

# Brandwatch Report/ **The Twitter Happiness Report:**

A Study on Positive and Negative  
Emotions Expressed on Twitter



# Brandwatch Report

## The Twitter Happiness Report/ 2015

### Introduction

As the capabilities of online monitoring technologies and the volume of social data expand each year, the opportunities and stature of social media research also continue to grow.

Leaders in listening, analyzing and understanding online conversations, we're well positioned to use our technology – specifically Brandwatch Analytics – to explore the possibilities of social media research.

In this report, we begin to identify the nuances behind the way people share their moods, specifically examining how we express happiness and sadness online.

Dissecting the data revealed some fascinating insights into the factors that affect how positively people describe their days and lives.

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# The Twitter Happiness Report

## Introduction/

In order to determine moods, we listened to people describing their good days, bad days and general outlook on life. Our aim was to identify the specific trends, patterns or topics that led people to feel positive or negative online.

**The results from this research are organized into four key areas:**

- Regional Analysis
- Gender Analysis
- Life Categories
- Conversations Over Time

To learn more about how we were able to do this using Brandwatch Analytics, or to dive deeper into the methodology, results and interpretations of the research, you can download the unabridged version of this report at:

[brandwatch.com/twitterhappinessresearch](http://brandwatch.com/twitterhappinessresearch)

Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# The Twitter Happiness Report

## Regional Analysis/

**For many of us, the setting, landscape and community we live in greatly affects how happy we are in our daily activities.**

Separating the social data by location reveals how online moods vary across regions, shedding insight on the geography of expressed happiness.

### Key Findings

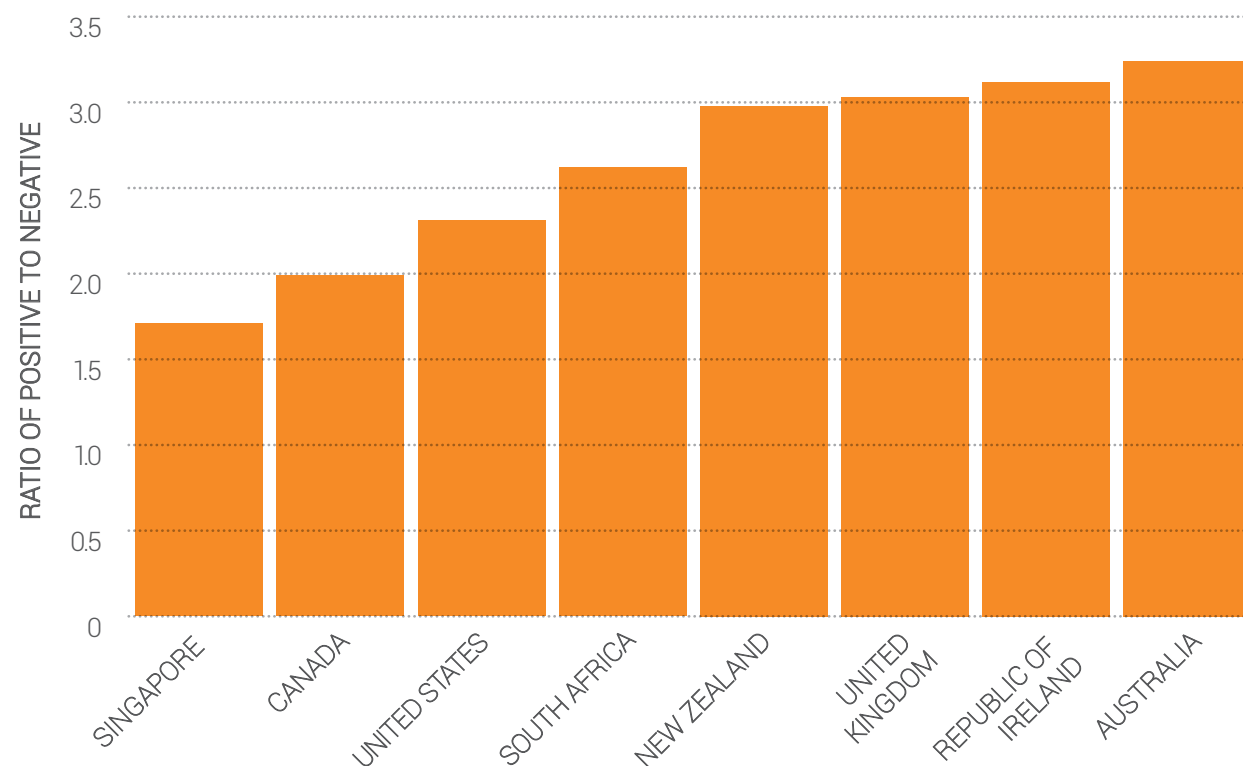
- English Speaking Global: People in Australia, Ireland and the UK are the most likely to be posting that they're having a good day, rather than a bad day.
- US Regions: The West and South generally say they're having a better day than those in the Northeast and Midwest.
- US States: Georgia and Colorado have the happiest days while Delaware and West Virginia have the least happy.
- US Cities: Of the 20 cities examined, Denver and Los Angeles have the happiest days, while Louisville and Fort Worth have the least.
- There's no correlation between city population and how positive its citizens are online - either about life in general or about specific days.

