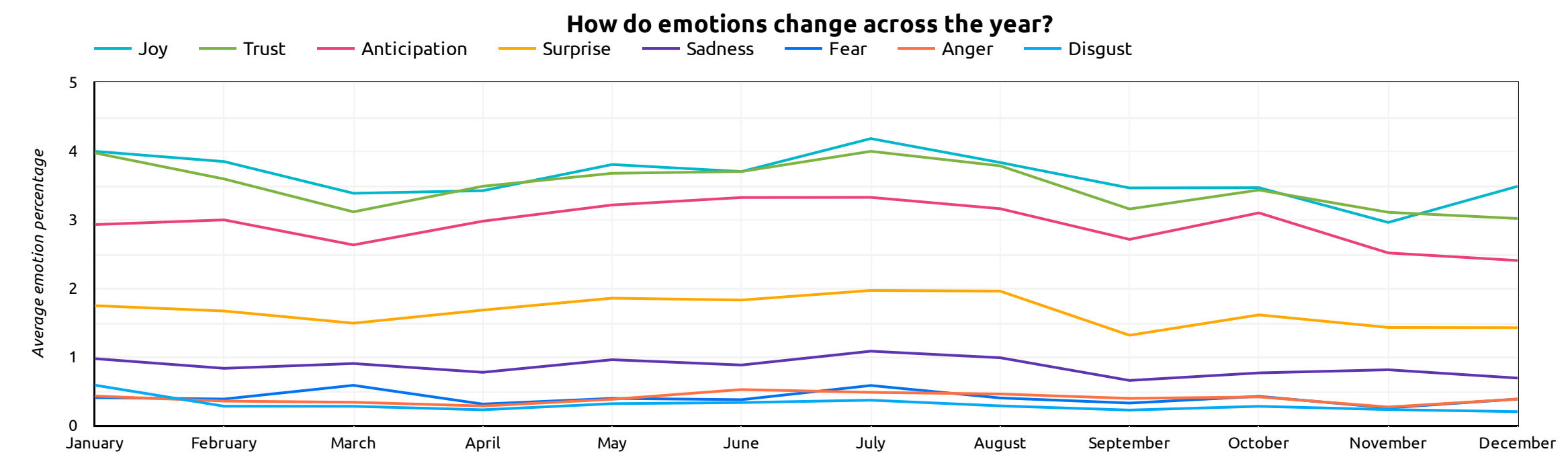


Comment

[illegible]

- Joy
- Trust
- Anticipation
- Surprise
- Sadness
- Fear
- Anger
- Disgust

Day of week	Number of Comments	Avg. Rating
Monday	164	4.40
Tuesday	155	4.64
Wednesday	136	4.67
Thursday	130	4.51
Friday	132	4.45
Saturday	114	4.40
Sunday	155	4.47

Audience	Number of Comments	Avg. Rating ▾
Couples	376	4.57
Friends	226	4.53
Business	6	4.50
Unknown	168	4.48
Solo	22	4.45
Family	188	4.38

