condition to delay its Black Friday on its e-commerce platform.

Topic analysis

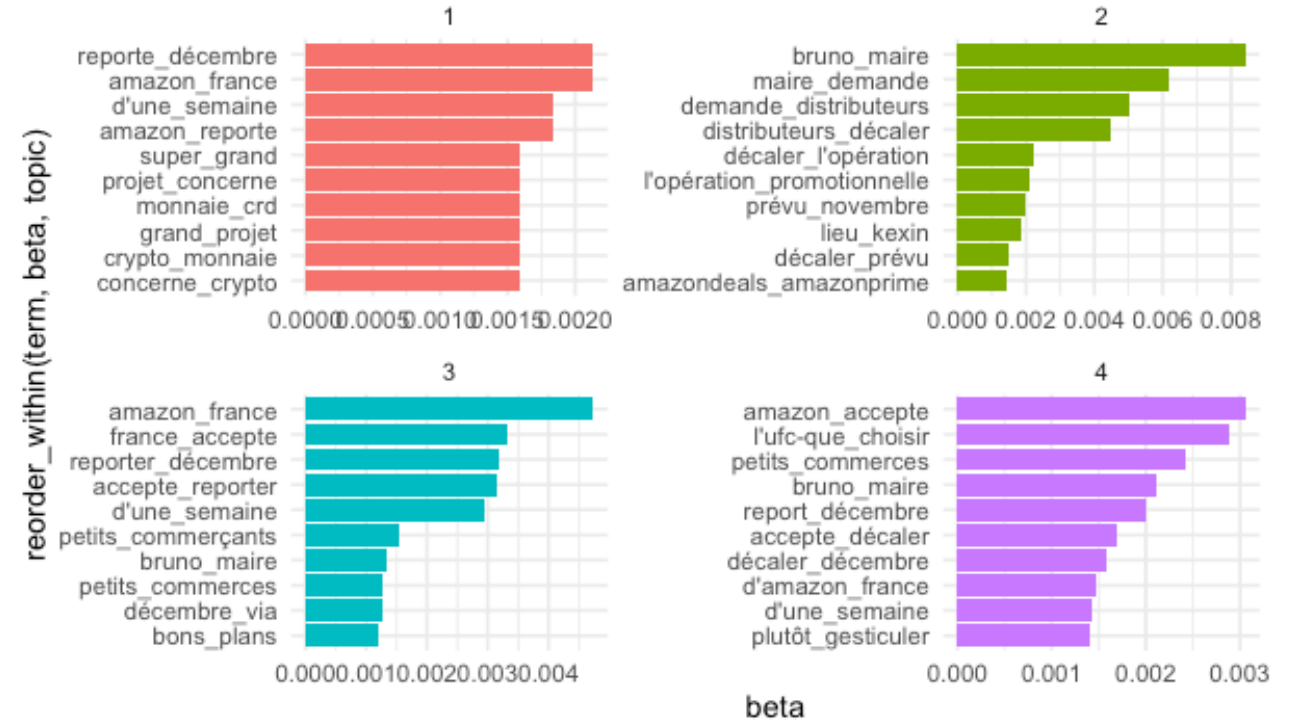
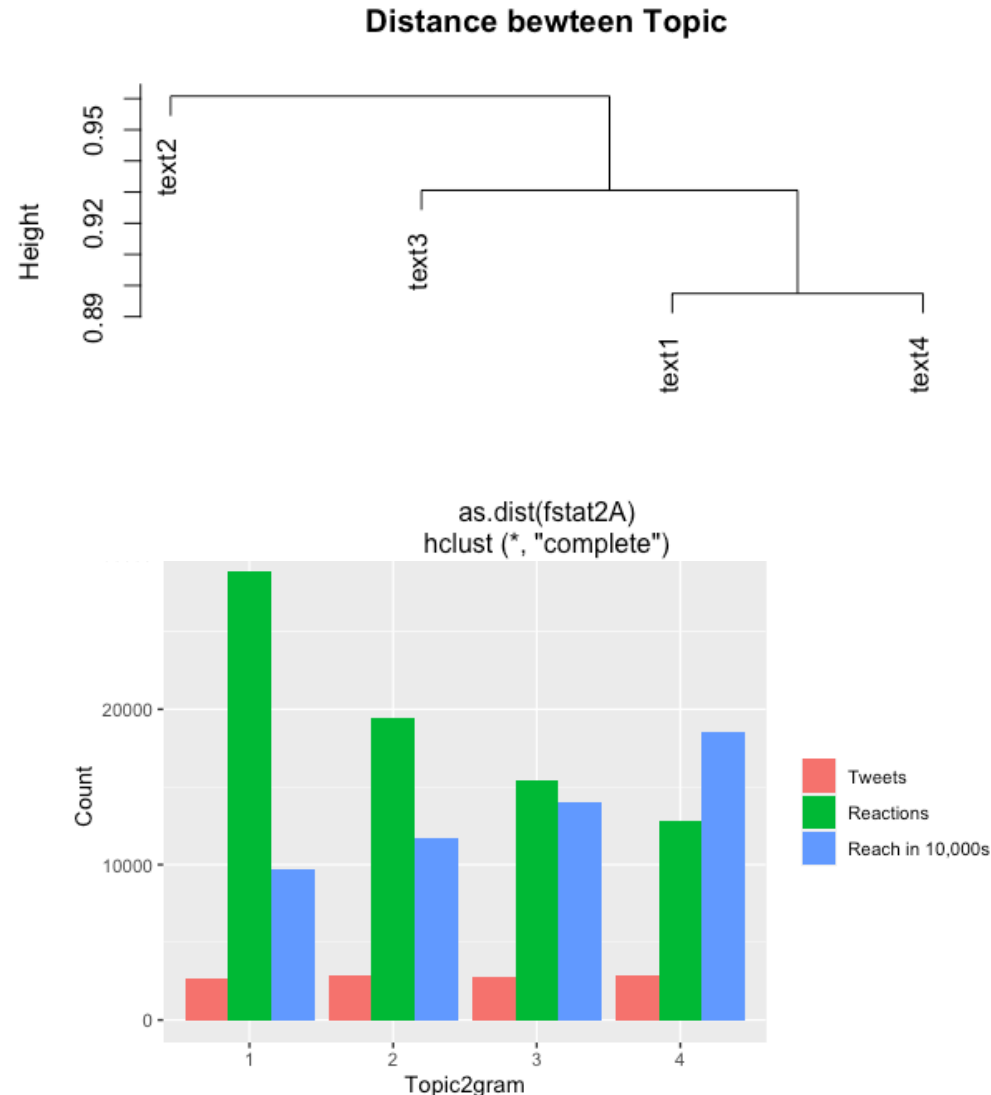
Before announcement of the postponement



