

Twitter_Analysis

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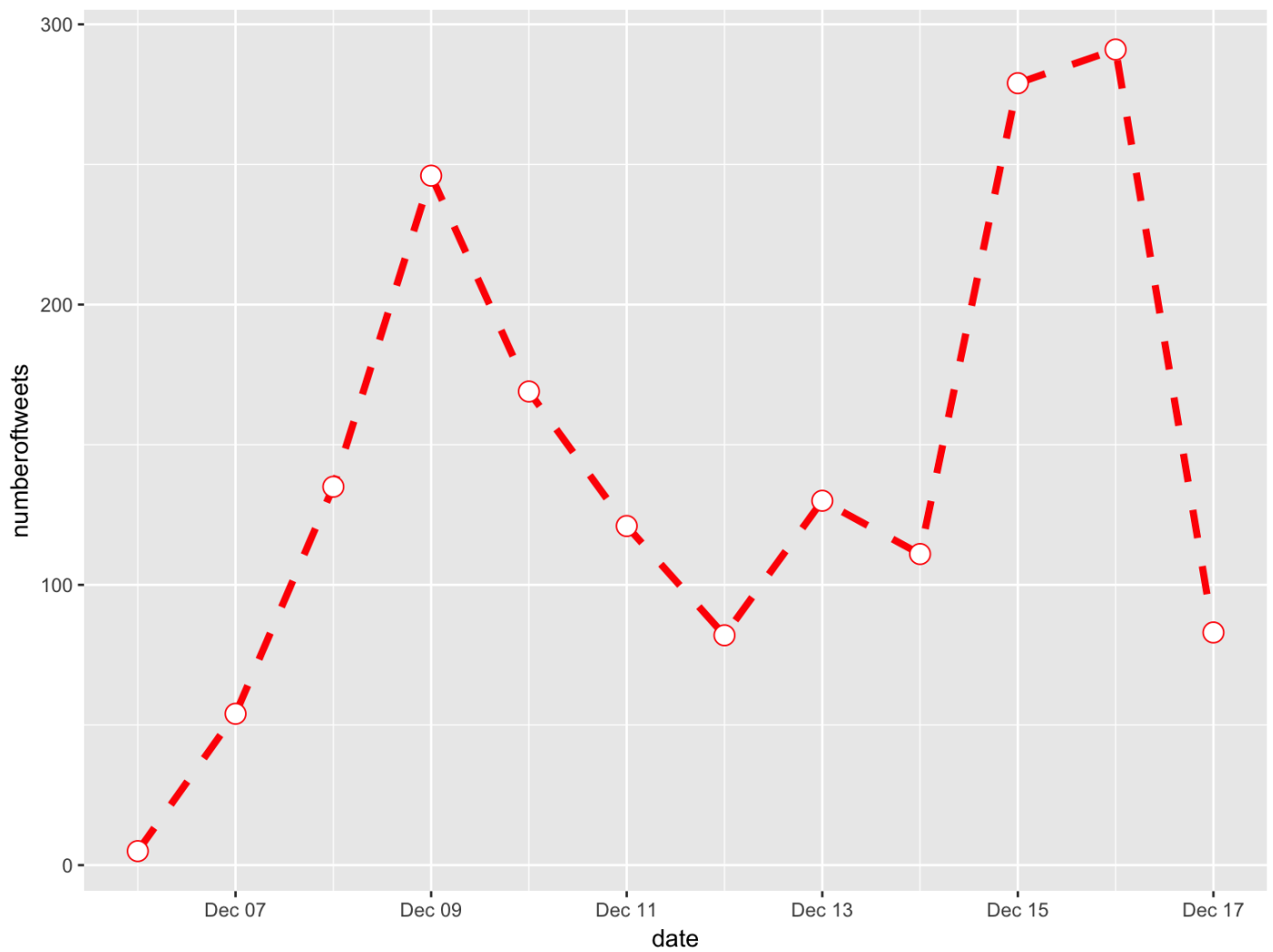
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Twitter Analysis: Canada Goose

