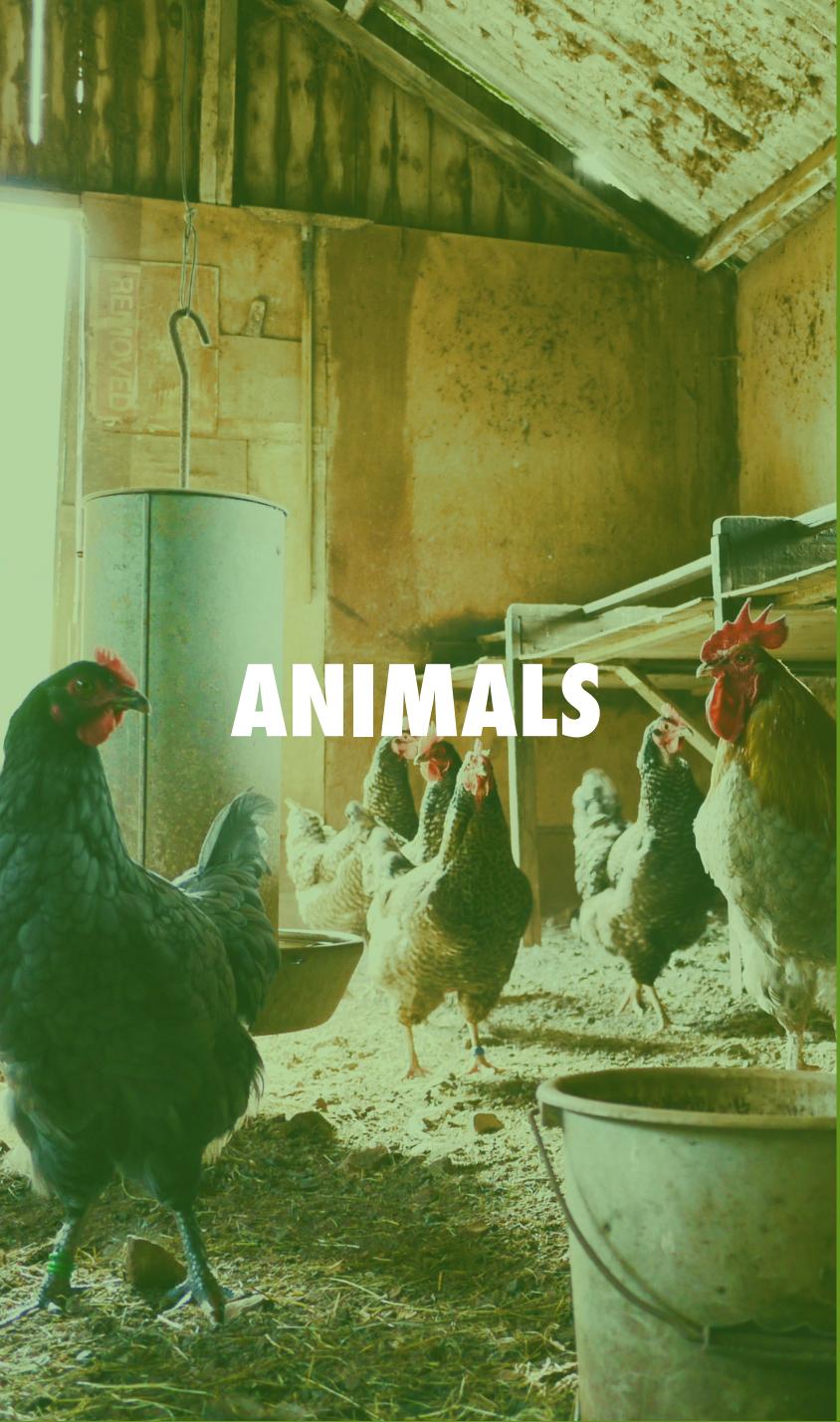




# WHAT DO VEGANS TALK ABOUT?

*Using NLP to Analyze Tweets with  
Keyword "Vegan"*

- Joe Cowell



**ANIMALS**



**HEALTH**



**ENVIRONMENT**

# THE TWEETS

MAIN TOOL  
**SNSCRAPE**

YEARS  
**2016 - 2020**

TWEET COUNT  
**60K**

# THE TOPICS



## MEDIA TOPICS

BLOGS + ARTICLES

SOCIAL MEDIA

VEGAN HASHTAGS

CONTESTS



## BATH TOPICS

BEAUTY PRODUCTS

SKIN CARE

SOAP



## FOOD TOPICS

SALADS

DESSERTS

BREAKFAST

MEALS

'FAKE' FOODS

ICE CREAM

BAKING

CHEESE

VEGETABLES +  
INGREDIENTS