We can split and clustered the tweets into 4 topics. N°2 and N°3 are the most similar and the further to the N°1. The N°2 and N°3 are related to the promotion and discounts for the BF. The N°4 is in between with the N°1 because it is about at the same time offers and postponement. Actually, only Topic N°1 seems to be only related to the postponement of the BF. The 2 related to the postponement make react a lot. But definitely the tweets with at the same time postponement and offers are the best to make react.

Topic analysis

After announcement of the postponement



After the announcement we can still split the tweets into 4 clusters. When we analyze the 2-gram combination they seems all similar with the same words. They almost all talk about the postponement. But they seems to be different according to the distance tree and how they make react. The N°1 is close to the N°4 but the reaction is totally different. Diving into the N°1 they are a lot of tweets emphasizing a crypto money discount offer for the BF and a lot of people were tagged so the reactions are huge. The N°4 tags “l’ufc que choisir”. Diving into it shows that those tweets ask to make respected the new announcement. This is why the reactions were fast. The N°3 is about the announcement and also the fact that Amazon France accepted to postpone its BF . And the N°2 is only about the announcement made by the minister of the French economy.

Network analysis: Highest Ranked Actors

Before announcement	After announcement
TopAchat	Bruno Le Maire
Mediavenir	BFMTV
CNEWS	Elisabeth Borne
Le Parisien	TopAchat
BFMTV	France Info
Butsinho	Mediavenir
France Info	barbarapompili
Dealabs	GG RMC
Bruno Le Maire	CNEWS
Twins Fifa HD	Amazon France
20minutes	Le Figaro
ThipTrader	Bfm business
Uni_ced	afpfr
ChocoBonPlan	lemondefr

Before the announcement, we can analyze that most of the actors talking about the BF on tweeters are media such as Mediavenir, CNEWS, Le Parisien etc... At the 9th position appear the minister of the French economy. After the announcement, he is the top actors on tweeters. Then comes the different media. A new actor appear after the announcement, Amazon France.