Living in Boston where is usually decorated in white (snow) for about 5 months, I really need to get armed to survive the winter. The temperature and wind get me into a fan of Canada Goose parka. My “Mystique”, the over-knee down jacket from Canada Goose, with the highest warmth level, is the warmest jacket I have ever owned. It is my source of confidence to get out in snowy day in Boston. I was quite happy to see a flagship store was under construction in prudential center and was looking forwards to stopping by after it opened. However, on November 24th, the day this flagship store was relased to the public, I witnessed a protest against Canada Goose for being cruel to animals, such as coyote. I am curious about what others think about that. Since twitter is a very popular social media platform where people express their thoughts, I decided to feed my curiosity starting from twitter.

```
## [1] "Using direct authentication"
```

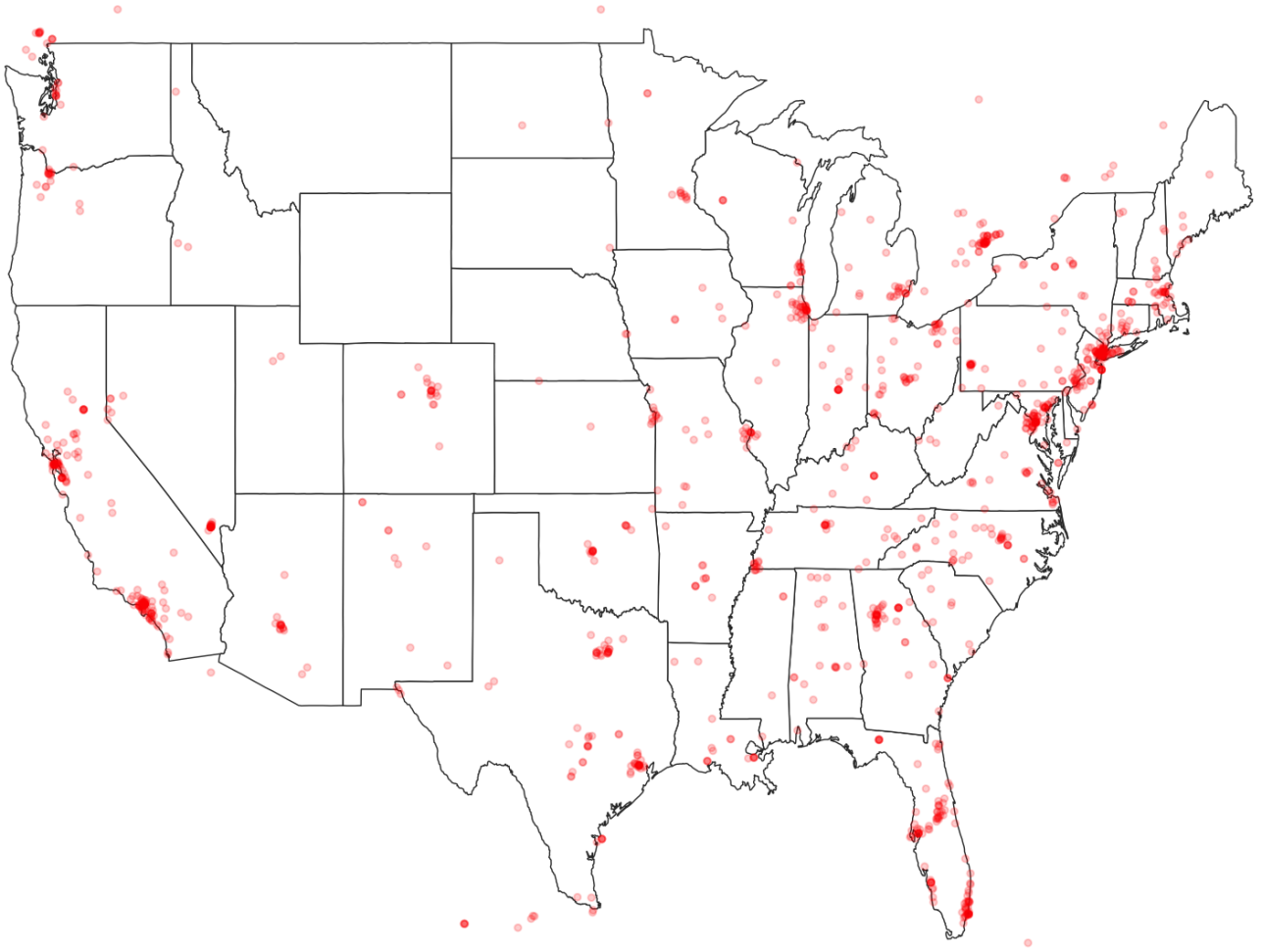
When do people tweet?



