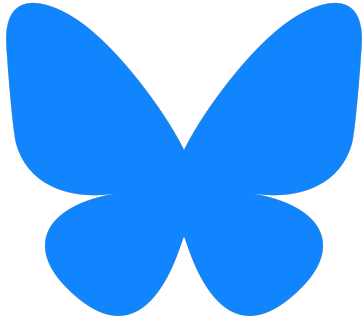


Comparative Sentiment Analysis of X (Twitter) and Bluesky



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AGENDA

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ANALYSIS

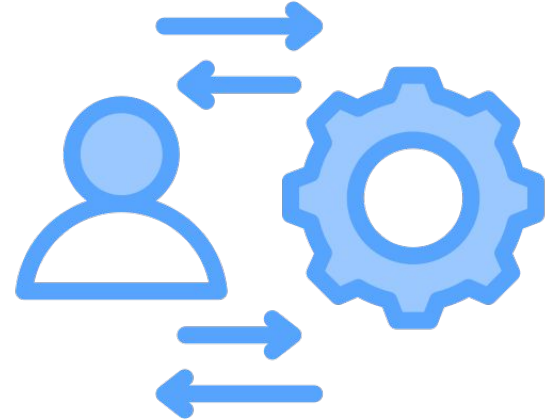
10-11

CONCLUSION



APPROACH

- **Goal: Compare user sentiment on X (Twitter) and Bluesky.**
- **Sentiment Analysis Framework:**
 - Preprocessing text (removing hashtags).
- **Platforms Analyzed:**
 - X (Twitter): Large, diverse user base.
 - Bluesky: Smaller, younger user base.
- **Sentiment Categories:**
 - Positive and Negative



DATA

- **Timeframe:** January 2023, July-October 2024
- **Data Volume:**
 - X: 6 million tweets
 - Bluesky: 5 million posts
- **Data Preprocessing:**
 - Cleaned for noise (removed URLs)
 - Language filtering: Only posts in English

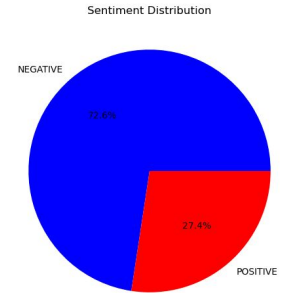


LIVE DEMO

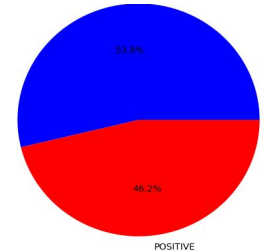
EXPERIMENTAL RESULTS

- **Sentiment Distributions:**
 - **X: 27.41% Positive, 72.59% Negative**
 - **Bluesky: 46.22% Positive, 53.80% Negative**
- **Notable Observations:**
 - **X: Significantly higher percentage of negative content**
 - **Bluesky: Shows a more balanced sentiment distribution**

