|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Community | | | | | | | |
| 1 – Dunkin | **2 – Starbucks** | **3 – Starbucks, Deals** | **4 – Store Closings, Crime** | **5 – Job Postings** | **6 – Joe Biden** | **7 – Drinks & Ingredients** | **8 – Food Items** |
| dunkin | starbuck | starbuck | starbuck | starbuck | dunkin | dunkin | starbuck |
| donut | get | drink | close | job | donut | cold | sandwich |
| coffee | like | Tuesday | store | store | go | brew | chicken |
| like | coffee | today | concern | bio | indian | sugar | menu |
| get | go | half | crime | link | accent | brown | diarrhea |
| ice | im | cold | safety | open | slight | cream | pull |
| starbuck | drink | get | seattle | like | unless | foam | new |
| im | work | ice | city | barista | biden | good | coffee |
| go | one | app | drug | click | eleven | new | custom |
| work | order | every | use | look | joe | starbuck | chai |

|  |  |  |  |
| --- | --- | --- | --- |
| Words | | Hashtags | |
| Dunkin | **Starbucks** | **Dunkin** | **Starbucks** |
| dunkin | starbuck | dunkin | starbucks |
| donut | drink | sb19 | retail |
| coffee | get | coffee | seattle |
| like | coffee | dunkindonuts | coffee |
| get | store | felip\_bulan | crime |
| go | like | feliponglobalspin | starbuckssummer |
| starbuck | go | jobs | news |
| im | close | donbelle | shopeemy |
| ice | im | globalspin | primeday |
| one | today | hiring | business |

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| --- | --- | --- | --- | --- | --- | --- |
| Pairwise Correlations | | | | | | |
| Node Attributes | user\_followers\_count | retweet\_count | favorite\_count | num\_unique\_words | normalized\_degree | degree |
| user\_followers\_count | 1.00 |  |  |  |  |  |
| retweet\_count | 0.052 | 1.00 |  |  |  |  |
| favorite\_count | 0.0063 | 0.9 | 1.00 |  |  |  |
| num\_unique\_words | 0.0085 | 0.018 | 0.0083 | 1.00 |  |  |
| normalized\_degree | 0.028 | 0.016 | 0.00067 | 0.038 | 1.00 |  |
| degree | 0.029 | 0.018 | 0.0017 | **0.33** | 0.86 | 1.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Complete Network | | | | |
|  | Degree (normalized) | Closeness Centrality | Between Centrality |
| Min | 8.96 e-05 | 8.96 e-05 | 0 |
| Max | 0.095 | 0.436 | 0.026 |
| Mean | 0.005 | 0.292 | 0.0001 |
| Median | 0.001 | 0.300 | 7.196e-06 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Starbucks Network | | | | |
|  | Degree (normalized) | Closeness Centrality | Between Centrality |
| Min | 0 | 0 | 0 |
| Max | 0.102 | 0.430 | 0.037 |
| Mean | 0.011 | 0.294 | 0.0003 |
| Median | 0.003 | 0.307 | 2.019e-05 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Dunkin’ Network | | | | |
|  | Degree (normalized) | Closeness Centrality | Between Centrality |
| Min | 0 | 0 | 0 |
| Max | 0.162 | 0.474 | 0.041 |
| Mean | 0.007 | 0.304 | 0.0004 |
| Median | 0.002 | 0.314 | 1.427e-05 |

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| --- | --- | --- | --- |
| Top Nodes | ['D4276', 'S5687', 'S6754', 'D904', 'D6457', 'D5705'] | ['D4276', 'S6754', 'D904', 'S5687', 'D5705', 'D3669'] | ['D4276', 'S418', 'S5687', 'D5705', 'D6457', 'D3051'] |
| Top Nodes | ['S2361', 'S5004', 'S4846', 'S4176', 'S7452', 'S34'] | ['S1505', 'S418', 'S6754', 'S7190', 'S5267', 'S2361'] | ['S418', 'S7630', 'S1505', 'S2361', 'S3681', 'S3335'] |
| Top Nodes | ['D4276', 'D6457', 'D4121', 'D6271', 'D4473', 'D904'] | ['D4276', 'D6457', 'D4121', 'D6271', 'D4473', 'D3808'] | ['D4276', 'D6457', 'D4121', 'D3808', 'D4473', 'D5382'] |

|  |  |
| --- | --- |
| Node Attribute | Attribute Description |
| Content | List of unique words contained in each tweet |
| Number of Words | Count of unique words of each tweet |
| Brand | “Starbucks” or “Dunkin” |
| Sentiment | “Negative”, “Neutral”, or “Positive” |
| Retweets Count | Number of retweets received by tweet |
| Favorites Count | Number of favorites received by tweet |
| Followers Count | Number of followers of user who posted the tweet |
| Influencer | “Yes” or “No” (based on user follower count) |