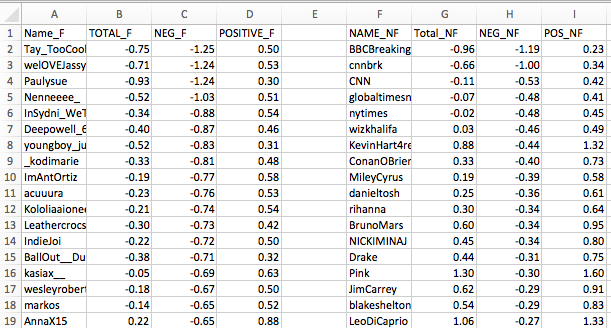
This graph illustrates the difference in negative sentiment computed using dictionary approach where Filtered users are the top 75 users based on maximum eigenvector centrality. Other 75 users are randomly selected.

The graph does depicts a clear contrast in choice of negative word used by Filtered Vs Non Filtered users. Here the negative sentiment is averaged over 3k tweets downloaded for all the 75 users.

So P( x,y) = ΣSentiment of individual tweets/ Total no of tweets

Next we want to look at actual top 50 people who have lot of followers and find how their top negative sentiment looks like.



This graph shows very clearly how the total sentiment score differs across Filtered vs Non Filtered users who are themselves filtered based on their max value of Eigen value centrality – which effectively means, the user on chart are really important for their network.

Clearly in above graph we can see that positive sentiment among non filtered users with HIGH eigen values centrality is really high in comparison with Filtered user.

Keeping in mind that these users were filtered only based on single occurrence of usage words related with drinking, this analysis throws a very strong message about the social behavior of users. The graph seems to really well support the fact that usage of offensive word online is more like a habit.