Network analysis: Nearest neighbours

Nearest neighbours to @BrunoLeMaire

Before
announcement

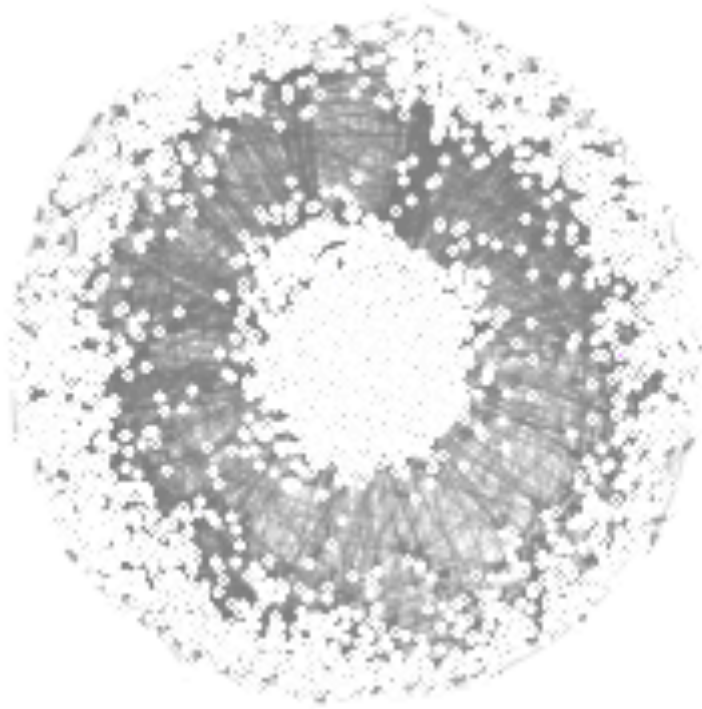


To dig deeper into the analysis, I wanted to check the nearest neighbours of the minister of the French economy Bruno Le Maire. This analysis corroborates the table of the top ranked actors. Before the announcement @BrunoLeMaire was associated with other member of the government such as the French President. After he has many more interaction. We can conclude that the actor Amazon France appeared at a top actors because he is linked to the announcement and especially linked to the minister.

After
announcement



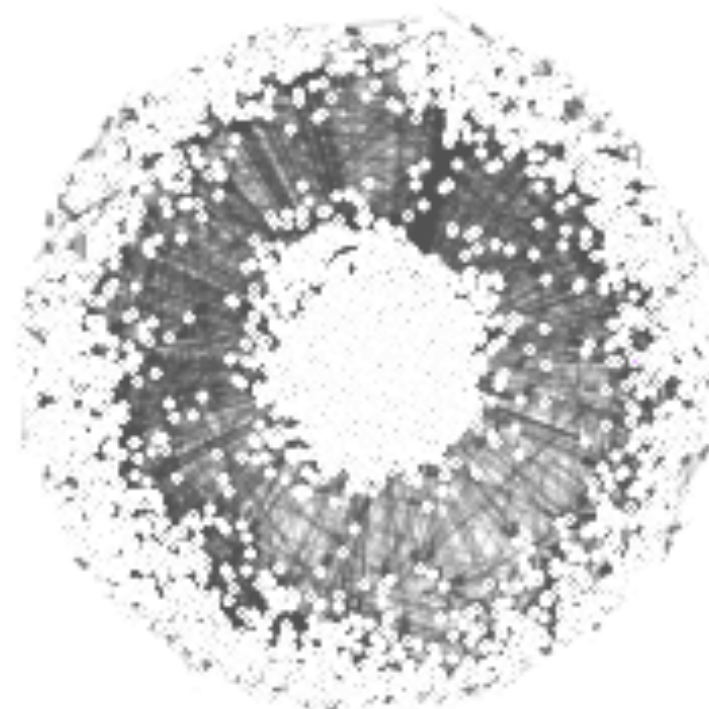
Network analysis: Topics analysis



Users

- TopAchat
- Mediavenir
- CNEWS
- le_Parisien
- BFMTV
- Dutsinho
- franceinfo
- Dealabs
- BrunoLeMaire
- TwinsFifaHD
- 20Minutes
- ThipTrader
- uni_ced
- ChocoBonPlan
- TrstnRbs