People are more likely to tweet at weekend.

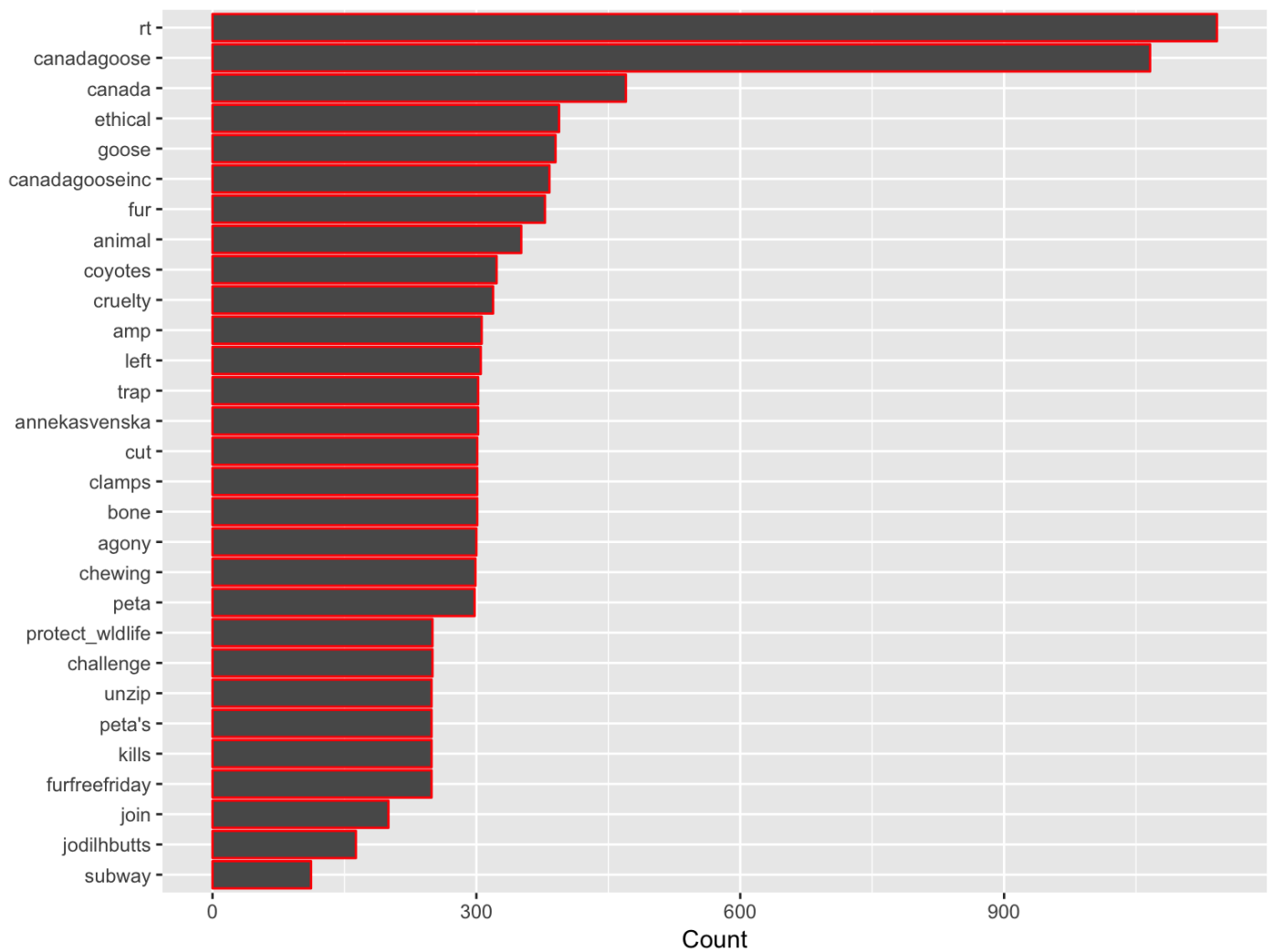
Map: Where people tweet

8403 tweets have been parsed.



It seems that people living in cold states are paying more attention to this animal issue.

