



# CANNABIS

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Final Report Spring 2020

DATA PULLED FROM 3/21/20 - 4/21/20

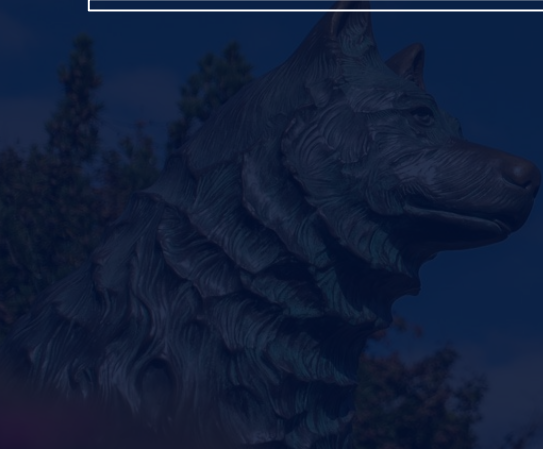
# AGENDA

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- Economics
  - What do people think about the cannabis industry impacting the economy?
- Health
  - How do people feel about cannabis being used for health purposes?
- Legal
  - How do people feel about the legality/potential legality of cannabis?

# ECONOMICS

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SOCIAL MEDIA ANALYTICS  
COMMAND CENTER

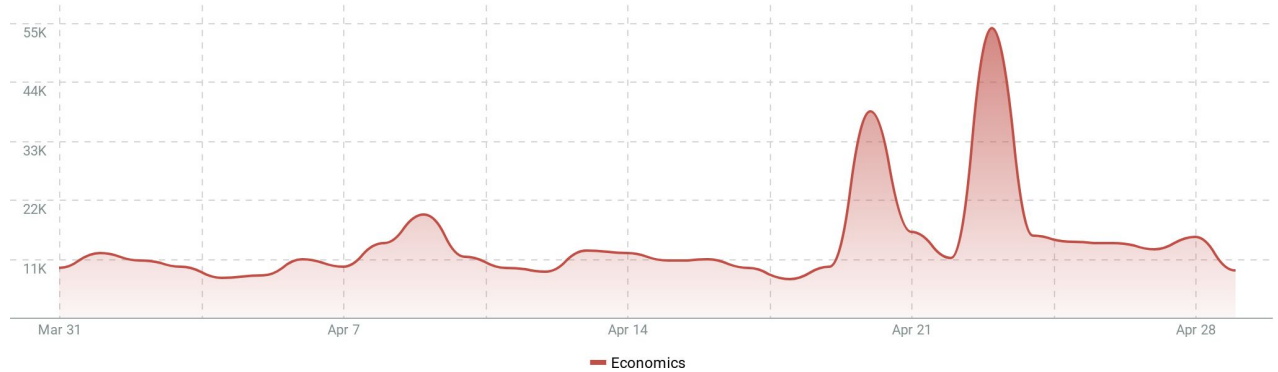
UConn UNIVERSITY OF  
CONNECTICUT  
SOCIAL MEDIA ANALYTICS

# Overview of Conversation

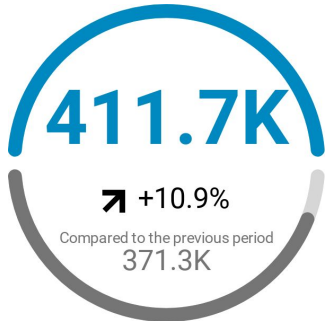
This data shows the amount of conversation overtime and the number of mentions of cannabis.