After announcement :
Highest ranked actors



Users

- Topic 1
- Topic 2
- Topic 3
- Topic 4

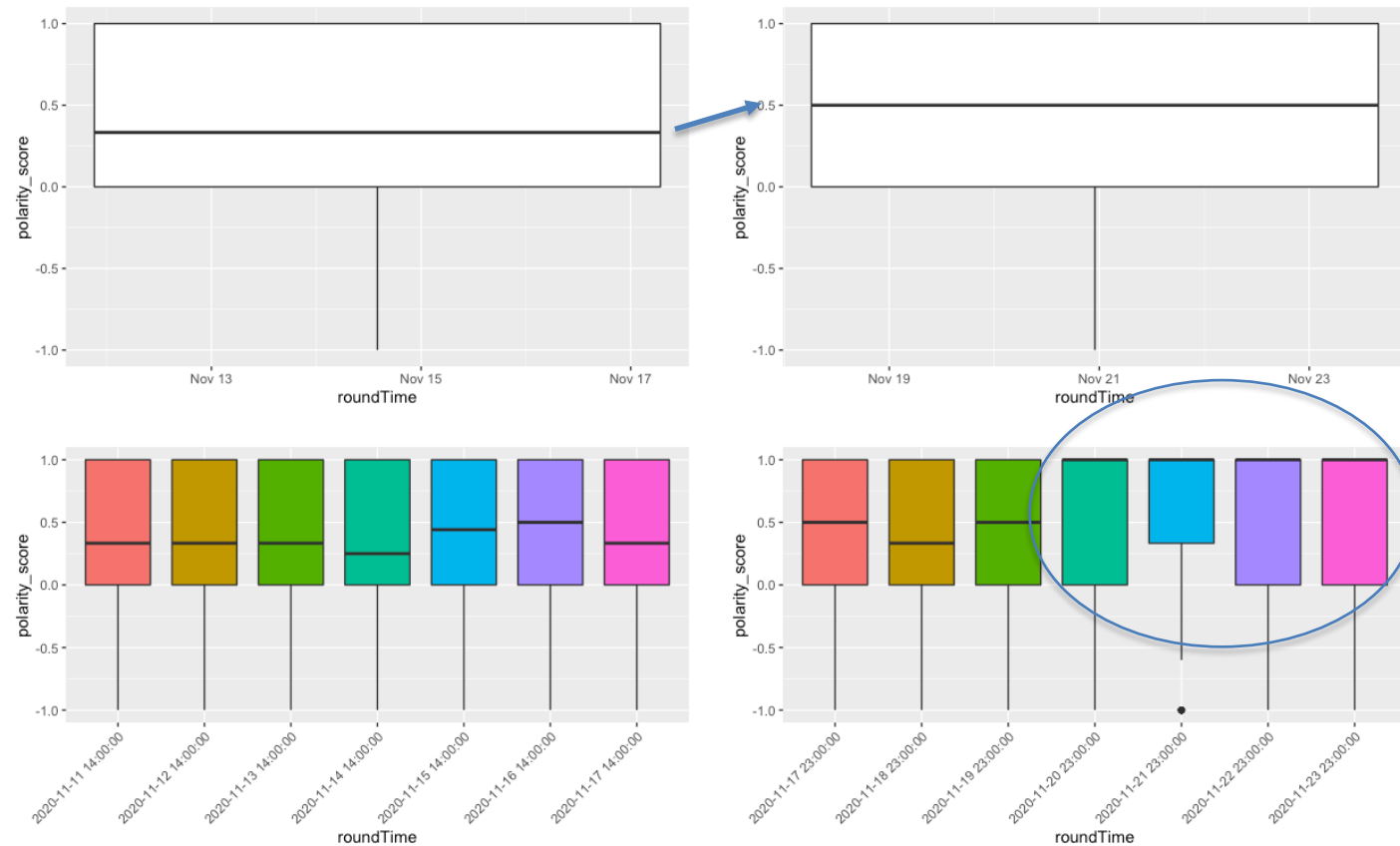
After announcement :
Topics most tweeted

I wanted to see how the users and topics are linked in the network. Unfortunately the graphs are unreadable.

Did sentiment change after the announcement?

My tweets are in French so I used the FEEL lexicon to run the sentiment analysis. This lexicon says if a word is positive or negative but do not add weight to the words.

The sentiment score increase positively after the announcement of the postponement.