# The Twitter Happiness Report

## Regional Analysis/ Global

**Australians are the most positive about their days.**

REPORTED DAILY WELL-BEING BY COUNTRY



While the exact location, setting and lifestyle of individuals within each region may differ, this analysis does hint at potential cultural or economic factors that could affect how positive people are online.

**ThatGuyDom/** @ThatGuyDomG



Just had a bloke ask me if I was a fan of @The\_Beards, of course I am. Today has been a good day.

RETWEETS 2 | FAVORITES 4

**stal/** @hshshsx



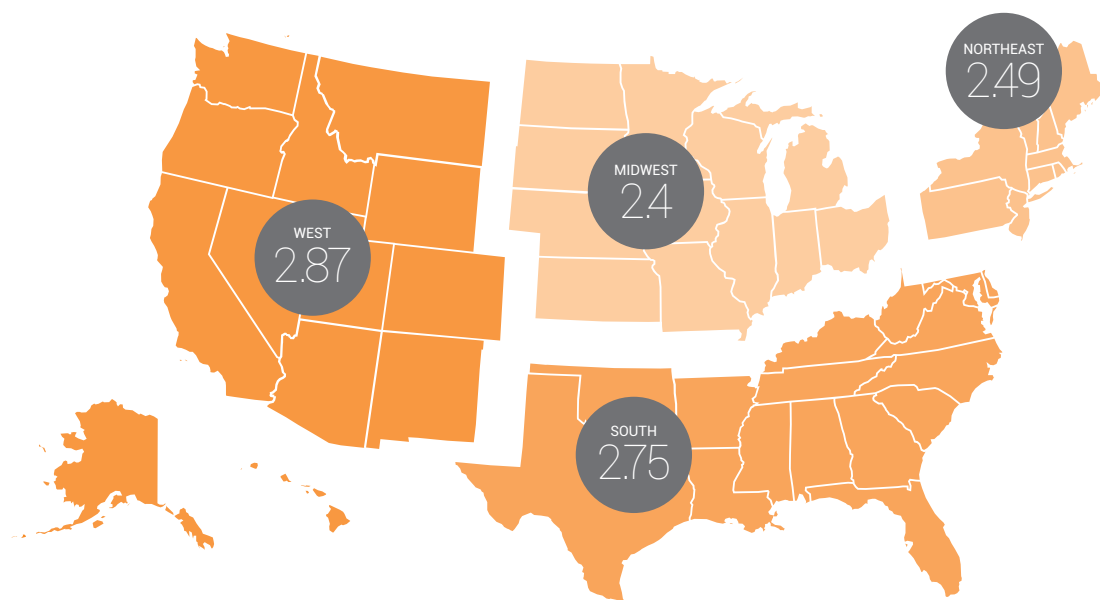
i take back my words from ytd bc today is srsly the worst day ever goodbye 4g lol

# The Twitter Happiness Report

## Regional Analysis/ US Regions

**The South and West are more positive about their days than the Midwest or Northeast are.**

REPORTED DAILY WELL-BEING BY US REGION



MORE NEGATIVE

MORE POSITIVE

While the exact location, setting and lifestyle of individuals within each region may differ, this analysis does hint at potential cultural or economic factors that could affect how positive people are online.

**Adam Saenz/** @AdamSaenzTFK



Freaking cold outside but today is a great day and I love it. Think I will have a hot cup of tea after my workout. #EternalOptimist