## LIFESTYLE TOPICS

FITNESS + WEIGHTLOSS

NUTRITION

LIFESTYLE

RESTRICTED DIETS

DATING

POSITIVITY



## ANIMAL TOPICS

ANIMAL ACTIVISM

# **BEHIND THE TOPICS**

## **BLOGS + ARTICLES (MEDIA TOPIC)**

RECIPE, BLOG, COOKBOOK, VIDEO, TRAVEL, INSPIRE

## **BEAUTY PRODUCTS (BATH TOPIC)**

BEAUTY, NATURAL, MAKEUP, CRUELTY-FREE, LIPSTICK, CARE

## **BREAKFAST (FOOD TOPIC)**

PANCAKE, COFFEE, BANANA, OATMEAL, SCRAMBLE, TOAST, EGG

## **FITNESS + WEIGHTLOSS (LIFESTYLE TOPIC)**

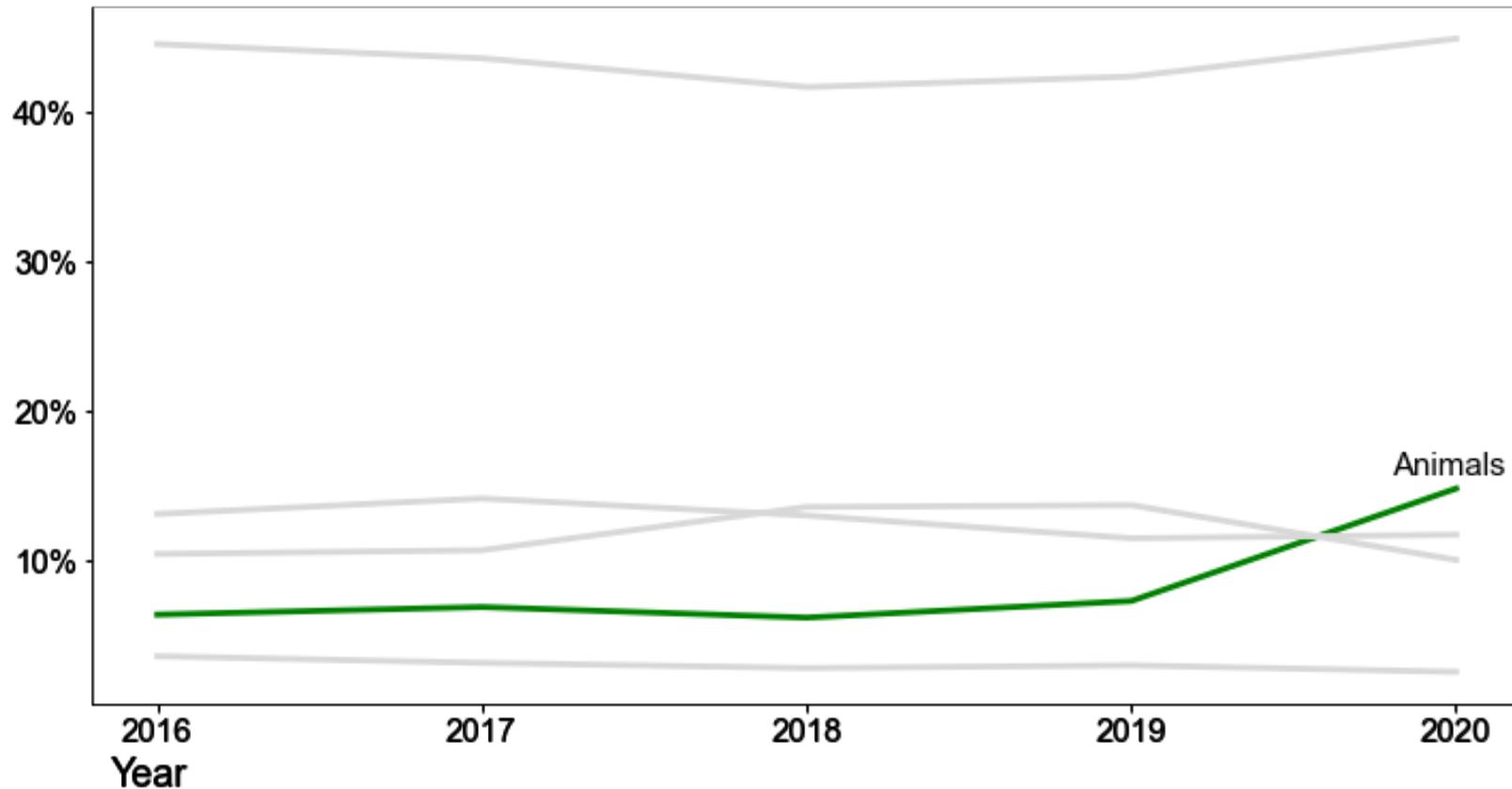
DIET, FIT, PROTEIN, WORKOUT, EXERCISE, VITAMIN, HEALTH