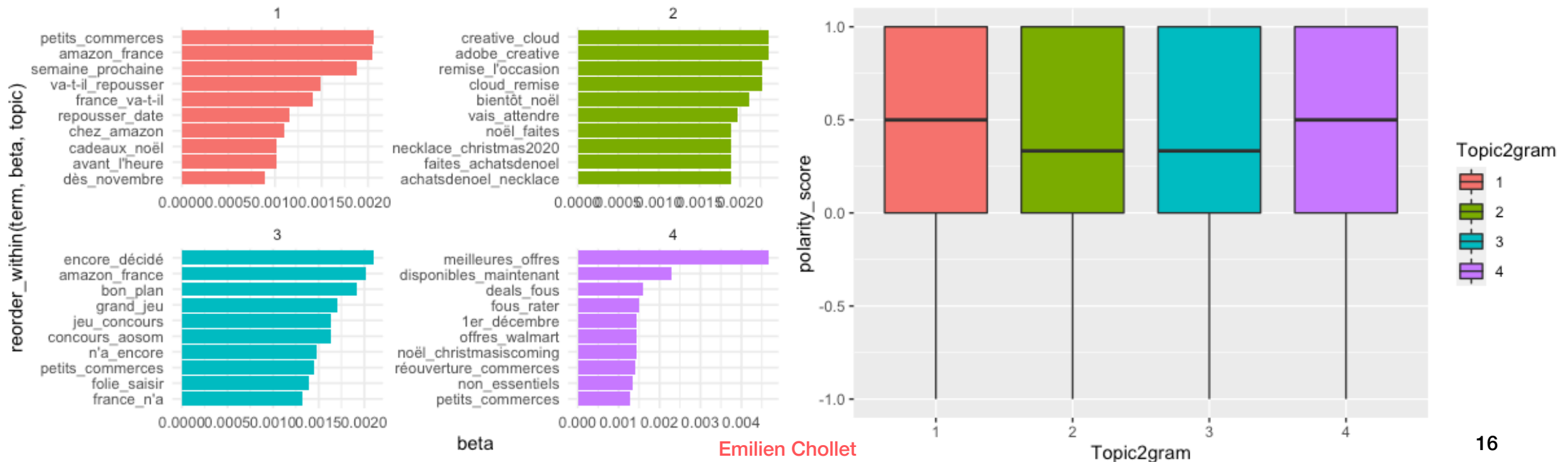


A deeper analysis shows that all the sentiment score median are equal to 1 after the 20th and most of the tweets are just about the promotion of their offers for the BF.

What is nice to see is that the announcement settled the BF and there was no more arguing. Everyone was promoting their offers. Compared to before where the tweets were mitigated between the potential announcement and the promotion of offers.

Did sentiment change after the announcement?

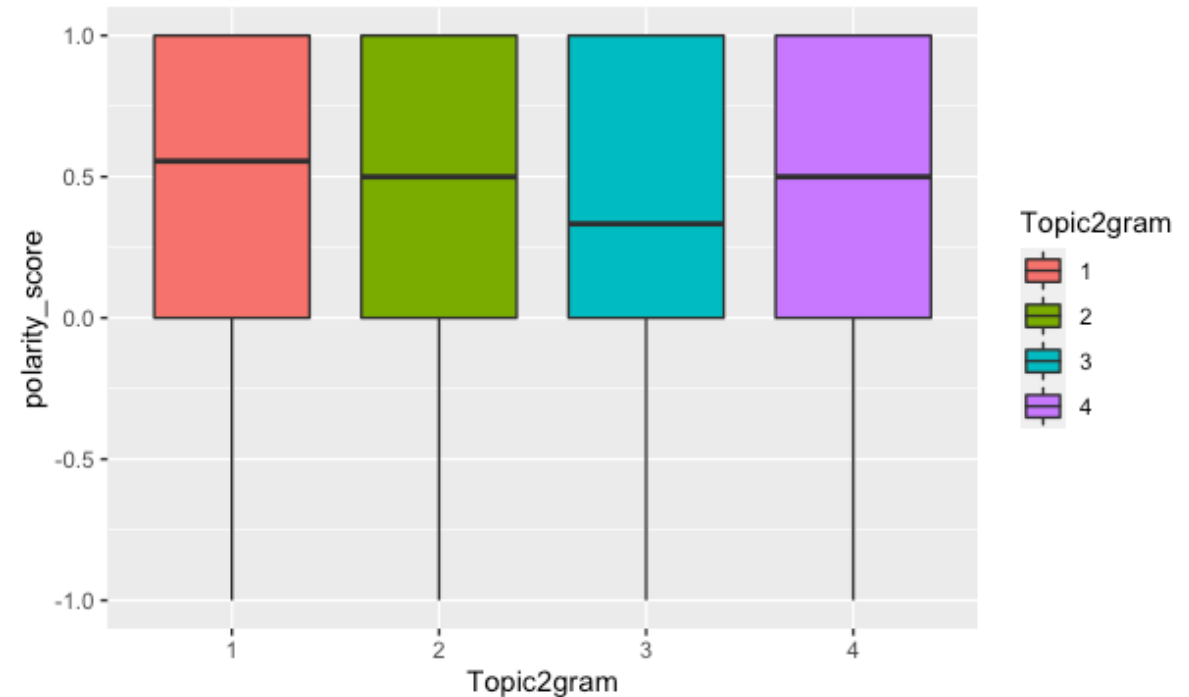
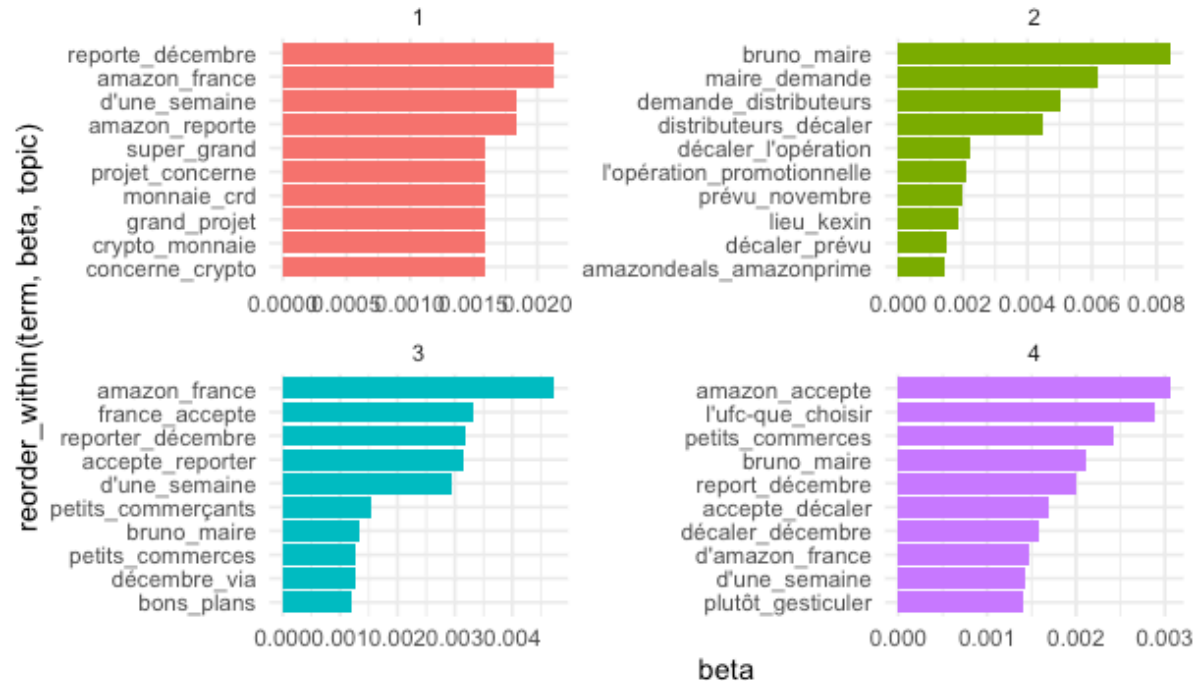
As a reminder the N°2&N°3 are related to the promotion and discounts for the BF. only Topic N°1 is related to the postponement of the BF. The N°4 is in between with the N°1 because it is about at the same time offers and postponement. The sentiment analysis shows that the tweets toward postponement are more positive than the one related to BF offers which is surprising. In fact, as seen in the network actors, most of the actors are media. It seems their tweets were positive toward the BF.