**Perflipisklup/** @lukefreeman33



It's not even noon and today absolutely sucks

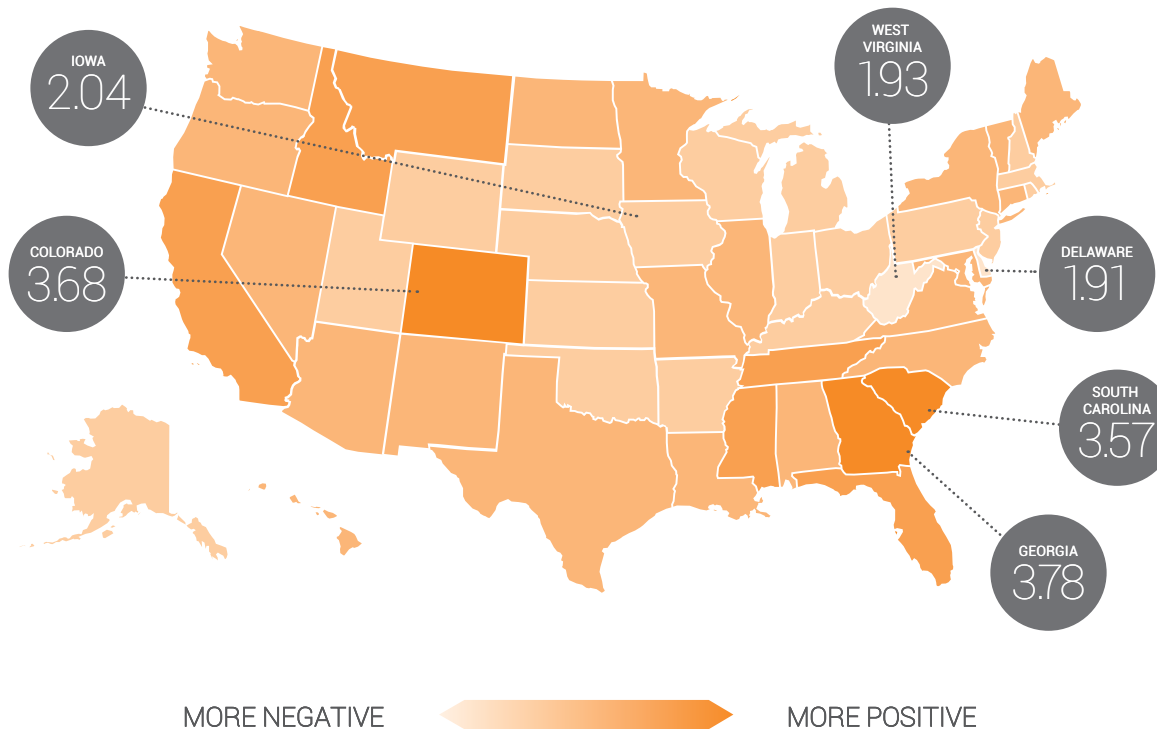
FAVORITES 1

# The Twitter Happiness Report

## Regional Analysis/ US States

**Denverites report the highest level of daily well-being, while Louisville residents report the lowest.**

REPORTED DAILY WELL-BEING BY US REGION



**Tyrone Tyler/** @itsTyroneTyler



Today was a great day! It's also such a cool night out here in Cali...ahhhhhh...zzzzzz

The state-by-state analysis further exposes how happiness is distributed throughout the US. Namely, we can see which states lead the South and West to be more positive about their days than the Northeast and Midwest.

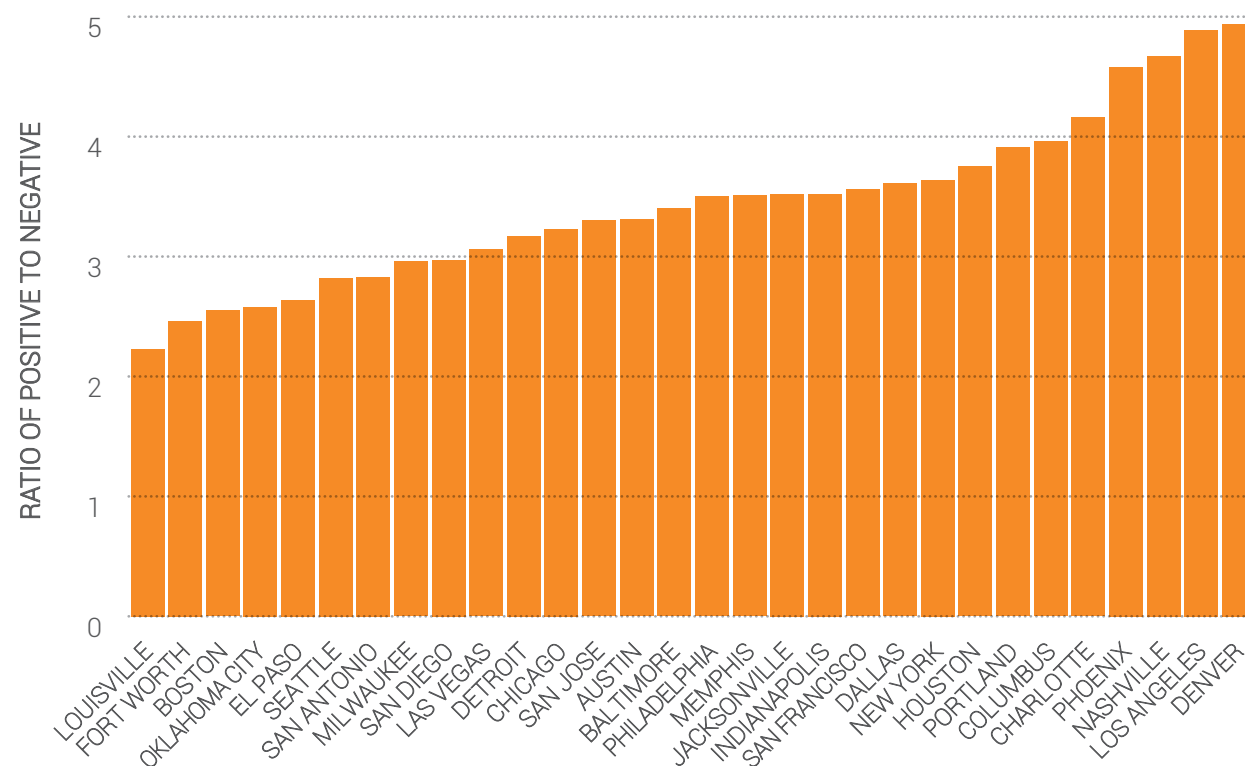
Specifically, Georgia (3.78), Colorado (3.68) and South Carolina (3.57) have the highest ratio of Good Days to Bad Days mentions of US States. Delaware (1.91), West Virginia (1.93) and Iowa (2.04) have the lowest.

