

- Are there differences in topics and sentiments across groups (e.g., Soldiers vs. family) and across social media venues?
- Can we identify determinants of attrition and changes in policies through the chatter in social media?

- 68 videos on 10 different topics such as education (e.g., college, GI bill), health (e.g. suicide, PTSD), quality of life (e.g., life on base, mail, food), sexual assault of women, and transgender
- 9,791 comments from the videos

- **Facebook** (dark blue) and **Twitter** (light blue) have strikingly similar sentiment.
- The sentiments on **YouTube** (red) are more negative than either **Facebook** or **Twitter**.
- This may be due to the increased anonymity afforded by **YouTube**.