Did sentiment change after the announcement?

As a reminder the N°3 is about the announcement and also the fact that Amazon France accepted to postpone its BF. And the N°2 is only about the announcement made by the minister of the French economy. the N°1 they are a lot of tweets emphasizing a crypto money discount offer for the BF. The N°4 tags “l’ufc que choisir”. Diving into it shows that those tweets ask to make respected the new announcement. The most surprising output are the tweets related to the announcement (N°3) are the one the less positive compared to the other topics. Actually the word “report” appears in most of the Topic 3.

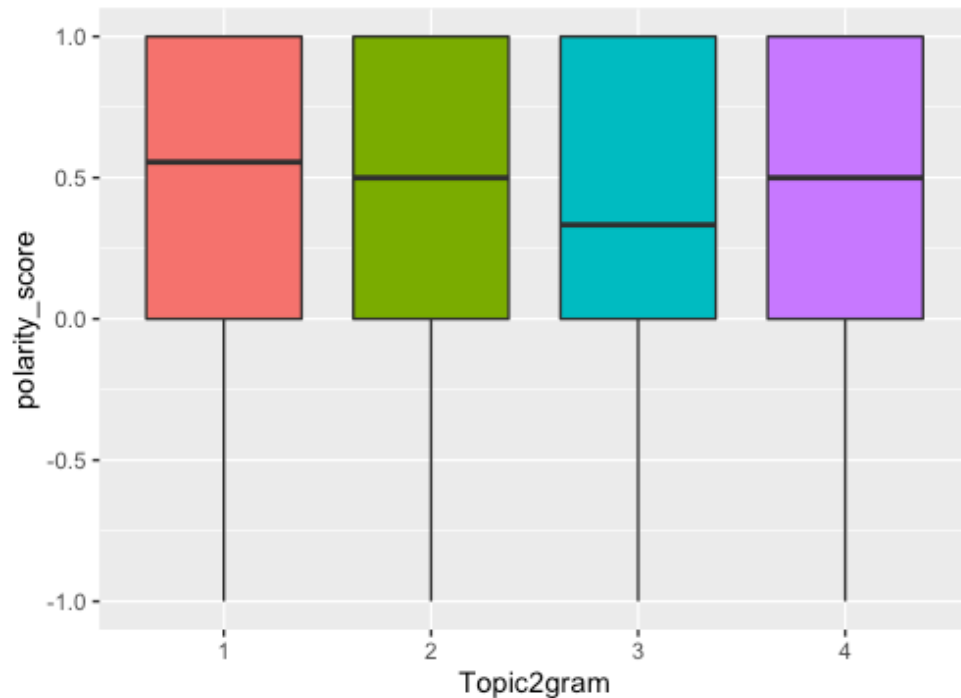
In the lexicon it is reported as negative. In this context we would say that it is a positive word.