# The Twitter Happiness Report

## Regional Analysis/ US Cities

**Denverites report the highest level of daily well-being, while Louisville residents report the lowest.**

REPORTED WELL-BEING BY US CITY



Interestingly, 80% of the 30 cities analyzed had higher reported well-being than the overall state they were based in. These findings suggest that those residing in cities speak more positively about their days online than those in more rural areas.

**Kassia Vera/** @kassia\_vera



Went to Ace Hardware to buy a snow shovel and they had free popcorn. Today is the best day. Thanks Ace.



# The Twitter Happiness Report

## Gender Analysis/

**Isolating the online conversations by gender exposes some differences in the ways males and females discuss their days and lives online.**

Future social media research could explore the specific conversation topics that are driving these discrepancies.

### Key Findings

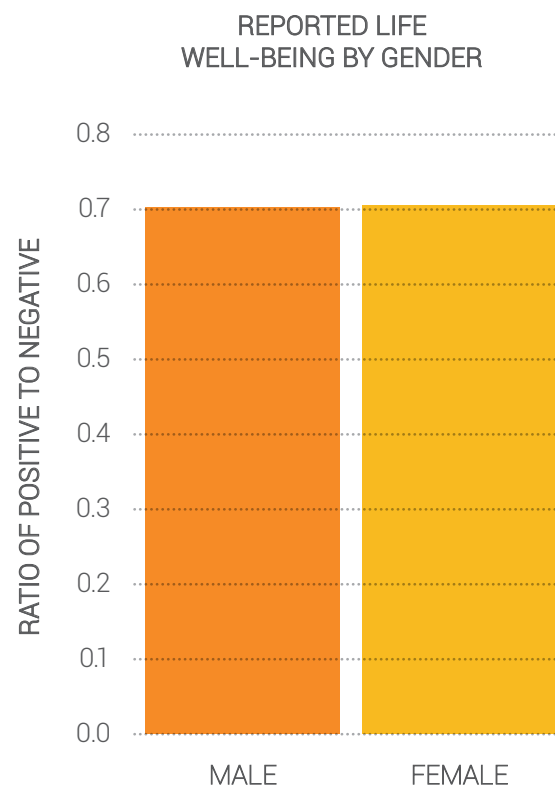
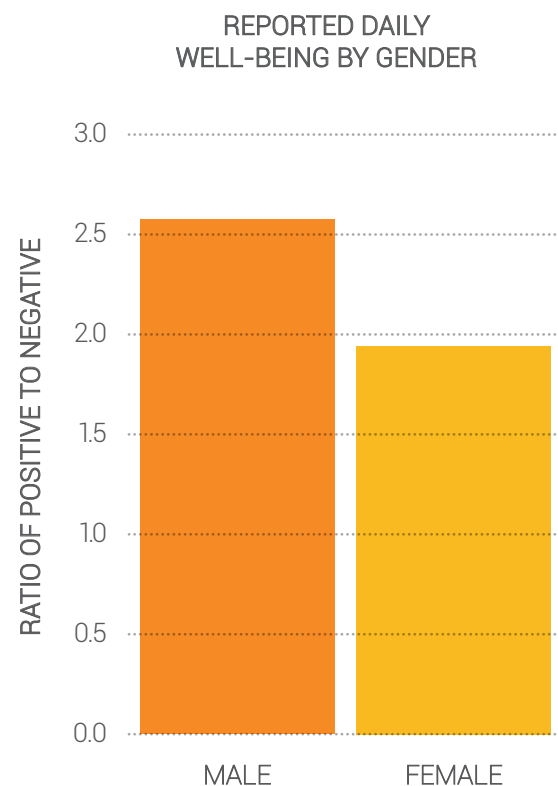
- When reporting about how well their day is going, males are generally more positive than females.
- When talking about life in general, males and females are nearly equal in their sentiment.
- Females are more likely than males to talk about their lives in general, rather than how well their day is going.