## **ANIMAL ACTIVISM (ANIMAL TOPIC)**

ANIMAL, HUMAN, LIVE, ANIMALRIGHT, FARM, STOP, KILL, CRUELTY

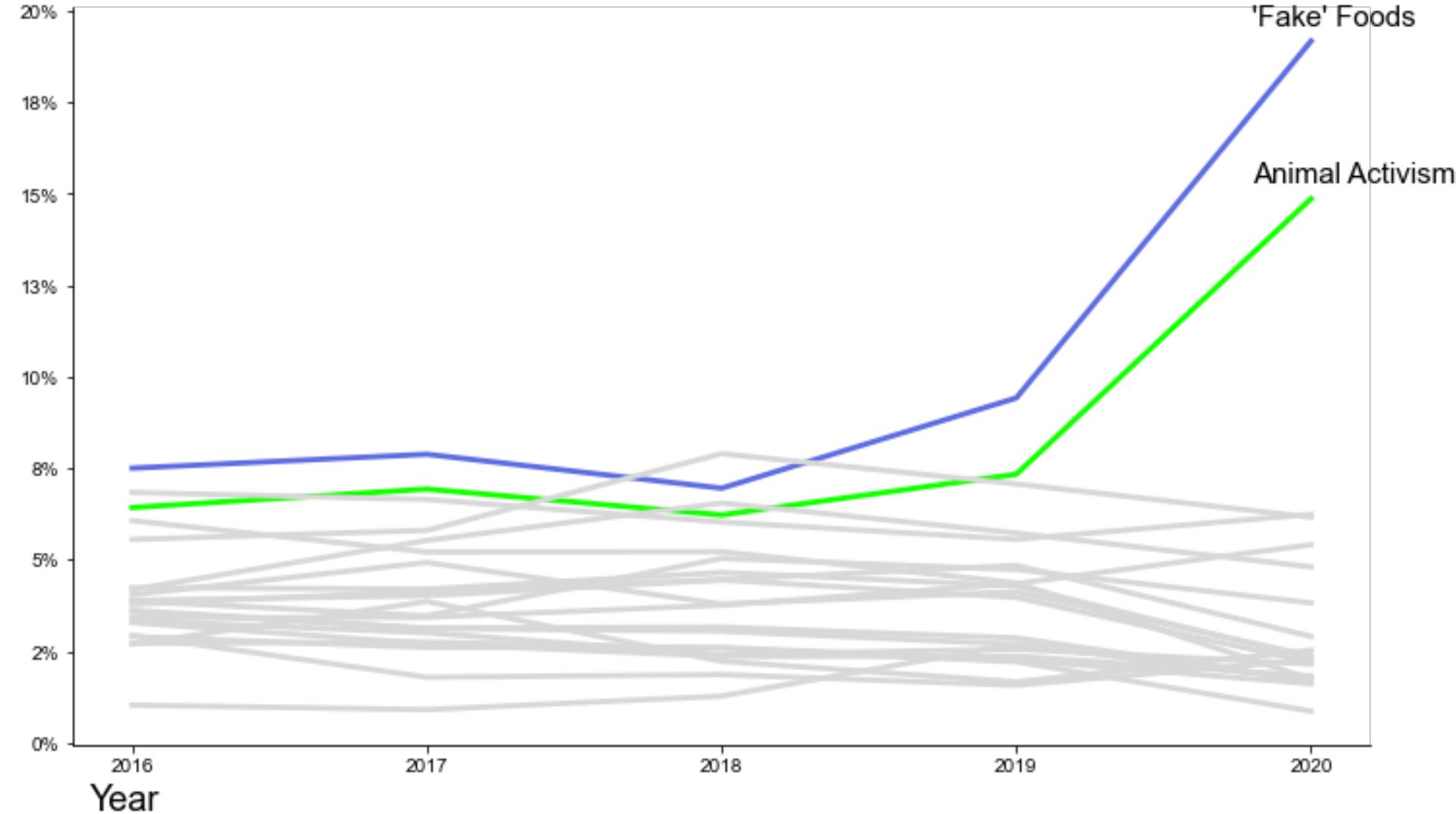
## Animal Activism is on the Rise

Percent of Tweets

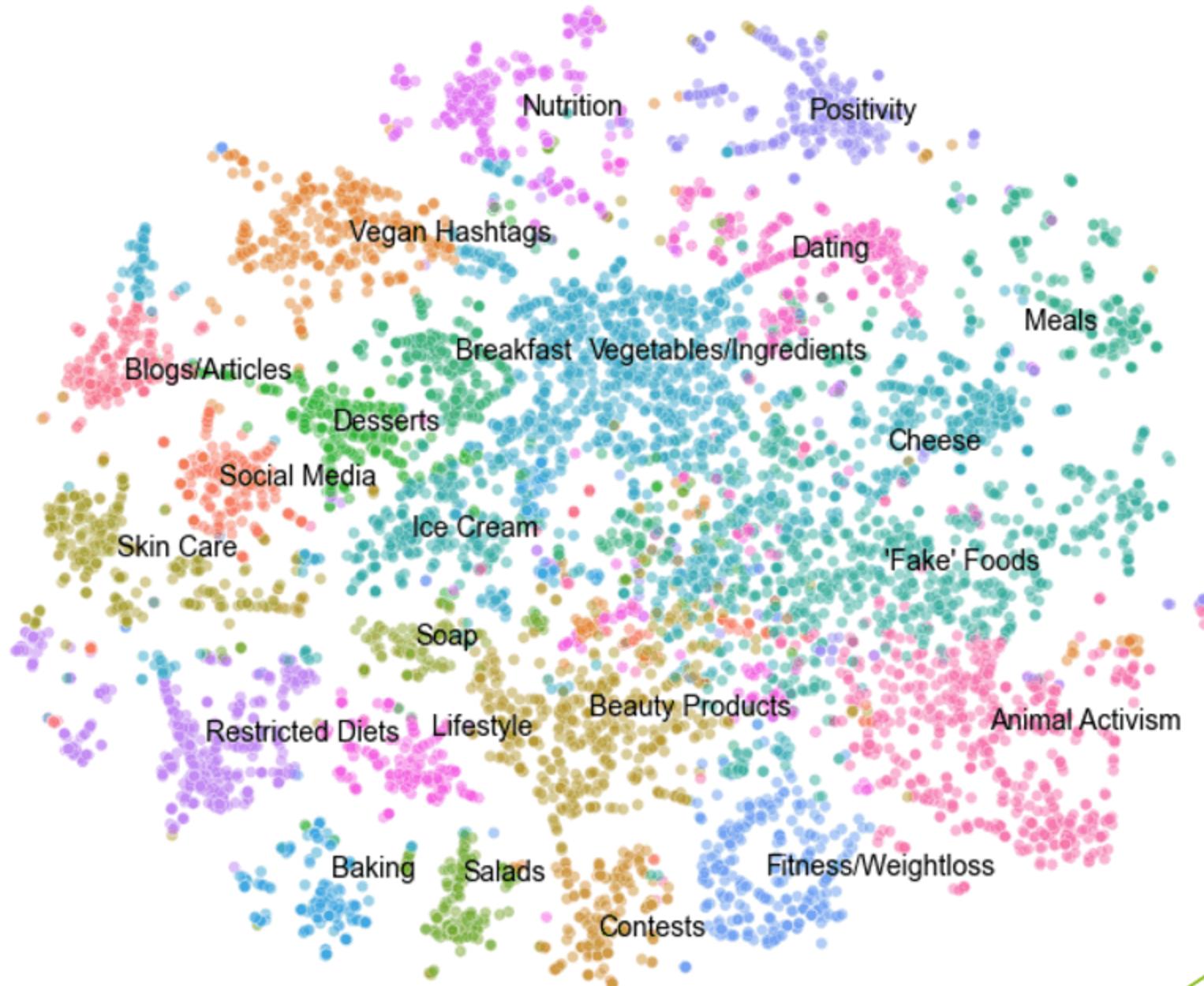


## 'Fake' Foods are Big Too

Percent of Tweets



## Smaller Topics for 2016



2016

# ANIMALS





**'FAKE' FOODS**

A photograph of a forest floor covered in green grass and small bushes. Several tall trees with dark brown, textured bark stand in the background. Some of these trees have bright red or orange peeling bark on their lower trunks. The forest extends into the distance, with more trees visible through the branches.

# THE ENVIRONMENT

# **WHAT DO VEGANS TALK ABOUT?**



# FOOD

(average of 43.5% of vegan tweets discussed food)

# APPENDIX

# Photo Credits:

1. Cow Photo by [Jan Koetsier](#) from [Pexels](#)
2. Chickens Photo by [Brett Jordan](#) from [Pexels](#)
3. Veggies Photo by [Elle Hughes](#) from [Pexels](#)
4. Trees Photo by [Felix Mittermeier](#) from [Pexels](#)
5. Pig Photo by [Matthias Zomer](#) from [Pexels](#)
6. Veggie Burger Photo by [Grooveland Designs](#) from [Pexels](#)
7. Forest Photo by [Pixabay](#) from [Pexels](#)
8. Fruit Photo by [Ponyo Sakana](#) from [Pexels](#)

# WORDS PER TOPIC

## 1. Blogs + Articles

recip, easi, veganrecip, meatlessmonday, cook, blog, pleas, raw, nocruelti, cheesecak, pumpkin, inspir, cookbook, video, idea, link, recipeoftheday, travel, dessert, simpl, healthyfood, whatveganseat, summer, bake, tasti

## 2. Fitness/Weight Loss

health, diet, nutrit, fit, well, plant, protein, benefit, base, lifestyl, weightloss, workout, help, healthyeat, motiv, exercis, healthyliv, life, paleo, healthylifestyl, vitamin, superfood, live, fitfood, healthyfood

## 3. Animal Activism

anim, human, live, compass, animalright, peopl, right, kill, stop, life, cruelti, save, pleas, planet, help, onli, farm, becaus, product, world, suffer, digoutyoursoul, kind, abus, environ

## 4. Salads

lunch, salad, summer, avocado, sandwich, dress, perfect, quinoa, fresh, kale, meatlessmonday, favorit, menu, wrap, cucumb, yummi, chickpea, bowl, tofu, week, tomato, hummus, veganfood, box, fruit

