

APPENDIX A

Cluster Number	Number of Tweets in Segment	Most Prevalent Topics	Example Tweets from Segment	Common Emojis	Average Sentiment Score
1	1,248	Topic 14: queso, good, disappointed, cheese, taste, pretty, sorry, terrible, ingredients Topic 30: chips, ever, better, sure, tried, sad, worst, bag, stale	<i>the stuff that is good thread an ever updating thread of stuff that is good got good stuff thread it here</i> <i>your queso is subpar it lacks flavor and the cheese has a weird texture</i> <i>not digging the queso gritty tasteless queso should be smooth bold yuck</i> <i>i am just sitting crying i had your chips and queso and i am pretty sure they were the first chips ever made stale sad</i>	nauseated_face loudly_crying_face thumbs_down	-0.19
2	563	Topic 16: burritos, free, halloween, happy, boorito, year, costume, everyone, tomorrow	<i>do jackets count as partial costumes i have a toothless dragon hoodie with the tail and the dragon stuffed animals</i> <i>considering walking to in my llama onesie alone happy halloween</i> <i>i celebrated by flying my broom to for a boo rito because that is basically the only reason left to wear a halloween costume</i>	burrito jack-o-lantern ghost	0.70
3	651	Topic 38: st, th, pm, staff, around, locations, heard, ca, near Topic 35: location, yes, restaurant, ohio, city, town, available, contact, possible	<i>the usc location s figueroa st los angeles ca united states</i> <i>east broad street reynoldsborg ohio</i> <i>columbus ohio at easton town center</i> <i>the one on kent state university cus in ohio</i>	loudly_crying_face weary_face face_with_tears_of_joy	-0.04
4	1,818	Topic 22: burrito, bowl, rice, chicken, steak, half, put, meat, beans Topic 33: bowls, little, look, cold, employee, call, wtf, many, big Topic 25: extra, give, ask, wanted, forgot, instead, add, charge, quesadilla	<i>this is supposed to be barbacoa no sour cream and no rice i have chicken sour cream and rice not happy</i> <i>for a burrito and i still leave hungry portions optional eh perhaps you should express that to your stores ripoff</i> <i>when you go to and they hardly give you meat so you ask for the normal portion and they charge you extra highwayrobbery</i> <i>why you skimping on the rice i ask for extra in place of beans and they wont give more than one scoop sadgreg</i>	loudly_crying_face nauseated_face weary_face	-0.17
5	16,685	Topic 31: will, now, right, take, james, im, next, response, definitely Topic 11: time, eat, every, week, times, literally, enough, least, second	<i>laying in bed all day watching supernatural is definitely gonna be a burritoful day bye sam</i> <i>i am going to be that person right now why is not open right now</i> <i>right now it looks like i will need a burrito tonight to drown my sorrows demvslac</i> <i>i could eat every day of the week and twice on sundays</i> <i>i literally eat times a week now it is obnoxious</i>	face_with_tears_of_joy burrito red_heart	0.1
6	1,462	Topic 8: order, online, line, people, wait, ordering, wrong, card, minutes Topic 23: app, new, store, pay, trying, use, working, option, sucks	<i>what is the point of online ordering you claim to skip the line but the people on line are leaving faster then me</i> <i>having to wait minutes to pick up my order kind of defeats the purpose of ordering ahead</i> <i>your new update for the app sucks no option to pay in store genius</i> <i>your app update sucks tells me to swipe up to place order but it refuses to place letdown</i>	pouting_face face_with_rolling_eyes loudly_crying_face	-0.07

Table: Fast-Food Segmentation Summary