

Twitter Analysis: Ganada Goose

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Twitter Analysis: Canada Goose

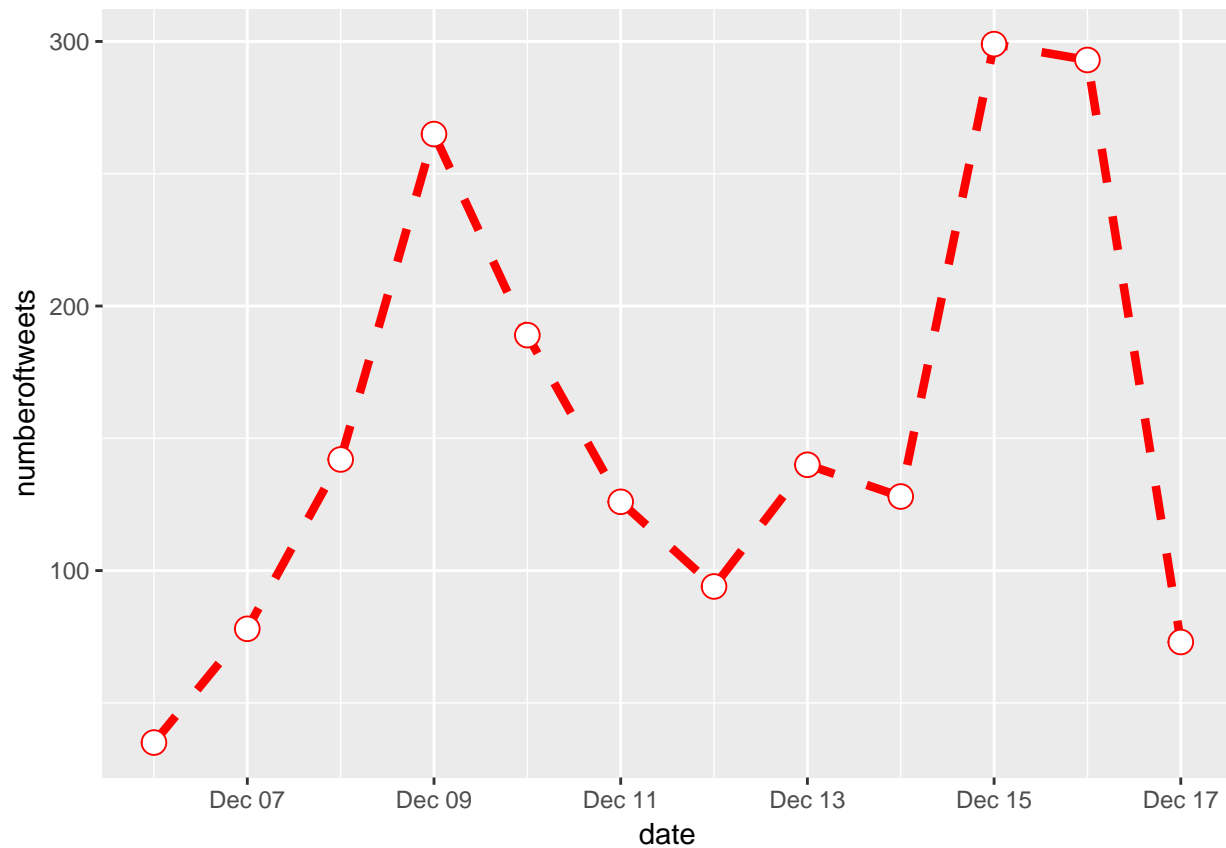
Living in Boston where is usually decorated in white (snow) for about 5 months, I really need to get armed to survive the winter. The temperature and wind get me into a fan of Canada Goose parka. My “Mystique”, the over-knee down jacket from Canada Goose, with the highest warmth level, is the warmest 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 cruelt 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.



<https://news.nationalgeographic.com/content/dam/news/2016/08/07/coyote-america/03coyote-america.jpg>

[1] "Using direct authentication"