## RESULTS OVER TIME

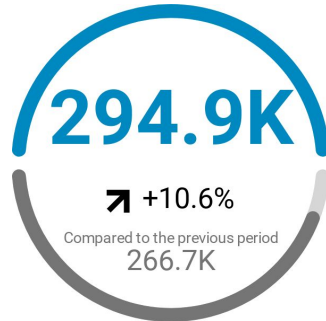
Results **411.7K**



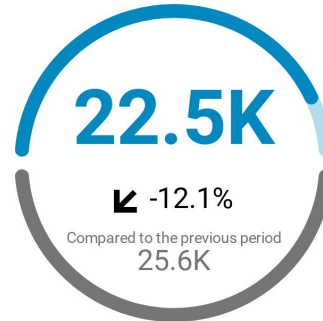
OVERALL MENTIONS



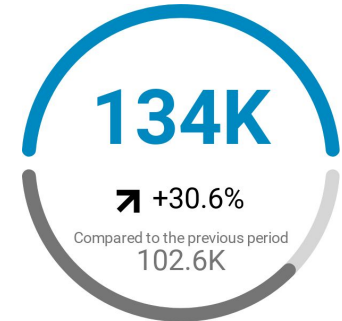
MENTIONS IN THE U.S.



MENTIONS ON NEWS SITES



MENTIONS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

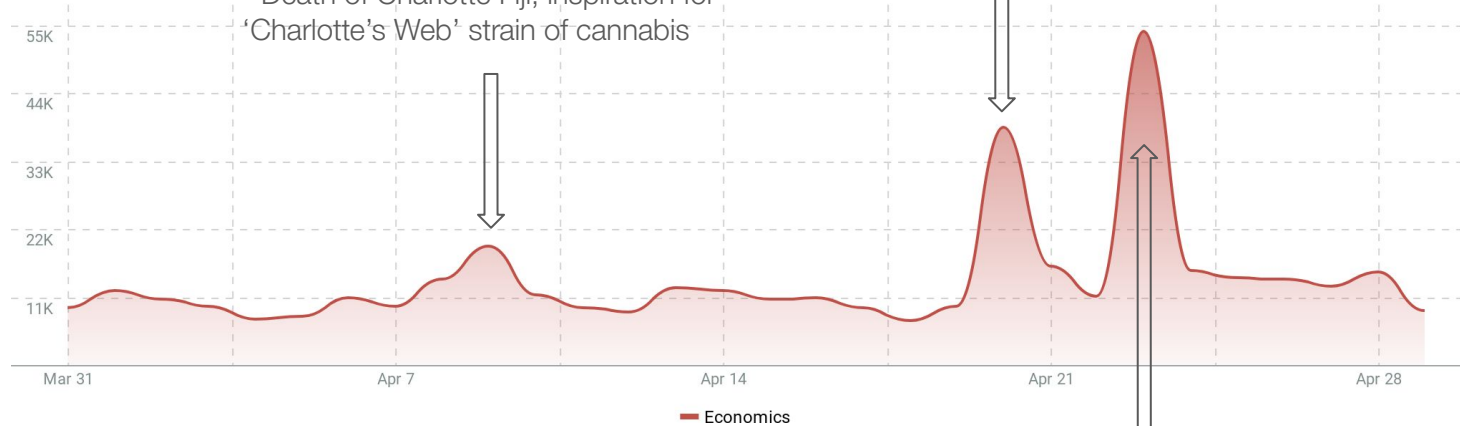


# What caused these spikes?

- Joe Biden campaign
- Death of Charlotte Fijj, inspiration for 'Charlotte's Web' strain of cannabis

4/20 cannabis holiday

Results **411.7K**



**Kyle Griffin** @kylegriffin1 tweeted  
Gov. Cuomo: "New York puts in more money into the federal **pot** than it takes out. His **state** takes out more than it puts in. Sen. McConnell, who's getting bailed out here? It's your state that is living on the money that we generate. Your state is getting bailed out. Not my state."  
published on 04/23/20 at 12:25 PM | Twitter | United States | [twitter.com](#)

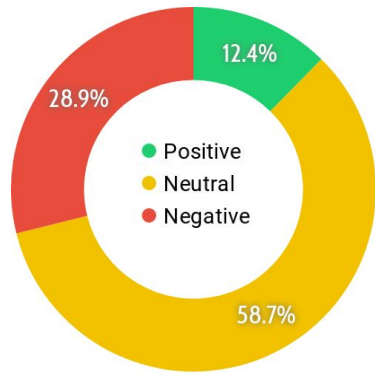
**Scott Dworkin** @funder tweeted  
BREAKING: Gov Cuomo calls out Moscow Mitch: "NY puts more money into the federal **pot** than it takes out. His **state** takes out more than it puts in. Who's getting bailed out here? It's your state living on the money that we generate. Your state is getting bailed out. Not my state."  
published on 04/23/20 at 1:46 PM | Twitter | United States | [twitter.com](#)