Did sentiment change after the announcement?

Actually the word “report” appears in most of the Topic 3.

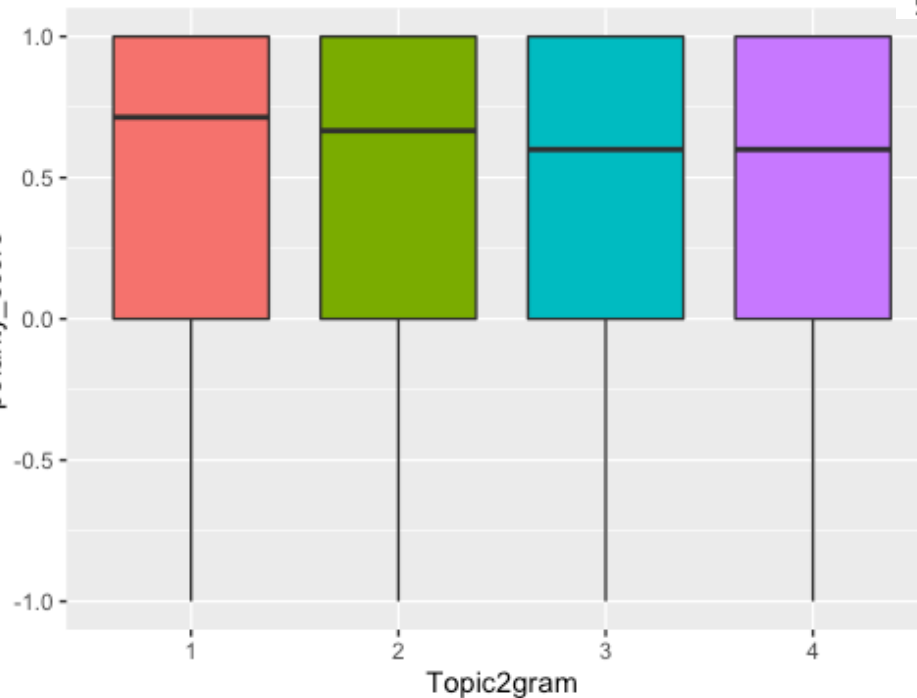
In the lexicon it is reported as negative. In this context we would say that it is a positive word. After changing this word into a positive one, the average sentiment has increased in every topic. The difference into the different topics are less significant then and the topic 4 has the same average sentiment than the N°3 now. It is difficult to draw a real difference between the different topic.



