Reducing Excess Food, One Meal at a Time

Perceptions of Surplus Food and Barriers to Consumption

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Significant Posts

This shows the **distribution of likes** for posts across the **Instagram** and **Twitter** media platforms.

Displayed is the distribution density of the **liked** posts containing **discussions on surplus food**, based on **keyword filtering**.

The top 1%, starting from 350 likes, will be the **key focus** for our data analysis, since the most influential posts will **effect the greatest change**!
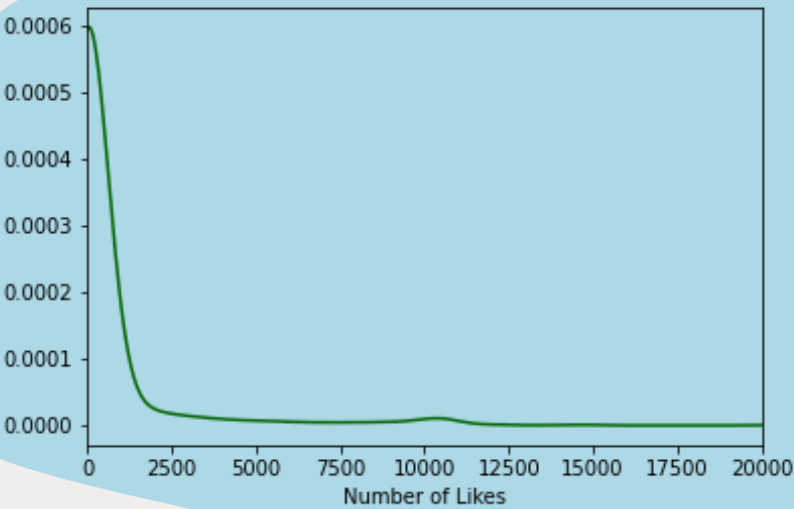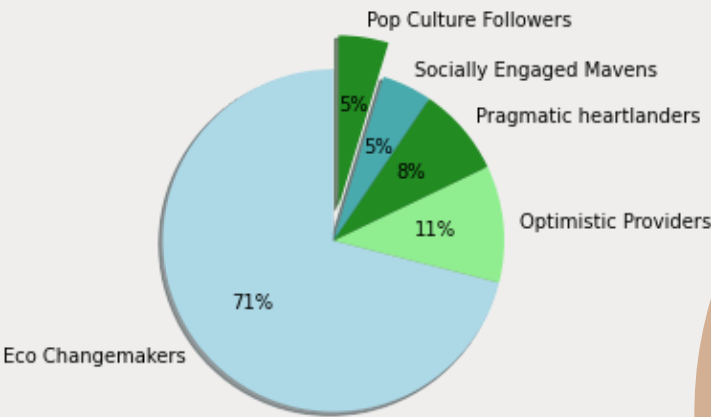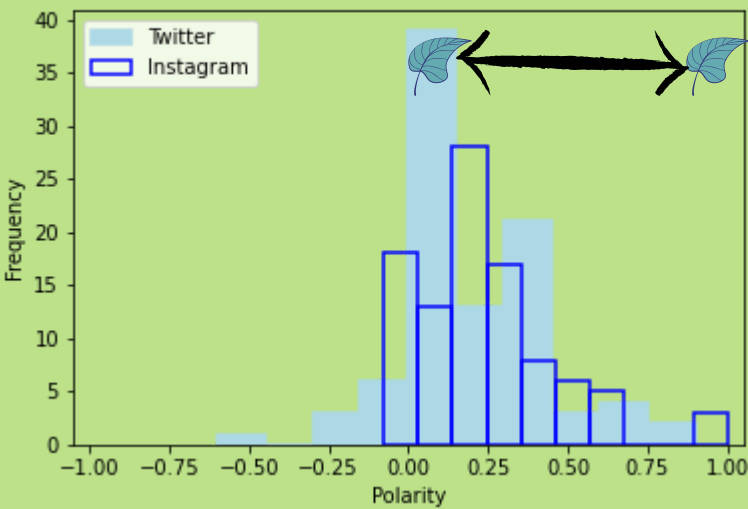

Polarity

Polarity is the **general sentiments** towards the post. It measures whether the **contents** are **positive/negative.**

From the **most influential** posts We extracted the polarity to find out the general perception towards surplus food.

The **general consensus** is **positive**!

Untapped Audiences

From the data given by Synthesis, the Pop Culture Followers are the **largest group** among the Singapore Sustainability Audience.
However, in this spread, only **5%** of them are shown to be interested in the topic of surplus food.
In other words, there is **too little exposure** and **attraction** towards the largest group, which acts as a barrier to potentially give the **most prominent impact**.

Therefore, if this group can be tapped into, it will **boost the outreach** in the topic of surplus food, thus giving **more effectiveness** in tackling the barriers of excess food consumption.

Key Considerations

Reliability of the Data

Subjectivity

Subjectivity measures the **degree of partiality** contained in the posts. It ranges from **0 to 1.** The **larger** the value, the **more subjective** it is.

Since there is a **good mix** of **subjective opinions** and **objective facts** shown in the plot, it can be concluded that the data is **reliable** in showing the **full spectrum of views** by the general public.

In other words, the data which was chosen encompasses of both **subjective** and **objective** posts, allowing for a more **well-rounded conclusion** to be made.