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## Gender Analysis/ Daily & Life Well-Being

**When males discuss their day, they are more likely to use positive terms than negative terms as compared to females.**

However, females are almost equally likely to speak positively when using life terms as males are.



**Lauren/** @seekinghood



today was a good day finally. i reunited with old friends, got starbucks, frozen yogurt, merch, and a new album yay

FAVORITES 3

**Jeffrey Lubin/** @Jeffrey\_Lubin



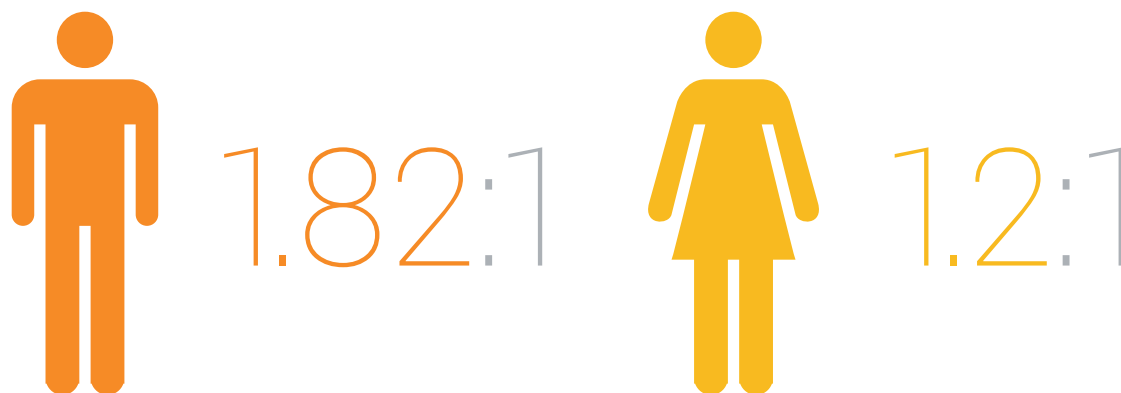
I need money to fix my car, but I need a car to get to work to get money. I hate my life.

# The Twitter Happiness Report

## Gender Analysis/ Terminology

Females are less likely to use day terms than life terms as compared to males.

LIKLIHOOD OF USING DAY TERMS BY GENDER



RATIO OF DAY TO LIFE TERMS

How Likelihood of Using Day Terms is calculated:

RATIO= conversations relating to:  
("good days" + "bad days") ÷  
("positive life" + "negative life")

**based kortney/** @fakrapper



My student loan payments are 4 times the amount of rent I pay per month. And my rent is not cheap. I hate life.

RETWEETS 1

# The Twitter Happiness Report

## Life Category Analysis/

While Regional and Gender analyses help us understand how different groups discuss their days, they do little to outline the specific factors that affect our well-being.

The following category analysis examines how mood varies across specific topics: Friends & Family, Money, and Work.

### Key Findings

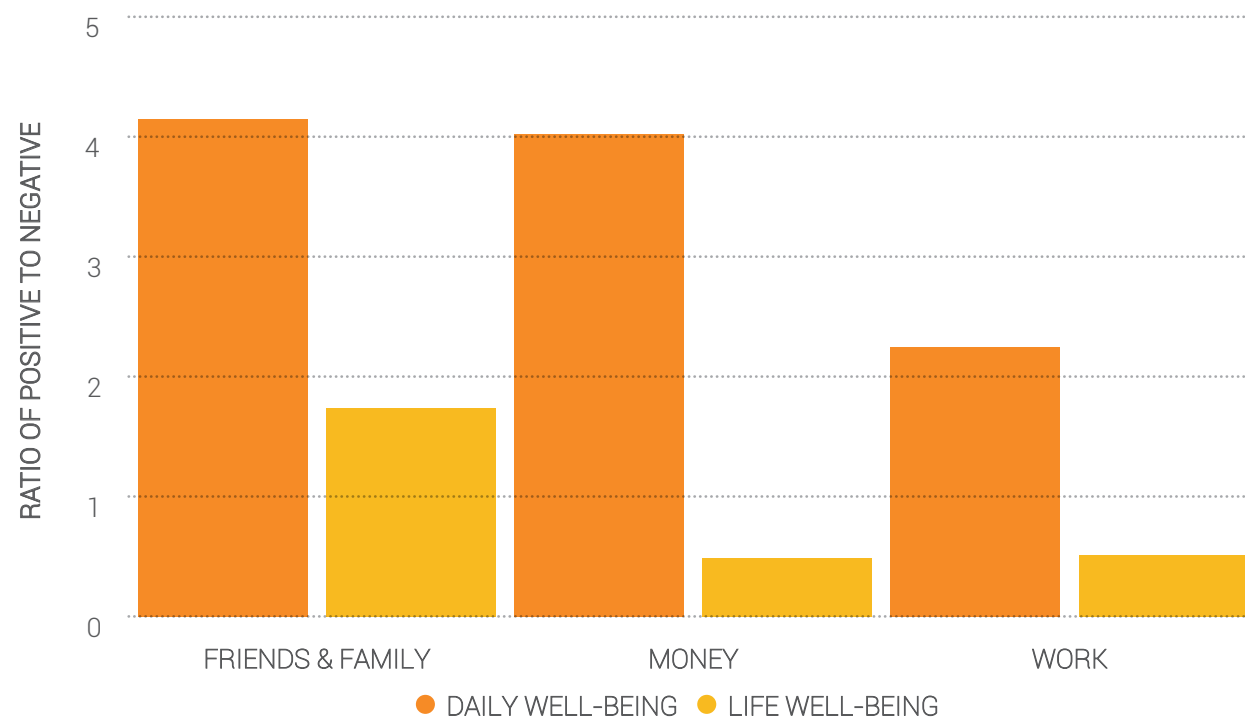
- Perhaps unsurprisingly, people are less positive about Work than they are about Friends & Family or Money.
- Conversations around Work were more likely to be discussed in relation to general happiness than having individually good or bad days relating to Work. The opposite was true of conversations about Friends & Family or Money, which were more commonly discussed in relation to a having a specifically good or bad day.