## 5. Desserts

chocol, cooki, chip, butter, peanut, dessert, dark, bar, banana, cheesecak, browni, pud, raspberri, almond, muffin, bake, fudg, coconut, protein, dough, truffl, pumpkin, milk, treat, cupcake

## 6. Positivity

love, happi, life, much, peac, friend, everyon, cook, littl, famili, share, peopl, dog, even, feel, compass, week, youll, avocado, wed, menu, meal, alway, vega, fudg

## 7. Beauty Products

crueltyfre, beauti, product, skincar, natur, makeup, skin, shop, use, brand, hair, cosmet, review, lipstick, happi, lip, greenbeauti, friend, cruelti, amaz, bodi, perfect, rang, care, bblogger

## 8. Restricted Diets

glutenfre, dairyfre, paleo, gluten, option, snack, nongmo, cooki, soyfre, treat, perfect, sugarfre, nuffre, protein, pumpkin, eggfre, bake, pie, donut, appl, dessert, glutenfreevegan, browni, keto, cupcak

## 9. Social Media

thank, latest, daili, send, messag, nutritionist, certifi, share, much, friend, follow, post, big, news, kitchen, awesom, eco, support, amaz, everyon, pleas, week, inspir, option, write

## 10. Vegan Hashtags

govegan, veganfood, veganlif, whatveganseat, vegansofig, veganfoodshar, animalright, veganrecip, vegansofinstagram, uk, veganhealth, nocruelti, veganlifestyl, travel, veganfoodporn, pm, veganeat, vegano, veganfortheanim, life, peta, vegancommun

## 11. Skin Care

organ, raw, moisturis, natur, passion, menfriend, caninecar, chemic, skinfood, skin, etsi, health, oil, superfood, govegan, eco, sustain, energi, smoothi, juic, whatveganseat, nongmo, rawvegan, coconut, bodi

## 12. Soap

soap, gift, handmad, natur, etsi, handmadesoap, naturalsoap, coldprocess, christma, bar, process, cold, lavend, set, favor, valentin, sale, vegansoap, bodi, bath, handcraft, ajsweetsoap, mint, oil, patchouli

## 13. Breakfast

breakfast, smoothi, morn, sunday, pancak, start, bowl, coffe, banana, fruit, brunch, oat, yummi, blueberri, veganbreakfast, oatmeal, healthyfood, avocado, scrambl, full, weekend, happi, toast, egg, strawberri

