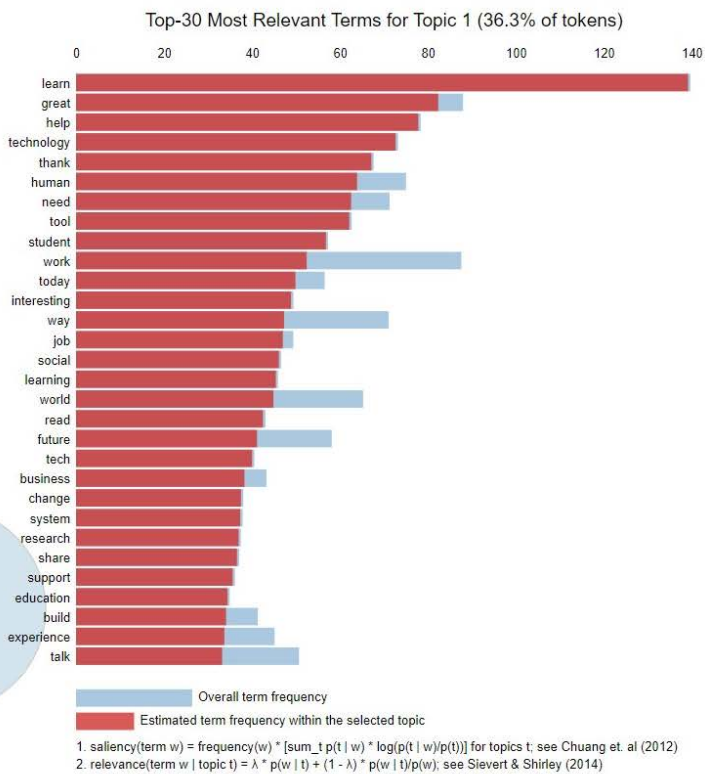


Figure S2. LDAvis maps for the LDA topic model for 3 topic numbers. The model refers to tweets *with positive sentiment* and was obtained by selecting the threshold $\lambda=1$. Each of the three images below depicts the first 30 words for the selected topic (circle displayed in red) in the image.

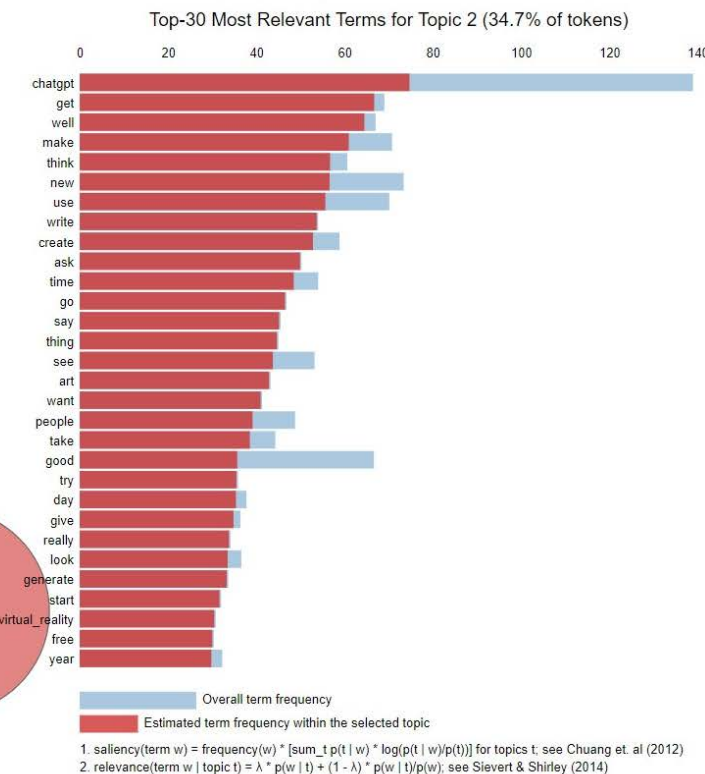
Selected Topic:

Slide to adjust relevance metric:⁽²⁾ $\lambda = 1$



Selected Topic:

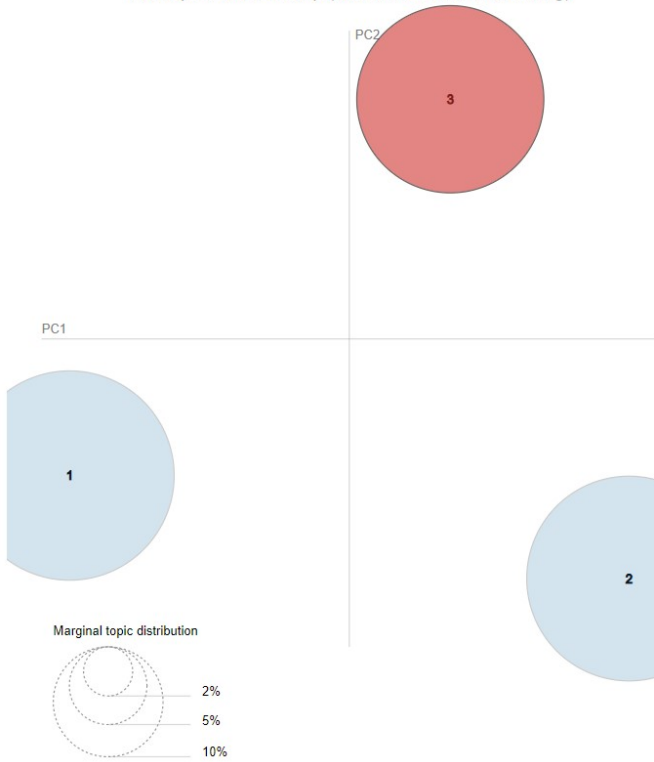
Slide to adjust relevance metric:⁽²⁾ $\lambda = 1$



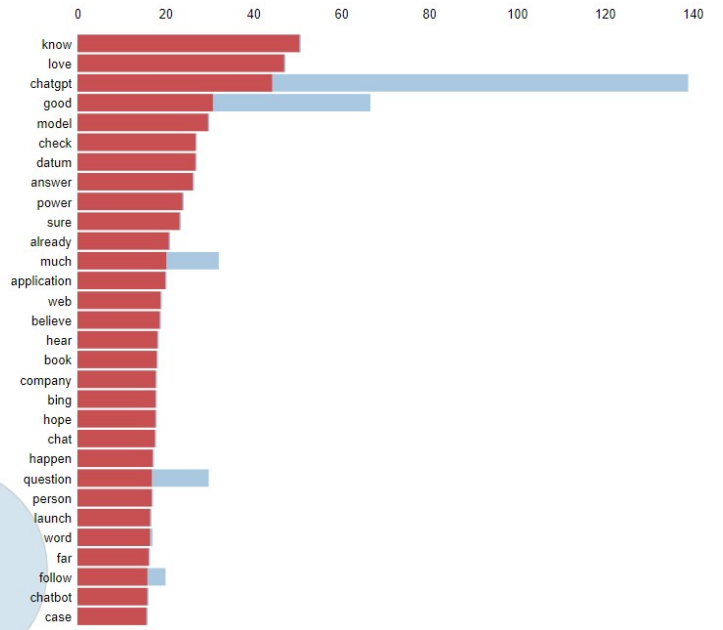
Selected Topic:

Slide to adjust relevance metric:⁽²⁾
 $\lambda = 1$

Intertopic Distance Map (via multidimensional scaling)



Top-30 Most Relevant Terms for Topic 3 (29% of tokens)



Overall term frequency (blue bar)
 Estimated term frequency within the selected topic (red bar)

1. saliency(term w) = frequency(w) * [sum_t p(t | w) * log(p(t | w)/p(t))] for topics t; see Chuang et. al (2012)
 2. relevance(term w | topic t) = $\lambda * p(w | t) + (1 - \lambda) * p(w | t)/p(w)$; see Sievert & Shirley (2014)