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## Life Category Analysis/ Friends & Family, Work & Money

**When discussing their day, people are just as likely to be positive about Money as they are about Friends & Family.**

REPORTED DAY AND LIFE WELL-BEING FOR CATEGORIES:  
FRIENDS & FAMILY, MONEY AND WORK



However, when referring to their lives, Friends & Family is a much more positive topic than either Money or Work.

These findings suggest that while topics Friends & Family and Money are sources of happiness in the short term, Friends & Family is the greatest source of positivity surrounding conversations related to long term well-being.

**강남★위너★남강/** @bikyo4ever



Just got home. Not a good day coz of those annoying people on my work. Patience is a virtue.....

**Ryan Wittenberg/** @RyanWittenberg



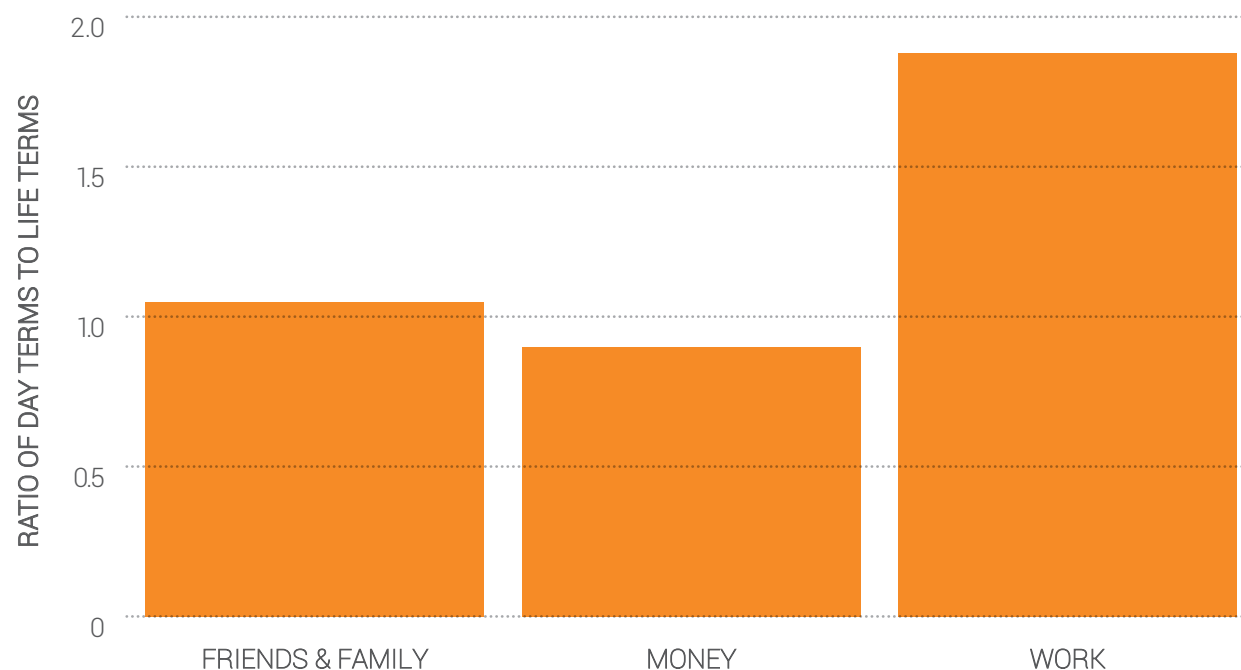
Yeaaaa it's friday and it's not that cold today oh and its pay day today is a good day

# The Twitter Happiness Report

## Life Category Analysis/ Terminology

**Conversations around Work are more likely to be discussed with day terms than life terms.**

LIKELIHOOD OF USING DAY TERMS FOR LIFE CATEGORIES:  
FRIENDS & FAMILY, MONEY AND WORK



These results suggest that Friends & Family and Money have a greater effect on long term well-being than Work does. Alternatively, it may indicate that people use more dramatic "life" terms when discussing Work.