Topic2

polarity_score

1
2
3
4

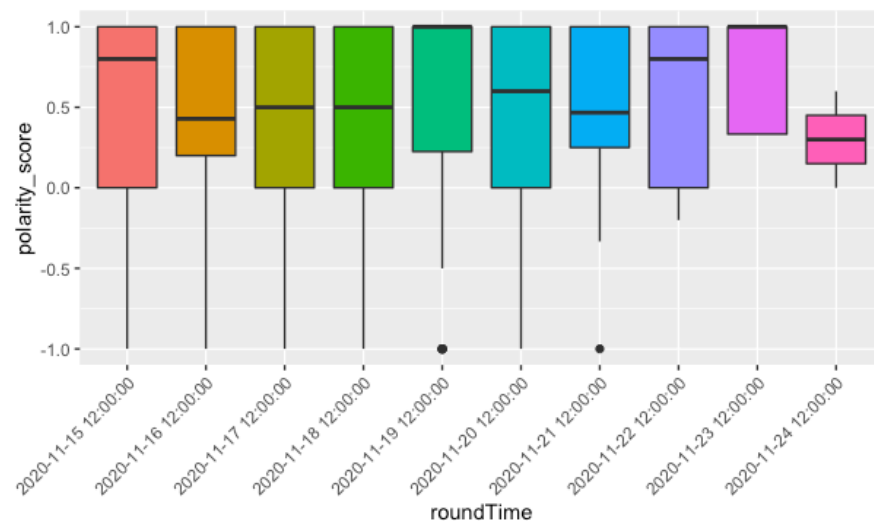
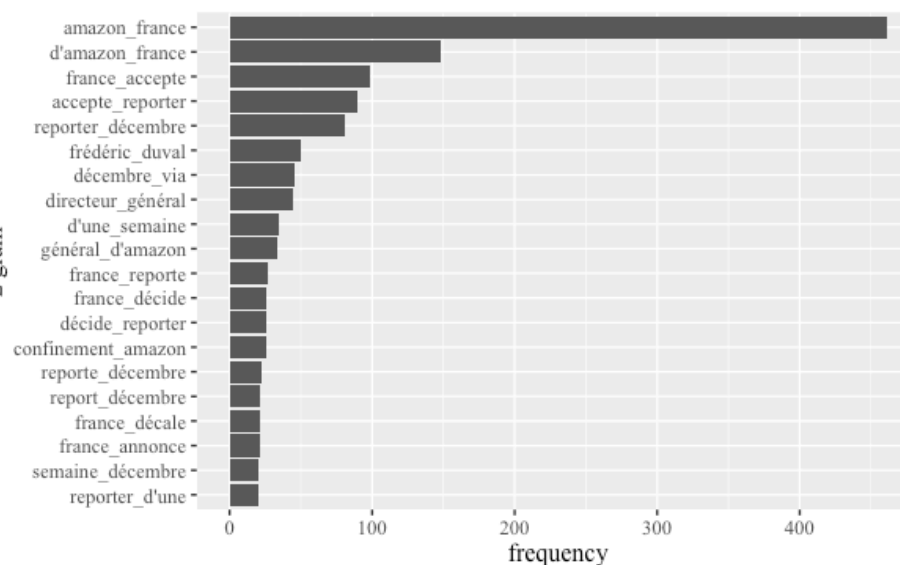
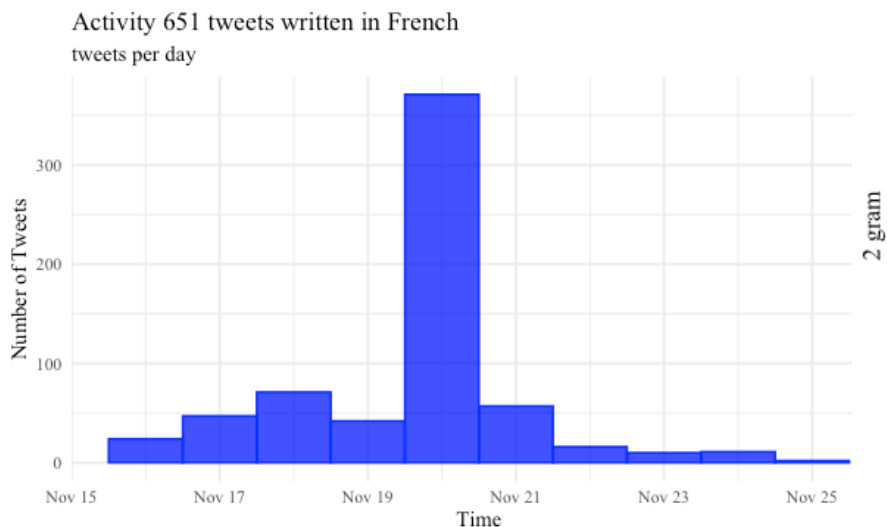


Topic2gram

1
2
3
4

	feature	frequency	rank
1:	amazon	527	1
2:	report	440	2
3:	franc	436	3
4:	décembr	378	4
5:	plus	236	5

Amazon France brief analysis



As Amazon France was among the main actors in the tweets related to the BF, I wanted to analyse the tweets related to “Amazon France”.

I found that there are not a lot of tweets citing “Amazon France”. Almost all of them were related to the BF postponement on the 20th. Actually the tweets on the 20th were really positive compared to the other days. With that few tweets it is difficult to draw a trend.

To conclude, this analysis showed that the postponement announcement of the Black Friday in France made react on Tweeter. Before the announcement, although the media were starting to talk about it, the main topics were about the discount and offers. The sentiment then were mitigated among the tweets. Once the announcement was made, the tweets related to Amazon France were all with a positive sentiment.

The main actor on Twitter was the minister of the French Economy Bruno Le Maire. Surprisingly the global sentiment toward his position on the postponement of the BF were not that positive. But after the day of the announcement there was a change into the topics and the sentiments on Twitter. Finally the topic was closed and most of the tweets were then about the discount and the offers for the BF. Those tweets were really positive.

I was surprised by the outcome of this analysis. I expected a positive reaction from the public toward the announcement and maybe negative comment toward Amazon. But it was the opposite.