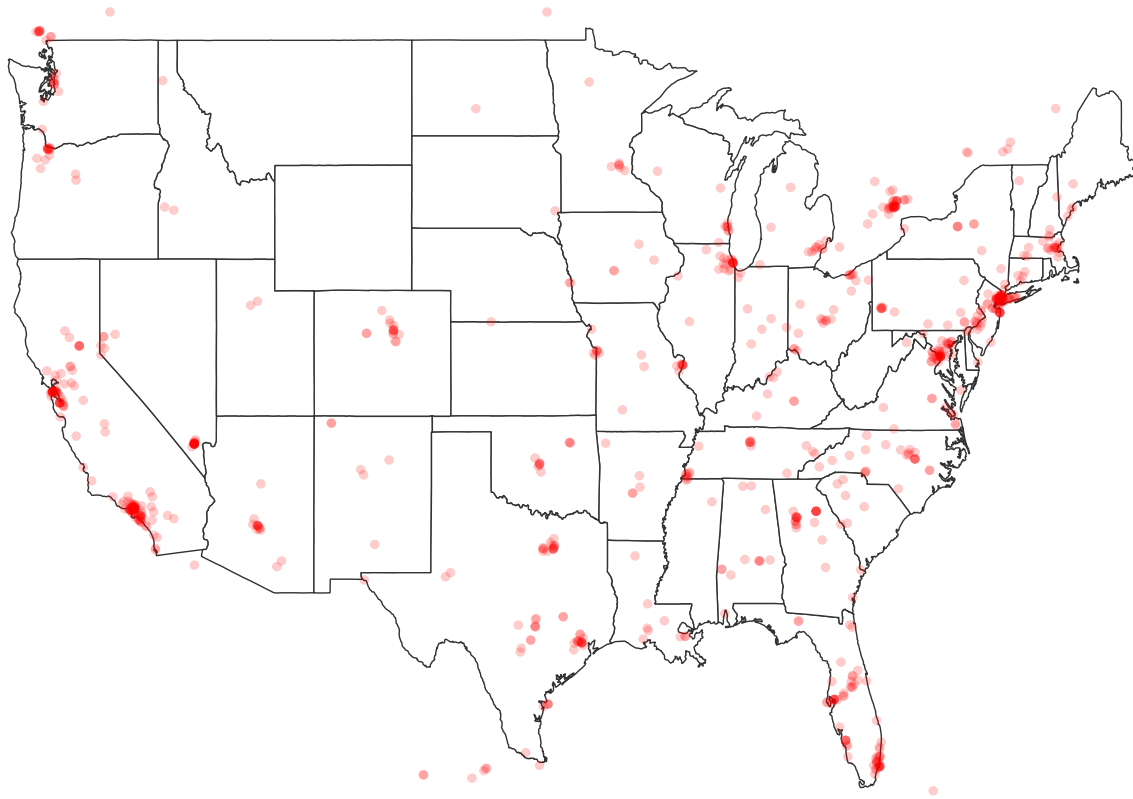
When do people tweet?



People are more likely to tweet at weekend and there is a noticeable difference of tweets at weekend and weekdays. The protests and organized events online are usually take place at weekend. Thus, the increasing tweets numbers might be related to that.