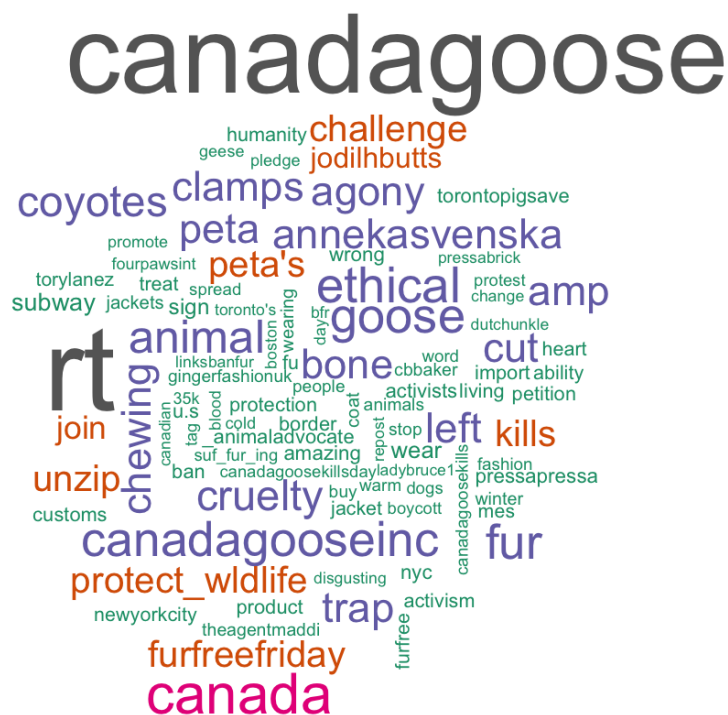
Word Frequency



I looked into the top words mentioned in tweets relevant to Canada Goose. Words refer to animal abuse, such as “ethical”, “animal” and “coyotes” are the most popular.

Word Cloud

Here is the word cloud for the top words in tweets.



```
## # A tibble: 27,314 x 4
##       word sentiment lexicon score
##       <chr>      <chr>   <chr> <int>
## 1    abacus      trust    nrc    NA
## 2   abandon      fear    nrc    NA
## 3   abandon  negative    nrc    NA
## 4   abandon    sadness    nrc    NA
## 5  abandoned     anger    nrc    NA
## 6  abandoned     fear    nrc    NA
## 7  abandoned  negative    nrc    NA
## 8  abandoned    sadness    nrc    NA
## 9 abandonment    anger    nrc    NA
##10 abandonment    fear    nrc    NA
## # ... with 27,304 more rows
```

```
## # A tibble: 2,476 x 2
##       word score
##       <chr> <int>
## 1   abandon   -2
```