MATCHES	Economics
<b>80.7K</b>	727.5K
17K Retweets, 63.7K Twitter Likes, 727.5K Twitter Followers	

MATCHES	Economics
<b>63.6K</b>	643.3K
13.6K Retweets, 50K Twitter Likes, 643.3K Twitter Followers	

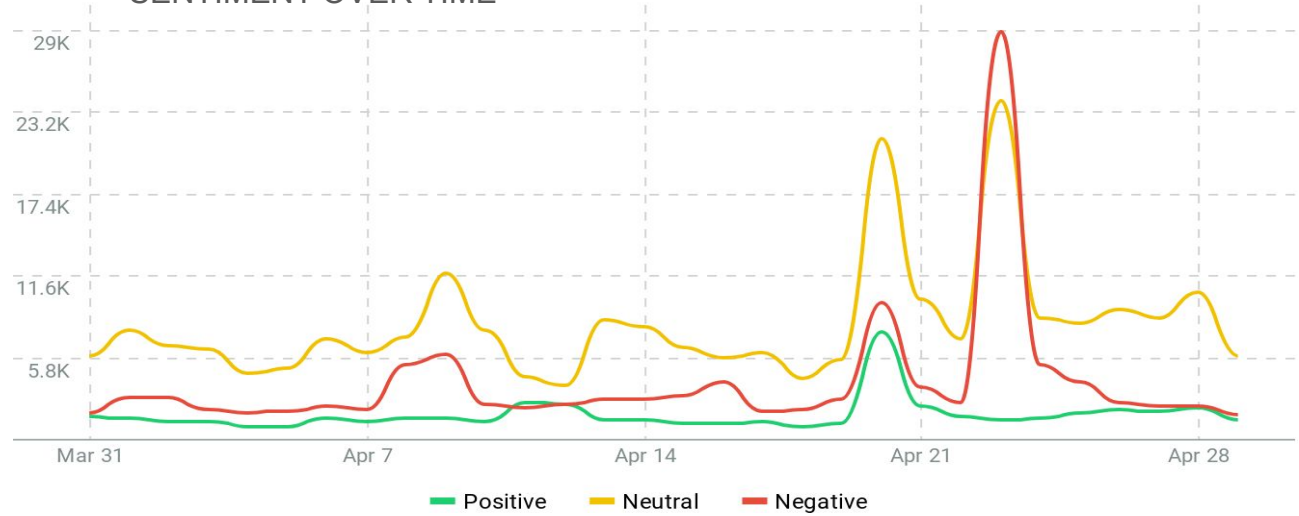
# Sentiment of Conversation

SHARE OF SENTIMENT



SENTIMENT OVER TIME

Results **411.9K**

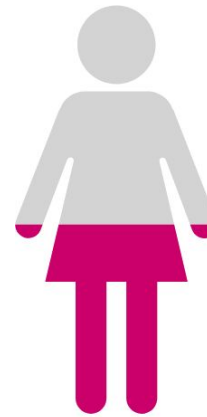
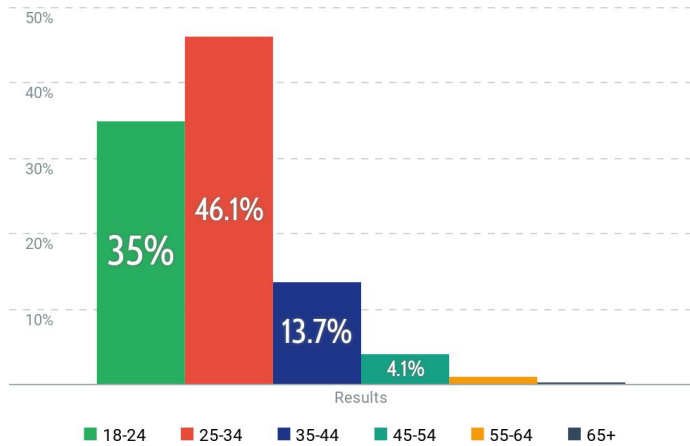


Increase in negativity due to the actions that the state of New York had taken when it came to the money put into marijuana.