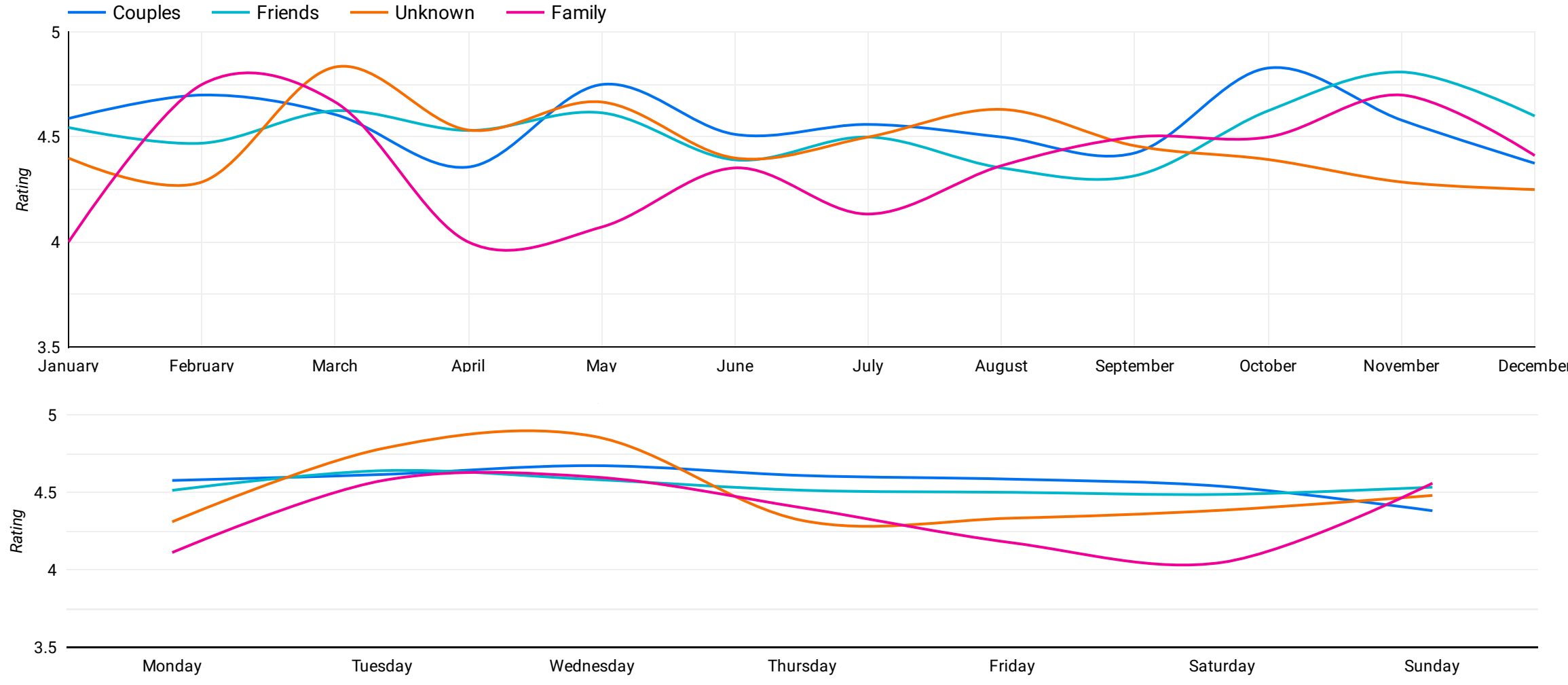


Figure 1: Sentiment analysis of tweets about the 2020 US Presidential election

The figure consists of two charts. The top chart is a stacked bar chart showing the percentage of tweets for eight sentiment categories: Joy, Trust, Anticipation, Surprise, Sadness, Fear, Anger, and Disgust, from 2016 to 2023. The bottom chart is a combined bar and line chart showing the average rating (line) and number of comments (bars) for the same period.

Top Chart: Sentiment Analysis (Percentage of Tweets)

Year	Joy	Trust	Anticipation	Surprise	Sadness	Fear	Anger	Disgust
2016	977	959	819	448	208	112	107	107
2017	786	768	667	355	148	76	56	56
2018	631	628	518	313	157	77	77	51
2019	441	430	334	215	133	50	50	42
2020	127	116	115	56	44	14	17	14
2021	192	176	144	92	55	21	24	17
2022	381	356	316	161	92	42	55	40
2023	20	18	16	10	9	5	4	7

Bottom Chart: Avg. Rating and Number of Comments

Year	Avg. Rating	Number of Comments
2016	~2.5	~250
2017	~2.5	~200
2018	~2.5	~150
2019	~2.5	~100
2020	~2.0	~20
2021	~2.5	~30
2022	~2.2	~80
2023	~1.8	~10

