**On data**

The collected data contained 19 batches for MCU labelled ‘1’, ’2’,… ’19’, and 15 batches for DCEU labelled ‘DC1’, ’DC2’,… ‘DC15’.

For testing the selected batch for each brand are included on the ‘Data sample’ folder (‘3’ and ‘DC3’). All other batches can be found via this Onedrive link:

<https://uniofnottm-my.sharepoint.com/:f:/g/personal/lixan23_nottingham_ac_uk/EvU9FyuCUFtDqRtSb8KhtnkBWrlUdse2XfvQ5Fw9f5flzA?e=JaLTam>

Beside data batches, the link also contains processed data that can be used to load directly on each section:

* For sentiment analysis & topic modelling: ‘mcu\_short’, ‘dc\_short’
* For network analysis: ‘mcu\_sentiment’, ‘dc\_sentiment’
* For Gephi: ‘mcu\_network’, ‘dc\_network’

**On Network graph**

Gephi software download can be found here:

<https://gephi.org/users/download/>

Details on the functions used:

* Appearance of Nodes:
  + Ranking color: based on in-degree
  + Node size: based on degree (average of in and out-degree)
* Layout:
  + ForceAtlas 2
  + Scaling: 1.0
  + Gravity: 1.0
  + Check on Prevent Overlap