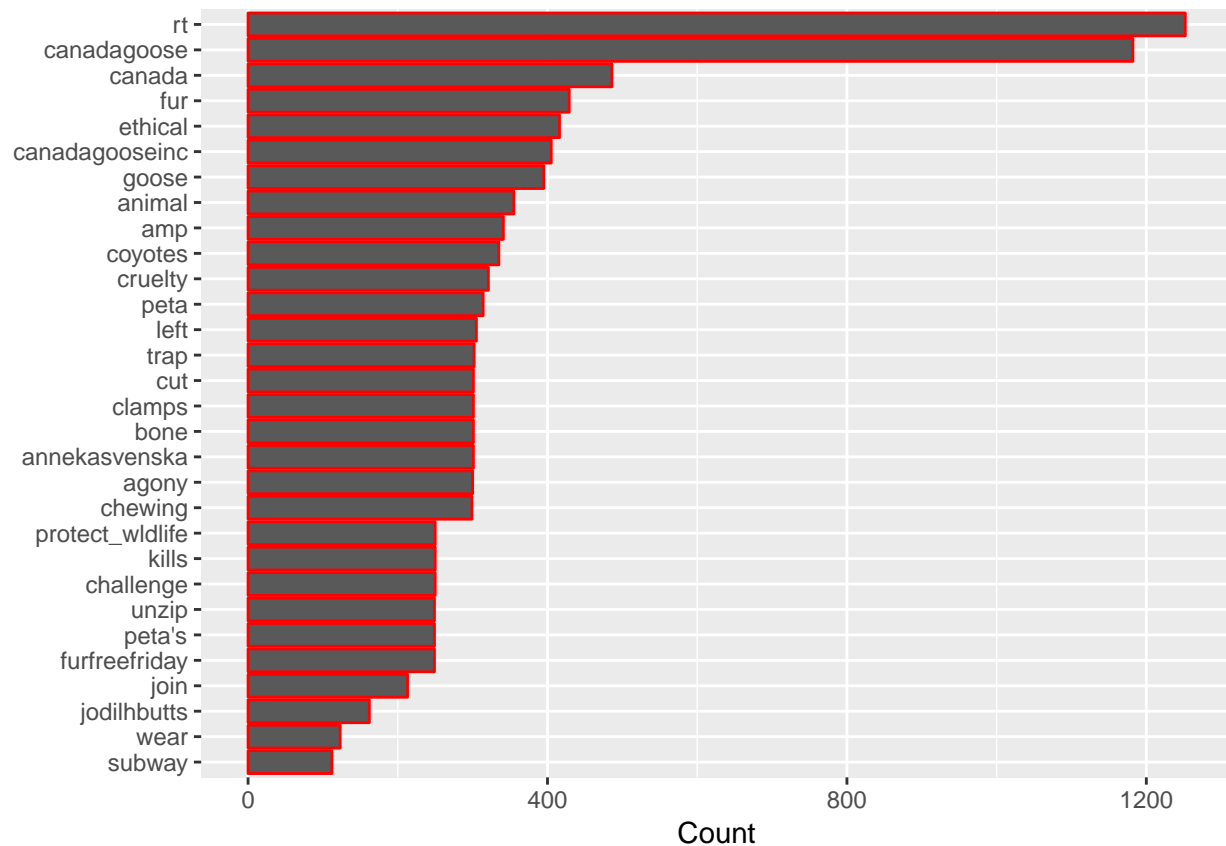
Map: Where people tweet

6292 tweets have been parsed.



It seems that people living in cold states such Massachusetts are paying more attention to this animal issue. It is probably because in those states there is a bigger potential market from heavyweight winter jacket.

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.

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.

```
## # 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
```