Georgia reopening: Cuomo vs McConnell.

Marijuana producing more jobs.

# Who is Conversing?



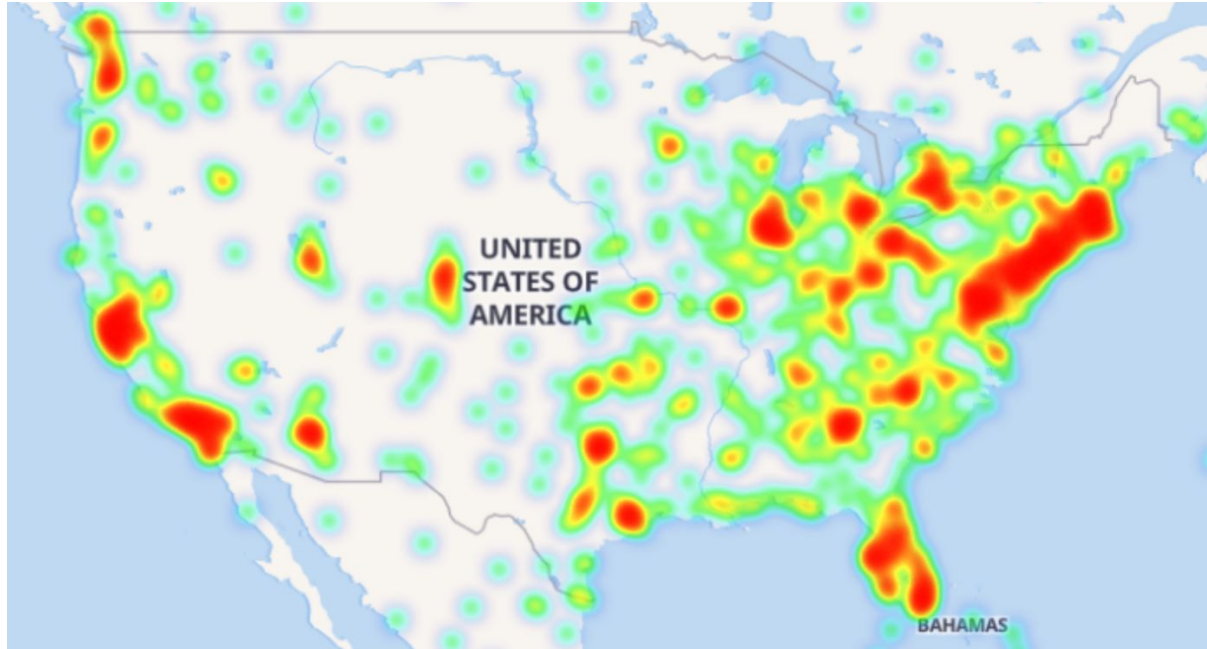
39.5%

60.5%



# Where is the Conversation?

ACTIVITY IN THE US







# Most Engaging Articles

## Is Marijuana an 'Essential' Like Milk or Bread? Some States Say Yes

In most cases, marijuana businesses must, like restaurants, limit themselves to takeout or delivery. Black-market dealers are also busy, but feel little need to abide by official orders.



[Read More](#)



## Federal Weed Legalization Could Repair an Economy Wrecked by COVID-19, CEOs Say

[Read More](#)

## San Francisco pot shop now offering \$1 eighths of cannabis

Barbary Coast dispensary and famed cultivator Mario Guzman partner on 'compassion' menu for those in need  
Zack Rubin | Updated 1:20 pm PST Monday, March 30, 2020



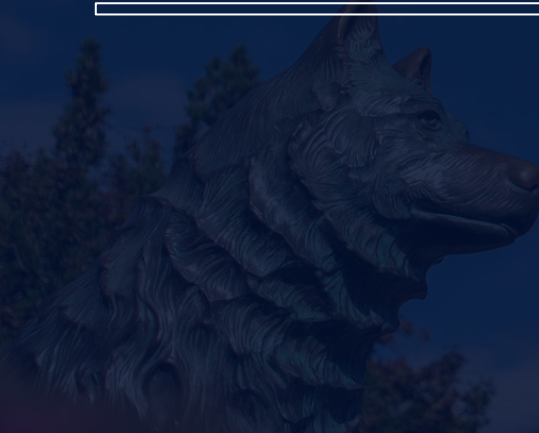
[Read More](#)