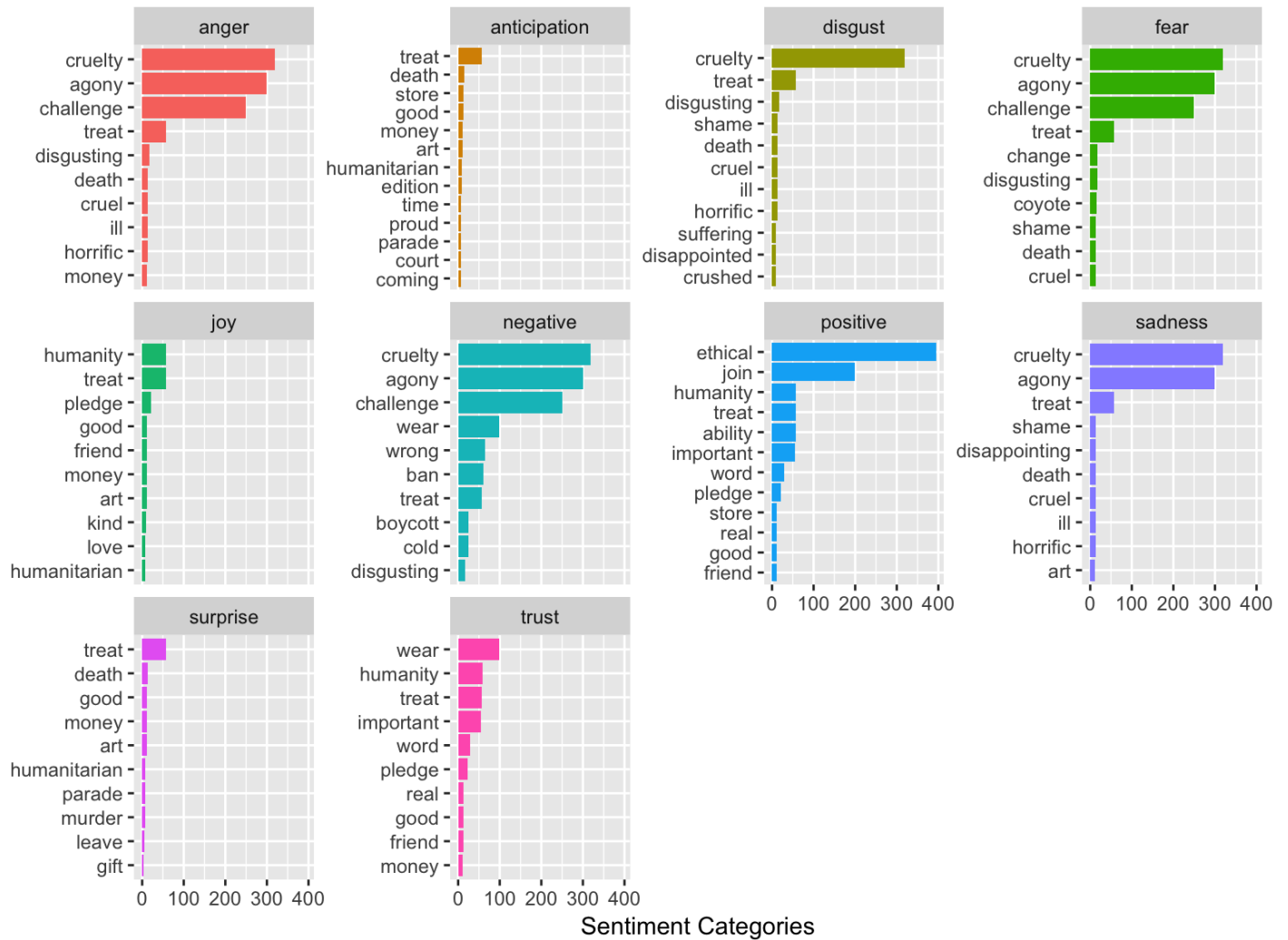
```
## 2 abandoned -2
## 3 abandons -2
## 4 abducted -2
## 5 abduction -2
## 6 abductions -2
## 7 abhor -3
## 8 abhorred -3
## 9 abhorrent -3
## 10 abhors -3
## # ... with 2,466 more rows
```

```
## # A tibble: 6,788 x 2
##       word sentiment
##       <chr>      <chr>
## 1 2-faced negative
## 2 2-faces negative
## 3 a+ positive
## 4 abnormal negative
## 5 abolish negative
## 6 abominable negative
## 7 abominably negative
## 8 abominate negative
## 9 abomination negative
## 10 abort negative
## # ... with 6,778 more rows
```