## 14. Meals

delici, easi, meal, enjoy, snack, treat, cook, dish, fresh, yum, option, veganfood, super, yummi, simpl, menu, tasti, quick, friend, dinner, dessert, perfect, amaz, tast, someth

## 15. Competitions

win, enter, competit, end, bundl, laundri, follow, giveaway, chanc, box, retweet, winitwednesday, even, contest, award, prize, onli, two, worth, tix, uk, luck, snack, last, winner

## 16. 'Fake' Foods

meat, peopl, dairi, protein, industri, eater, product, meal, option, world, plant, milk, becaus, watch, news, year, beyond, first, stop, onli, even, egg, ani, altern, less

## 17. Ice Cream

cream, ice, coconut, dairyfre, milk, icecream, banana, summer, dairi, strawberri, nice, vanilla, almond, berri, pie, veganicecream, dessert, smoothi, flavor, coffe, avocado, caramel, paleo, tea, whip

## 18. Nutrition

healthi, healthyfood, nutrit, happi, snack, fit, foodporn, fruit, healthyeat, raw, cook, smoothi, healthylifestyl, easi, meal, protein, yummi, fresh, live, tasti, veget, cleaneat, ingredi, detox, super

## 19. Baking

cake, birthday, bake, carrot, coffe, happi, lemon, vegancak, vanilla, cupcak, raw, appl, amaz, raspberri, bakeri, spong, celebr, strawberri, veganbak, yummi, sunday, cafe, blueberri, wed, dessert

## 20. Lifestyle

via, stori, show, radio, raw, read, travel, theorganicview, daili, save, vegantravel, easi, cheesi, nyt, book, leather, launch, cheesecak, veganrecip, barbecu, festiv, amazon, cookbook, grill, guid

## 21. Cheese

chees, pizza, mac, pleas, option, base, plant, night, gari, veganpizza, amaz, veganchees, cashew, milk, sauc, top, menu, homemad, use, mozzarella, tast, last, first, nacho, tasti

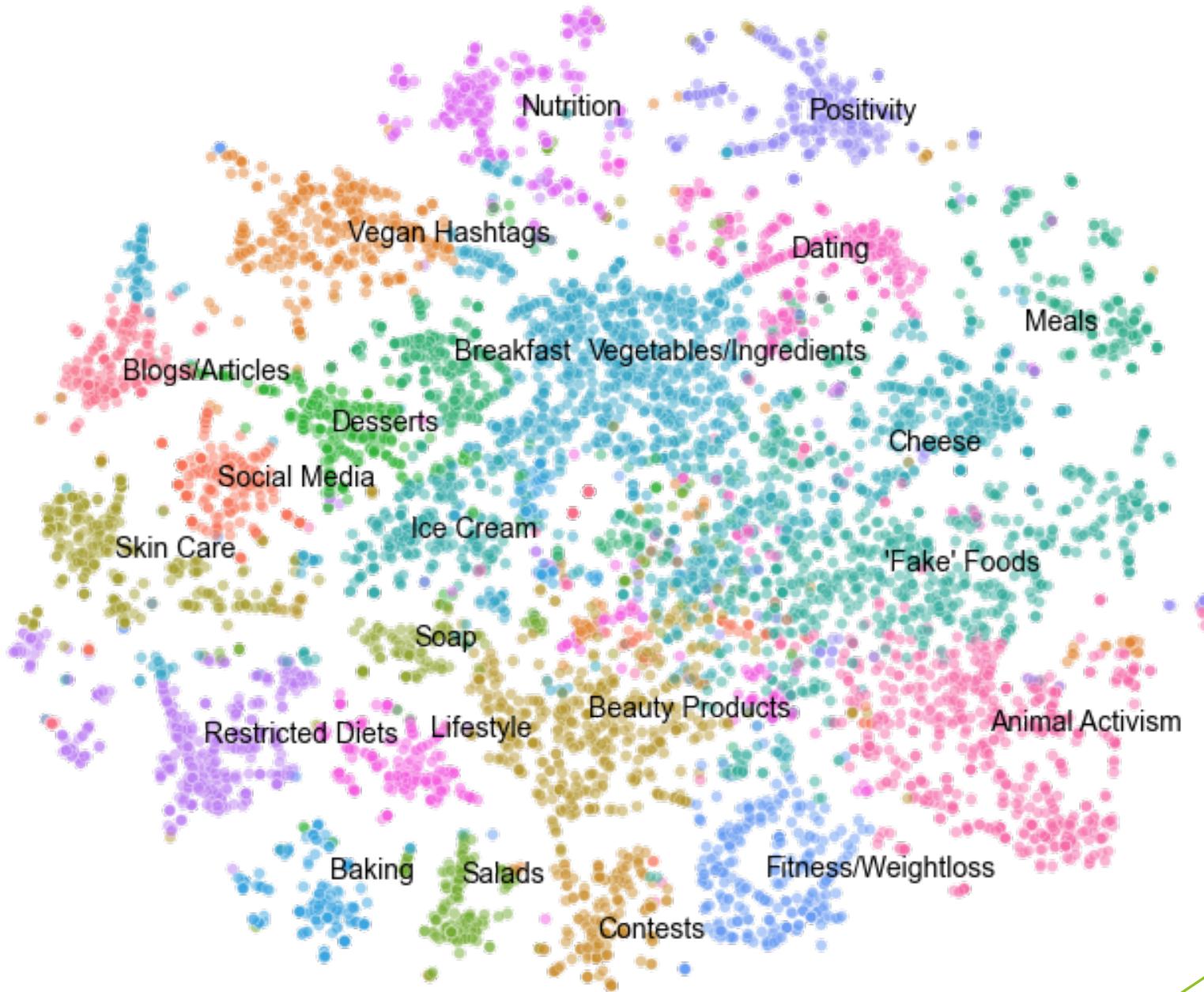
## 22. Dating

veggi, burger, foodporn, cook, yummi, green, fruit, year, bean, date, fri, amaz, singl, veganhour, menu, black, restaur, imposs, grill, healthyfood, fresh, woman, wrap, option, beyond