**How Likelihood of Using Day Terms is calculated:**

**RATIO=** conversations relating to:

("good days" + "bad days") ÷  
("positive life" + "negative life")

**Petty. God./** @markizG4L



Today is seriously the worst work day I've ever had. I can't do this.

# The Twitter Happiness Report

## Conversation Over Time/

**Many will recognize a specific time or day that they are happiest. Whether it's leaving the office on Friday or relaxing on a Wednesday evening, people's moods change throughout the week.**

Analyzing social conversations over time reveals how the weekly patterns affecting people's moods plays out online.

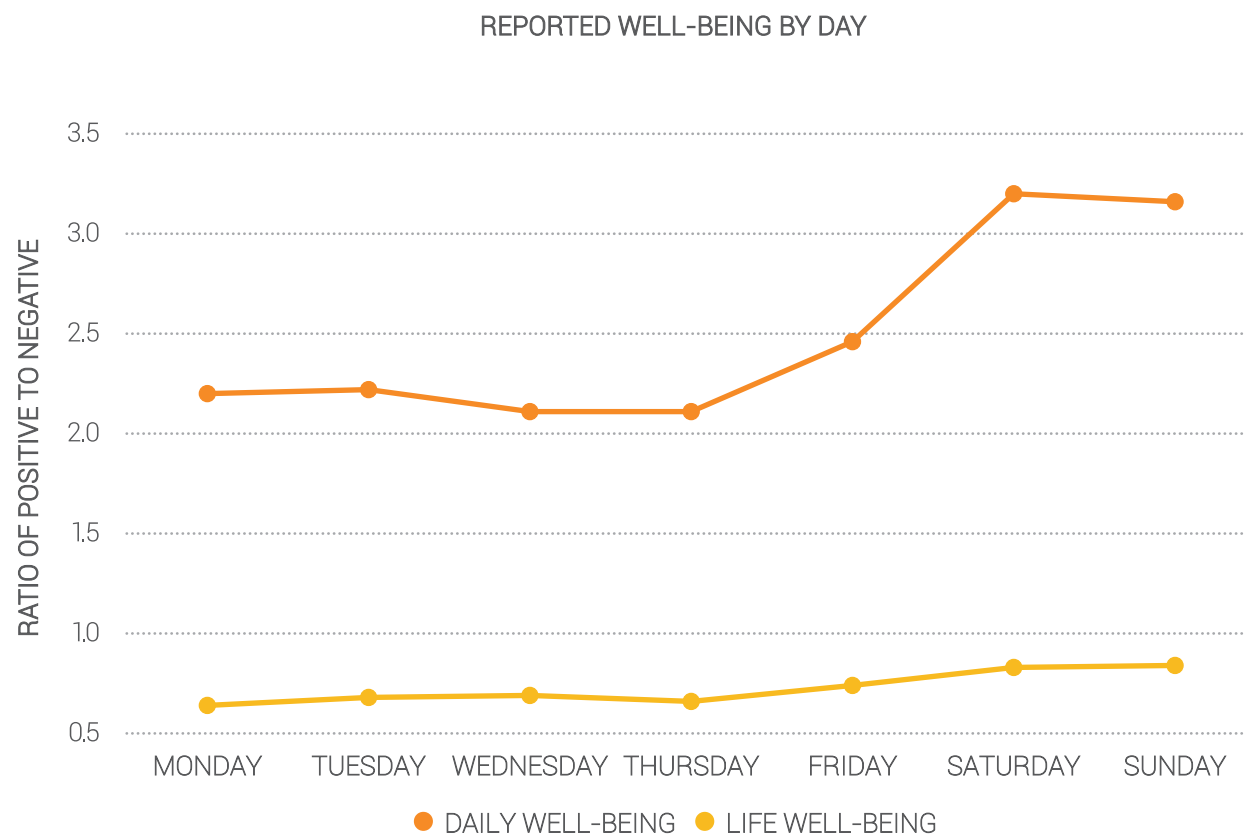
### **Key Findings:**

- Positivity is lowest throughout the traditional working week, experiencing a slight uptick on Friday and a plateaued peak on Saturday and Sunday.
- The likelihood that users discuss the quality of their lives is highest on Saturday and Sunday

# The Twitter Happiness Report

## Conversation Over Time/ Daily & Life Well-Being

**People tend to be far more positive on weekends than weekdays, though Friday is the happiest of the weekdays.**



Unsurprisingly, this reinforces the findings of the previous Life Category Analysis. While people are the most negative during the work week, their well-being picks up on the weekends, when they are more likely to spend time with friends and family.