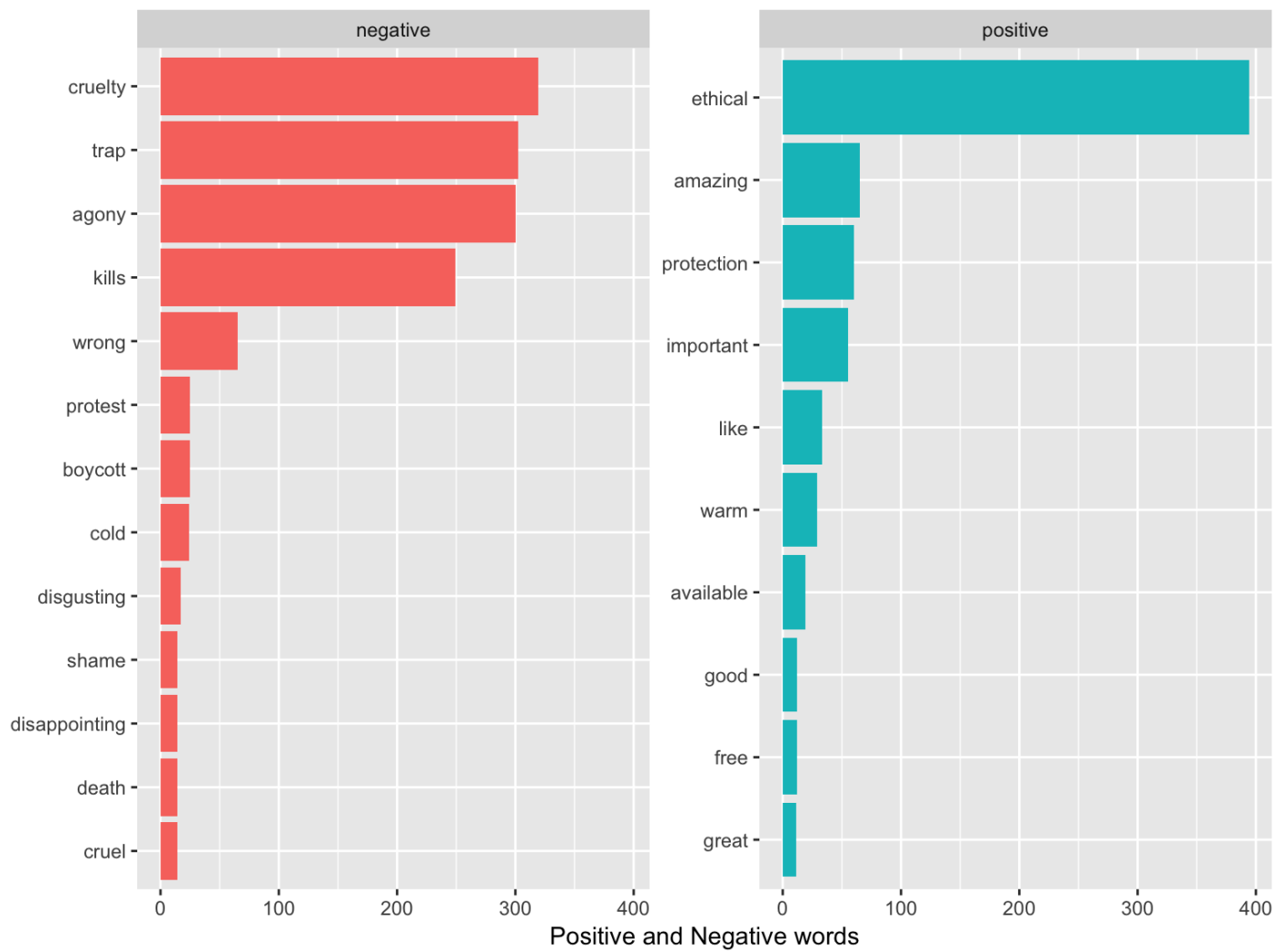
```
## # A tibble: 13,901 x 2
##       word sentiment
##       <chr>      <chr>
## 1 abacus trust
## 2 abandon fear
## 3 abandon negative
## 4 abandon sadness
## 5 abandoned anger
## 6 abandoned fear
## 7 abandoned negative
## 8 abandoned sadness
## 9 abandonment anger
## 10 abandonment fear
## # ... with 13,891 more rows
```

Sentiments

I am intereted in what kinds of attitude people have when they tweet.
Therefore, I analysize the sentiments of words people use in there tweets.



Posivite VS Negative



The plots indicates that people who have negative opinion speak louder online.

Comparison Cloud

negative



positive

People against Canada Goose and would like to take a boycott are more active online.

Attitude

sentiment count	
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negative	124
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positive	97
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Statistics Summary

##	word	sentiment	n
##	Length:221	Length:221	Min. : 1.00
##	Class :character	Class :character	1st Qu.: 1.00
##	Mode :character	Mode :character	Median : 2.00
##			Mean : 11.87
##			3rd Qu.: 5.00
##			Max. :394.00

Top Words

word	sentiment	n
ethical	positive	394
cruelty	negative	319
trap	negative	302
agony	negative	300
kills	negative	249
amazing	positive	65
wrong	negative	65
protection	positive	60
important	positive	55
like	positive	33
warm	positive	29
boycott	negative	25
protest	negative	25
cold	negative	24
available	positive	19
disgusting	negative	17
cruel	negative	14
death	negative	14
disappointing	negative	14
shame	negative	14
horrific	negative	13

The tables shows that the amount of tweets expressing negative feeling is extremely higher than that with positive view.

Conclusion

The results indicates that more people are not happy with Canada Goose because of using real fur. However, what I can see in my real life is the popularity of Canada Goose parka is getting more and more popular, especailly on campus. Twitter might not be a good source to see whether the majority is holding positive or negative opinion. A survey might be a better choice since there are organizations, such as PETA, trying so hard to express and spread their idea against Canada Goose on social medium.