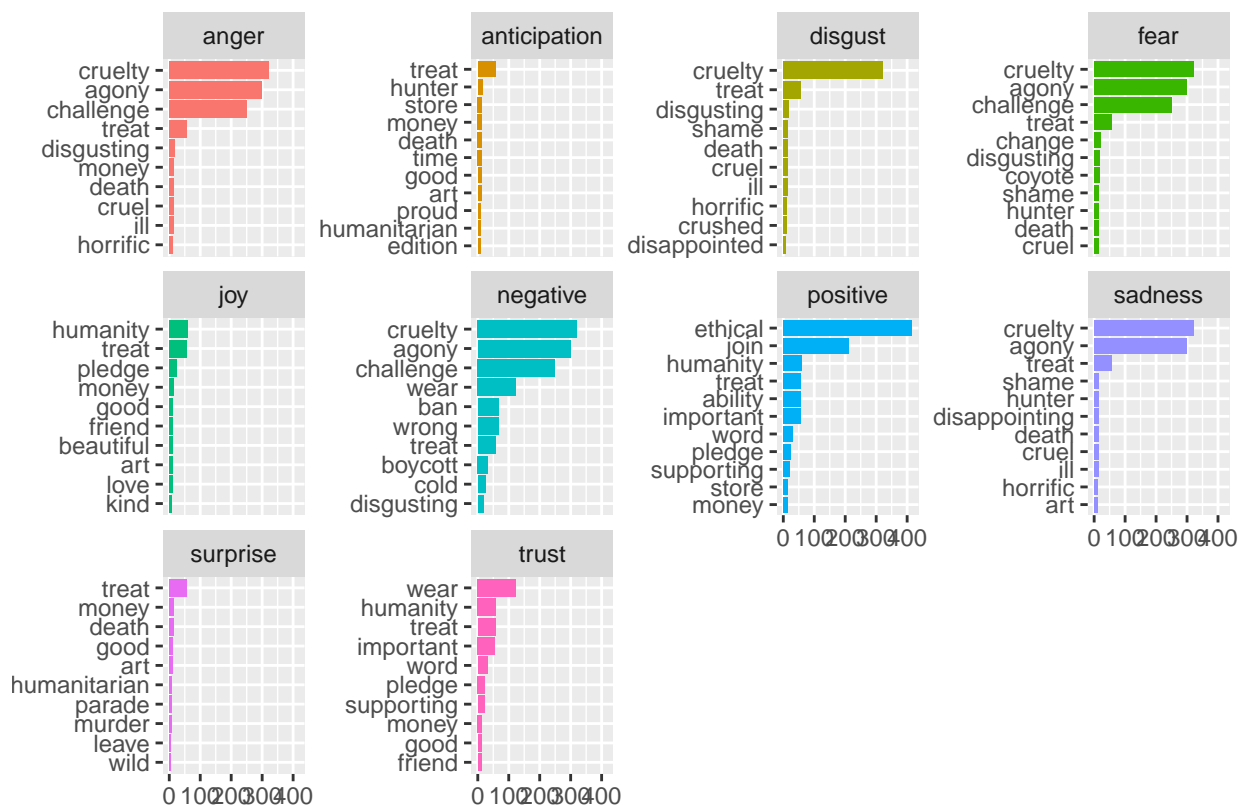
```

## 7      abhor      -3
## 8   abhorred      -3
## 9  abhorrent      -3
## 10     abhors      -3
## # ... with 2,466 more rows

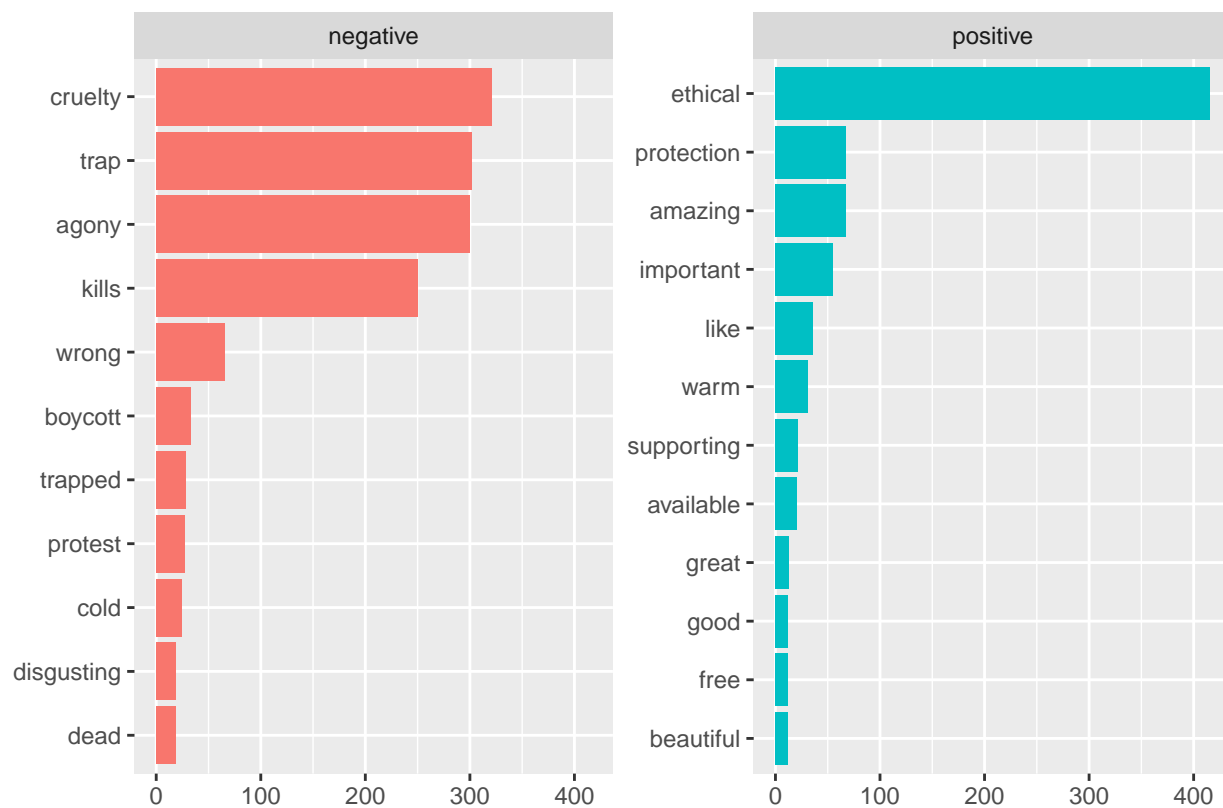
## # A tibble: 6,788 x 2
##       word sentiment
##   <chr>    <chr>
## 1   2-faced  negative
## 2   2-faces  negative
## 3      a+    positive
## 4  abnormal  negative
## 5   abolish  negative
## 6 abominable  negative
## 7 abominably  negative
## 8  abominate  negative
## 9 abomination  negative
##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

```



Sentiment Categories



Positive and Negative words

The plots indicates that people who have negative opinion speak louder online. In addition, the top word “ethical” is categorized as a positive word, but in this case it should be in the Team Protest and stands for negative feeling.

negative



positive

The comparison cloud agrees with what I discussed above that people against Canada Goose and would like to take a boycott are more active online.

sentiment	count
negative	124
positive	102

```
##      word      sentiment      n
## Length:226      Length:226      Min.   :  1.00
## Class :character Class :character 1st Qu.:  1.00
## Mode  :character Mode  :character Median :  2.00
##                                     Mean  : 12.39
##                                     3rd Qu.:  6.00
##                                     Max.   :416.00
```

word	sentiment	n
ethical	positive	416
cruelty	negative	321
trap	negative	302
agony	negative	300
kills	negative	250
amazing	positive	67
protection	positive	67

word	sentiment	n
wrong	negative	66
important	positive	55
like	positive	36
boycott	negative	33
warm	positive	31
trapped	negative	28
protest	negative	27
cold	negative	24
supporting	positive	22
available	positive	21
dead	negative	19
disgusting	negative	19
shame	negative	16
disappointing	negative	15
cruel	negative	14
death	negative	14

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.