## 23. Vegetables + Ingredients

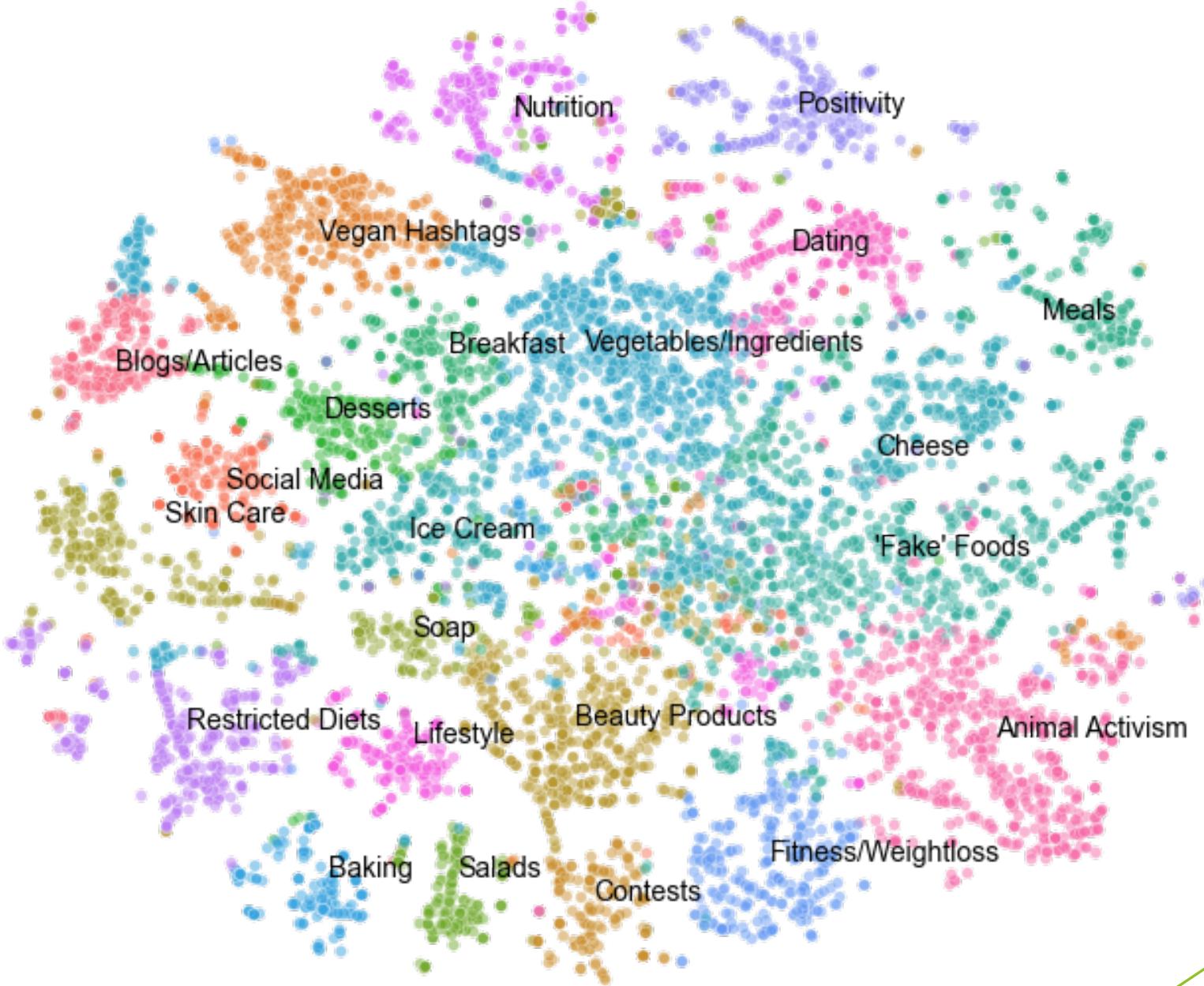
soup, potato, sweet, dinner, curri, bean, tomato, tofu, rice, lentil, roast, sauc, mushroom, green, red, veget, chickpea, homemad, onion, carrot, black, pepper, spici, fri, garlic