**Haylea/** @h\_wildd



It's Friday , it's pay day, and I'm off work in 2 hours . today is a good day

FAVORITES 2

**lauren/** @laurennnrenee



Just staring at myself thinking about how much I don't wanna go to work & how much I hate my life rn. Happy Monday lmao

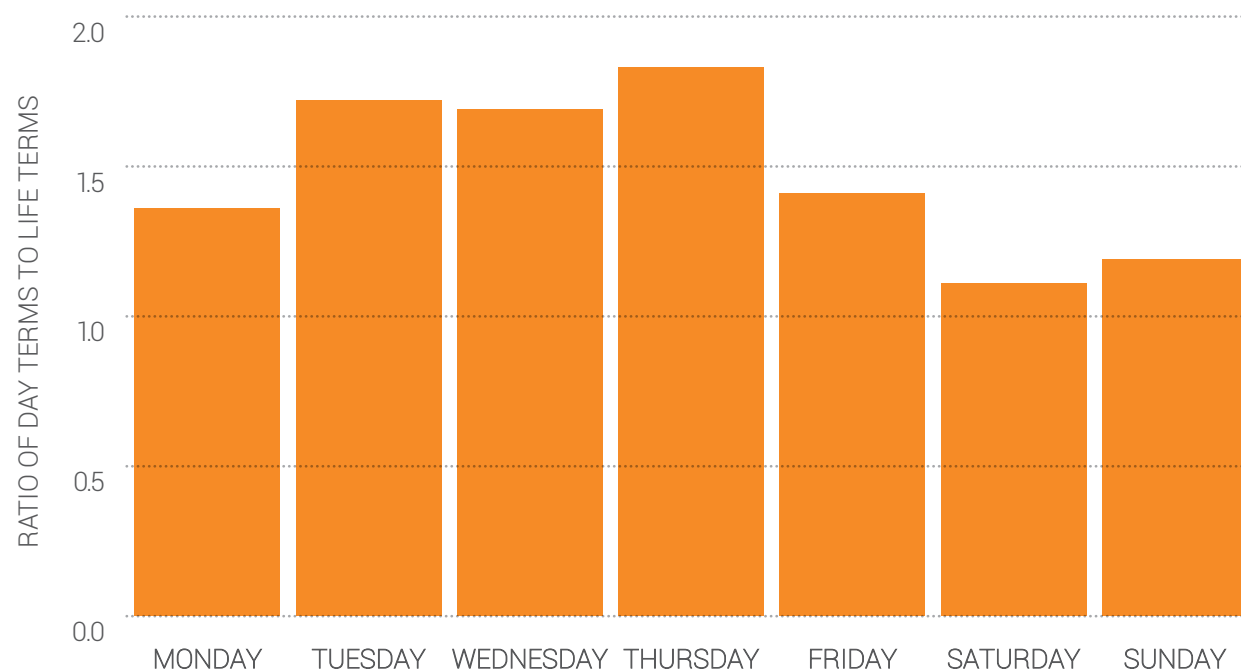


# The Twitter Happiness Report

## Conversation Over Time/ Terminology

People are more likely to spend the working week sharing how bad or good their day is going.

LIKELIHOOD OF USING DAY TERMS BY DAY OF THE WEEK



At weekends, people are less focused on sharing sentiment about individual days, and talk more about the quality of their lives in general compared to during the week.

**How Likelihood of Using Day Terms is calculated:**

**RATIO**= conversations relating to:

("good days" + "bad days") ÷  
("positive life" + "negative life")

**Caine Regan/** @CaineRegan



All I do is revise, listen to music and eat Cheerios. It's mostly Cheerios. I love my life

# Brandwatch Report

## The Twitter Happiness Report/ 2015

### Thank you

For anyone working with social media, it's important to remember that data is always more than just numbers.

Brands and organizations that can adapt, adjust and customize their activities in line with these quirks in consumer behavior will be best positioned to succeed in the digital age.

Understanding the conversations and nuances behind your organization's audience ensures you'll be able to communicate effectively and make informed business decisions.

We'd love to show you more about how you can understand, nurture and connect with the people that matter to your business. For a free consultation about how you can benefit from social listening, go to

## Brandwatch.com/demo

Brandwatch is one of the world's leading social media listening and analytics technology platforms. Gathering millions of online conversations every day and providing users with the tools to analyze them, Brandwatch empowers brands and agencies to make smarter, data-driven business decisions, and is used by over 1000 brands and agencies, including Whole Foods, Verizon, Whirlpool, Pepsico, British Airways, Papa John's, and Dell.

**Brandwatch. Now You Know.**

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