**Rules:**

For sentiment: Positive is denoted as 1, neutral is denoted as 0, and negative is denoted as -1.

If the food word in the tweet refers to a word type that is not the food, the tweet is noise and is classified as neutral.

If the tweet involves using or consuming the food in a way that implies pleasure or positivity, sentiment is positive. Conversely if the tweet involves using or consuming a food in a way that implies negativity, sentiment is negative.

If the tweet contains emojis that denote positive or negative feelings with respect to the food then the sentiment is labelled accordingly.

The use of punctuation signs repeatedly after single words eg Coffee!!!, bread? Etc can express positive sentiment in the case of exclamation marks and neutral sentiments when question marks are used.

If the tweet states that the food is positive in the past tense but not the current tense, then the tweet is noise and is neutral. for instance if one says I used to like bananas? However, if the statement is followed by words or expressions that reinforce or negate the past sentiment. Then you can label it accordingly

If the tweet has an overall positive or negative sentiment but does not refer to using or consuming the food, sentiment is neutral.

Tweets referring to a variation on a food (eg chocolate milk instead of milk) are noise and sentiment neutral.

If the tweet states that someone prefers something over the food, sentiment is negative.

If the tweet states that multiple foods are positive and the food in question is included in that group, then the tweet is deemed positive.

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**Note:**

In addition to raw counts of positive and negative, we will also analyze the positive/negative ratio for each food type. This will help control for the fact that many neutral tweets are deemed neutral because they are unrelated to the actual food (e.g. representative of noise). So, looking only at tweets actually deemed positive or negative and taking their ratio may be a more accurate way to assess differences in dimensions between the foods.