## Smaller Topics for 2016



**2016**

## Smaller Topics for 2017

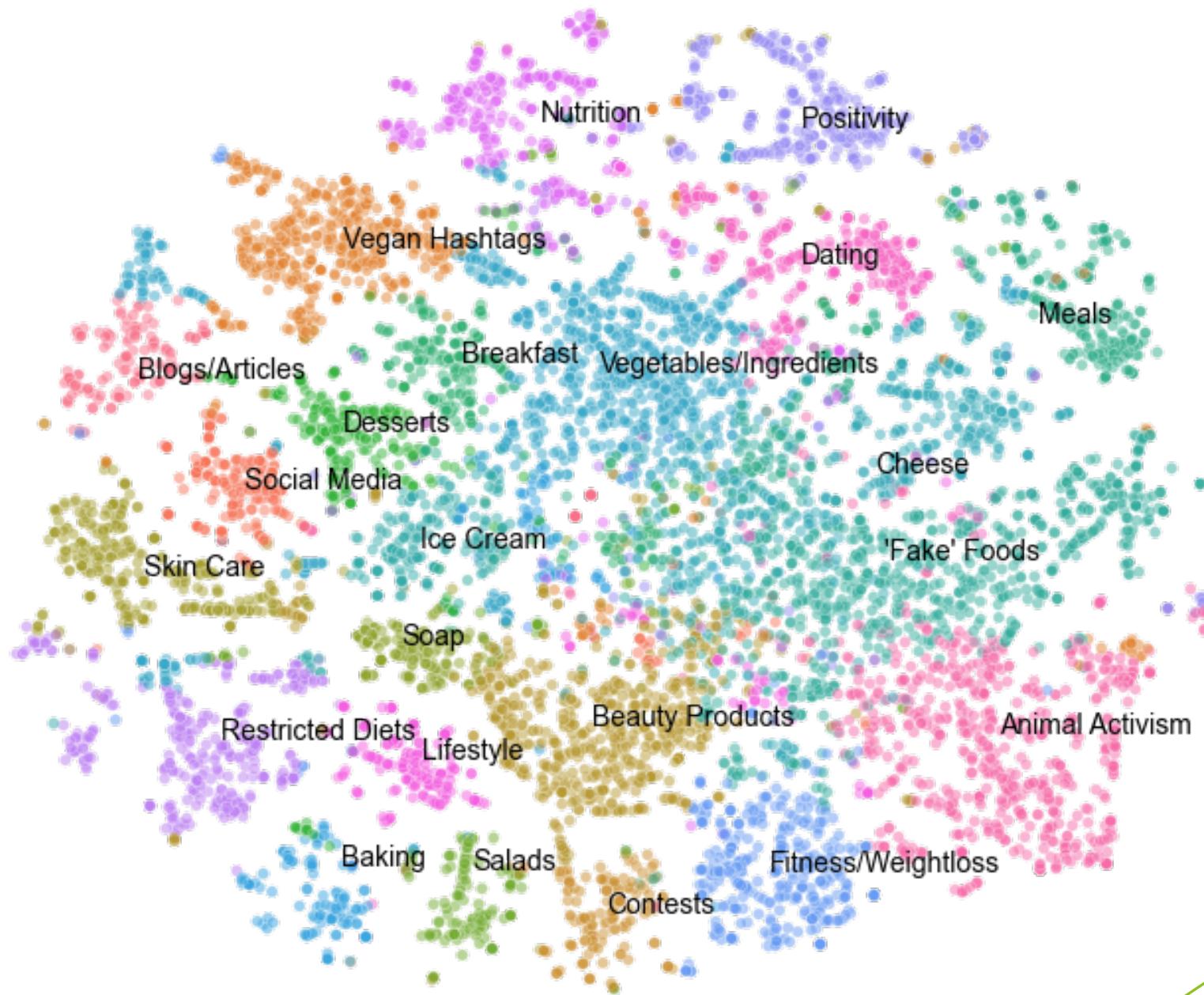


## Smaller Topics for 2018



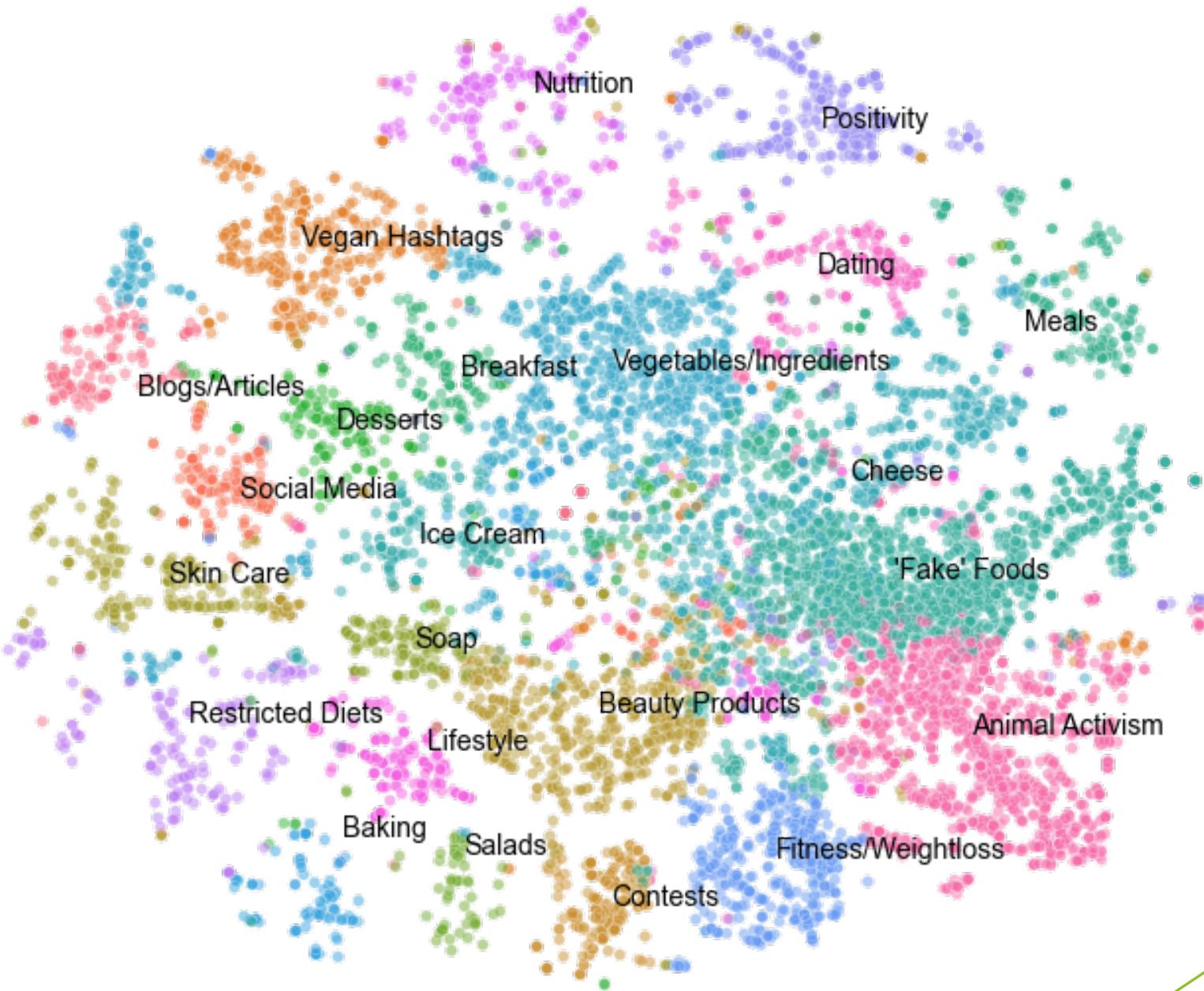
# 2018

## Smaller Topics for 2019