Comment	Rating
One of the best afternoon teas I've had. Lovely food and good service. The kids afternoon tea was incredible, luckily there was some leftover to take home!	5
Fantastic atmosphere, wonderful food on the most beautiful Wedgwood tea service. It was a brilliant experience I will be back soon	5
Fab day at Wedgewood doing the factory tour, clay/pottery making, afternoon tea and a tour round the V & A museum. The tour taken by Jenny was informative and knowledgeable and was gen...	5
I took my grandchildren for afternoon tea and to meet santa. Everything about it was fabulous. The staff, food, surroundings and santa. My grandchildren have food allergies but the staff were ex...	5
Fabulous food and service. Nothing was too much trouble. We do a cream tea for our anniversary every year and this is by far the best	5
Fantastic experience. Factory tour was fascinating, pot throwing was great fun, museum was amazing and afternoon tea was delicious. Cannot extol the virtues highly enough.	5
Fascinating day out. lots to learn about Wedgewood and social history generally. Staff were very friendly and helpful in all the areas, museum, shop and tea rooms. The only slightly negative poin...	5
We purchased a days experience at World of Wedgewood with a voucher given to my sister and I for Mothers day. The factory tour was the highlight although the afternoon tea was fantastic. So ...	5
We went to the creative room to paint our own items. They offer glazing that you can return to collect or they will post to you. Had the most fun picking out items and painting our own designs. T...	5
My husband and I had tea at the World of Wedgwood and enjoyed it greatly. Everyone there was extremely friendly and the tea, sandwiches and sweets were the best.	5
My son & I came here for the Santa Toy making experience. I have to say he did not really want to go at first but when we got the toy making kit he really got into it & thoroughly enjoyed it. Santa ...	5
For my Mums 80th birthday I had booked a tour of the factory with afternoon tea for two afterwards. On the booking form for the tea room I had mentioned it was an 80th birthday if they could c...	5
We selected this visit from Virgin Experiences as a birthday treat. We were not disappointed.The afternoon started with a tour of the 1st floor factory in a group of 8. The guide was extremely frien...	5
Waitress couldn't do enough for usThe sandwiches were lovely and fresh Scones and cakes exceptional Excellent afternoon tea	5
Wonderful afternoon Tea party for my husbands 70 with 13 guest including 3 young children. The sandwiches and cakes were beautiful and a special effort made for the children with their own f...	5
This is a lovely place place to visit. Our kids love the pottery decorating activities available and we have quite a collection now. The surroundings are very nice. The museum is always well worth a ...	5
I had an excellent day visiting World of Wedgwood on Friday 8 April. This was a retirement gift from some past colleagues I worked with and had been delayed due to COVID. Both my guest and I ...	5
Quality experience throughout, which suits the Wedgwood brand but so rarely achieved today. Delightful reminder of former times and an example all businesses need to follow.	5
What a wonderful experience. This was such a pleasant visit and I wish that I had more time to take in the wonderful display of the history of Wedgwood. I would love to visit again to see more. W...	5

Enter Comment here

Comment

Enter a value

Comment	Rating ▾
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A brilliant day from start to finish. Coffee and shortbread when we arrived. Tour of the factory for an hour by Penny who was very informative. Afternoon tea which was lovely. A visit to the Vict...	5
Excellent factory tour with a very knowledgeable and friendly guide, Penny. We learnt lots! Loved the VA Wedgewood museum which was a huge bonus and the afternoon tea was literally the ic...	5
excellent day out, factory tour, visit to Museum and lunch. Amazing facilities and lovely friendly tour guide, Penny, but everyone we came across was friendly and helpful. Lunch delicious in very ...	5
This was my birthday present from April last year, delayed due to Covid.The whole day from beginning to end was excellent.The factory tour was great and Penny, our guide added her humour ...	5
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