X

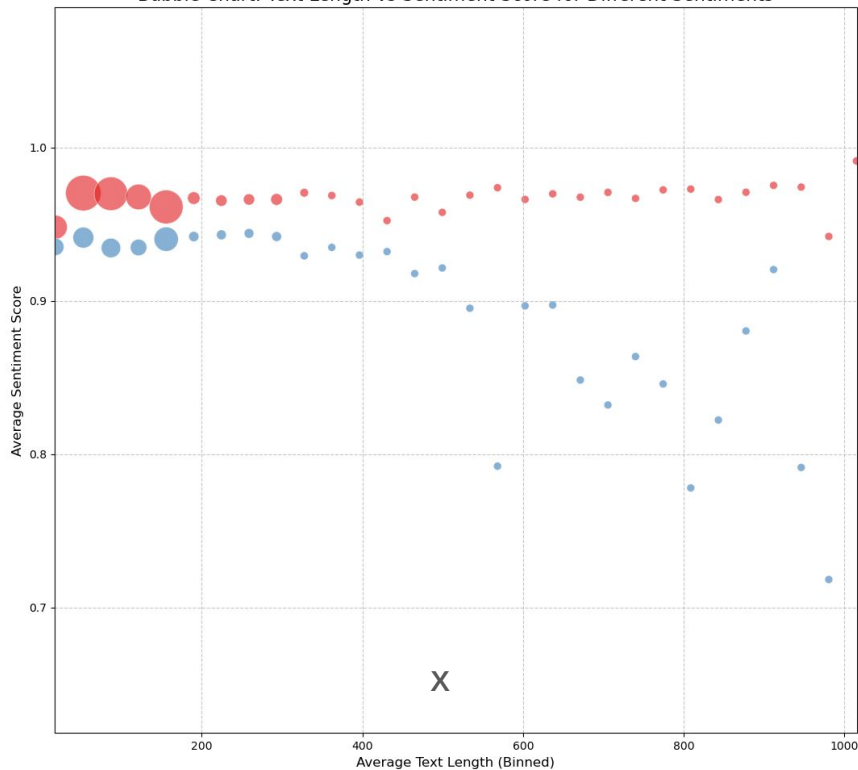


Bluesky

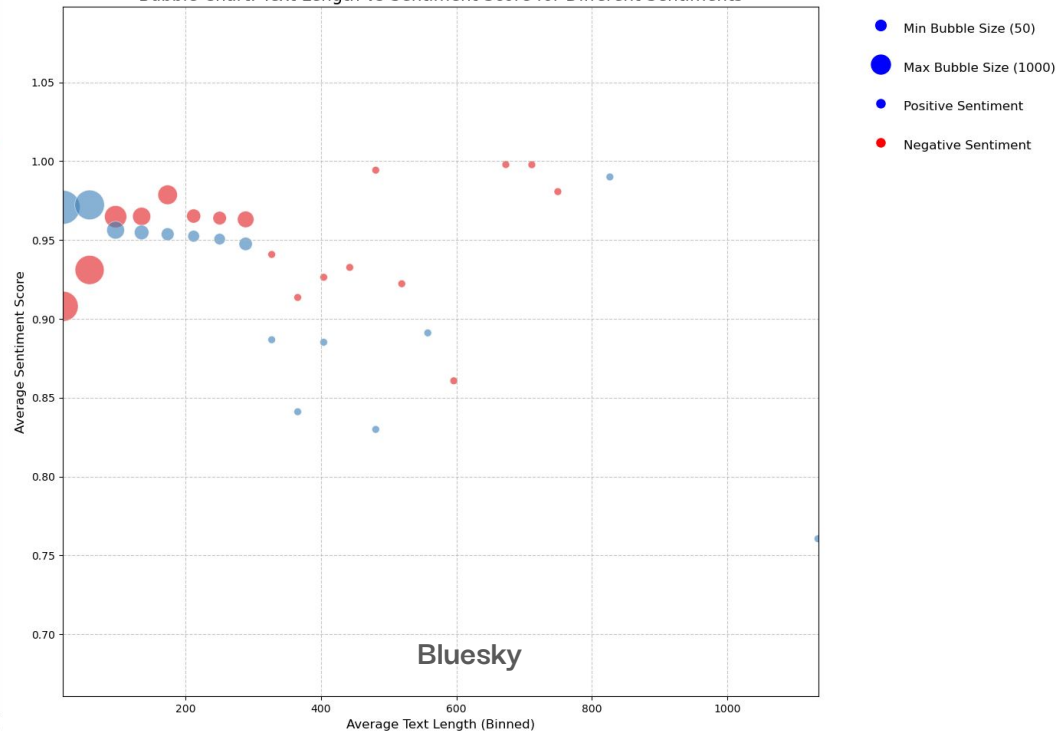


EXPERIMENTAL RESULTS

Bubble Chart: Text Length vs Sentiment Score for Different Sentiments



Bubble Chart: Text Length vs Sentiment Score for Different Sentiments



ANALYSIS

- **Key Differences:**
 - **X: Negative sentiment dominates, possibly reflecting its larger and more diverse user base, which can amplify polarizing opinions**
 - **Bluesky: Sentiment is more balanced, suggesting a smaller, more engaged, or like-minded community**

ANALYSIS

- **Preprocessing Text:**
 - Allowed the analysis to focus on meaningful terms that carry sentiment
- **Sentiment Dynamics:**
 - The disparity in sentiment between platforms could result from differences in user interaction styles or the types of topics discussed

CONCLUSION

- **Summary of Findings:**
 - **X: Reflecting a polarized and often contentious user base.**
 - **Bluesky: Sentiment is more balanced, with a higher proportion of positivity**
- **Future Work:**
 - **Explore how specific topics (politics, entertainment) influence sentiment differently on each platform**

CONCLUSION

- **Implications:**
 - **X:** High negativity could impact user experience, but it also highlights its role as a space for diverse and polarizing conversations
 - **Bluesky:** A more positive sentiment may appeal to users seeking less confrontational discussions

THANK YOU!