# 2019

## Smaller Topics for 2020



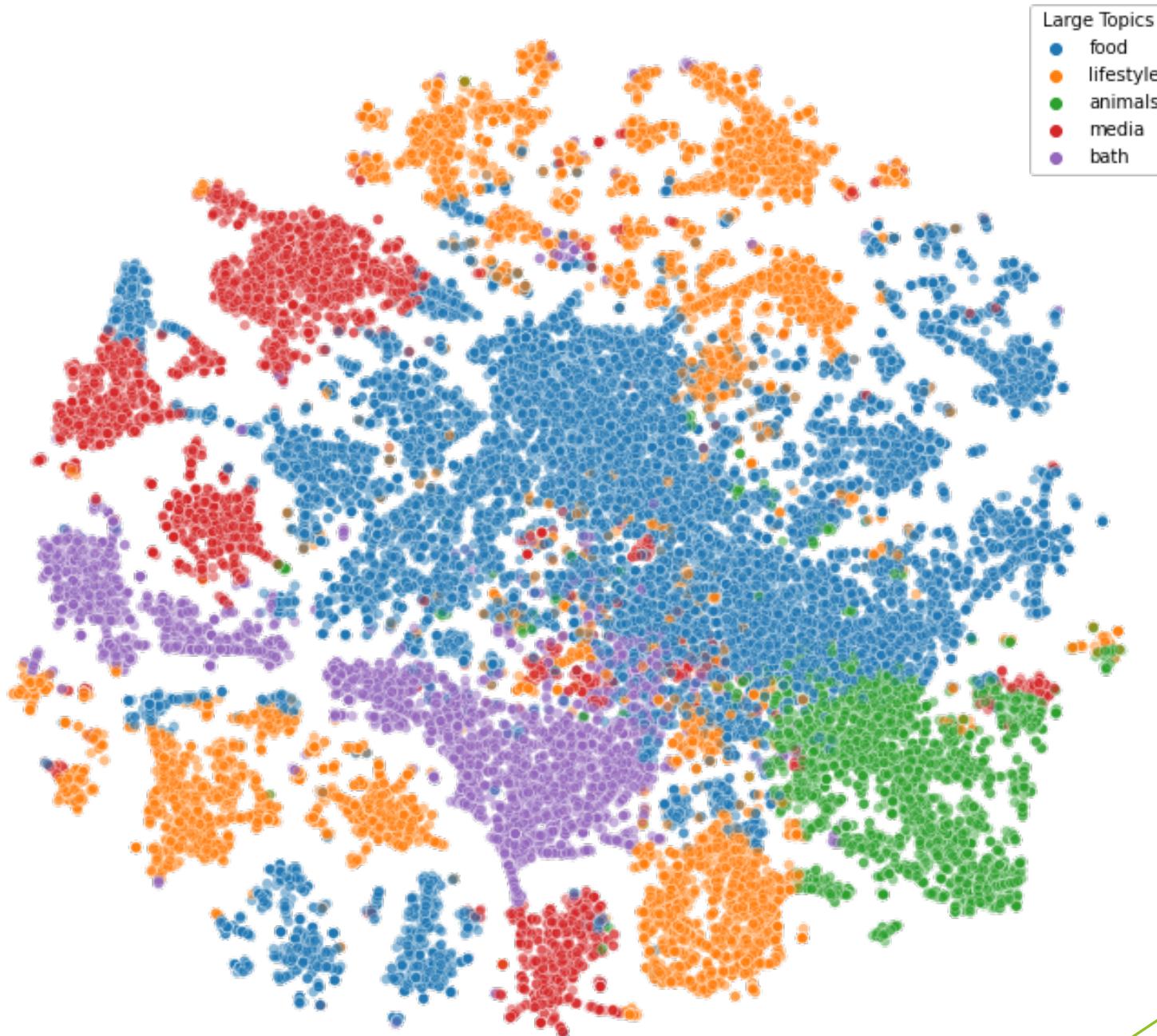
# 2020

## Smaller Topics for 2016-2020



**2016-2020  
SMALLER TOPICS**

## Larger Topics for 2016-2020



**2016-2020  
LARGER TOPICS**