The screenshot shows a Fox News article page. The main headline is "Cuomo: New York has been 'bailing out' other states for decades". Below the headline is a video player featuring a woman speaking. The page includes a navigation bar at the top with categories like "U.S. News", "Politics", "Business", etc. There are also social media sharing icons and a sidebar with additional news items.

[Read More](#)

# HEALTH

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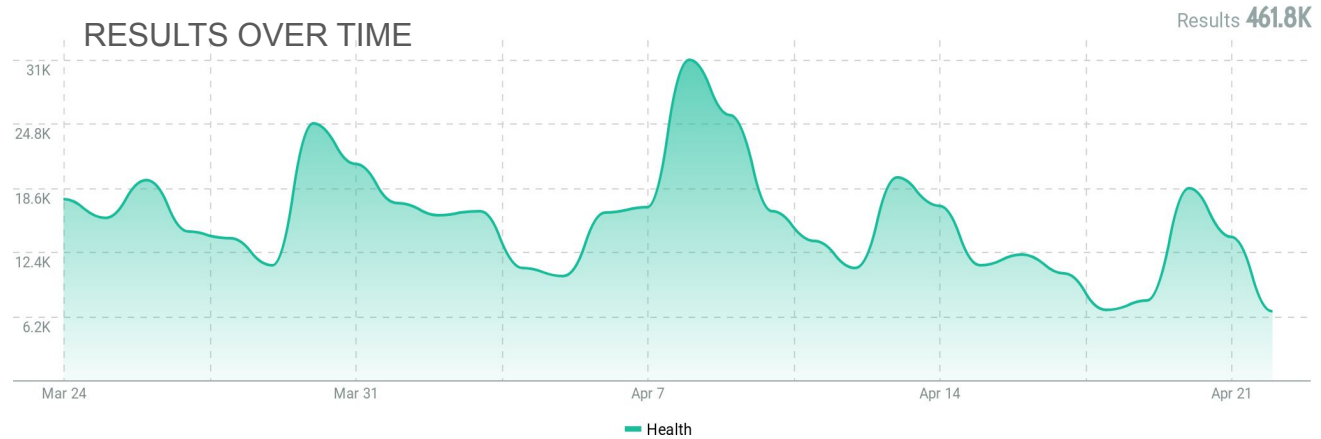


SOCIAL MEDIA ANALYTICS  
COMMAND CENTER

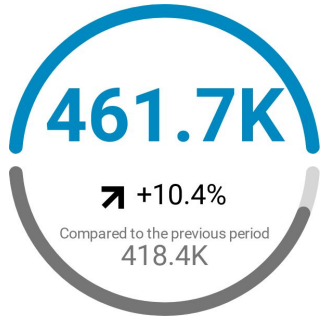
UConn UNIVERSITY OF  
CONNECTICUT  
SOCIAL MEDIA ANALYTICS

# Overview of Conversation

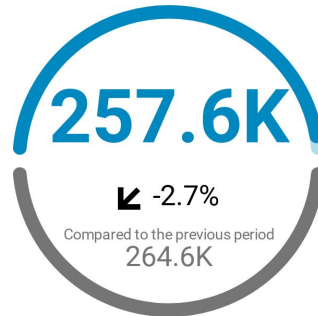
This data shows the amount of conversation overtime and the number of mentions of cannabis.



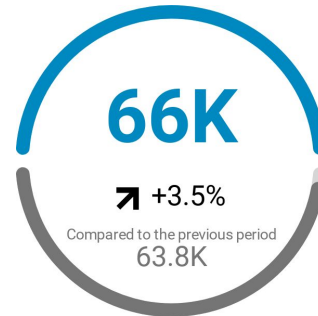
OVERALL MENTIONS



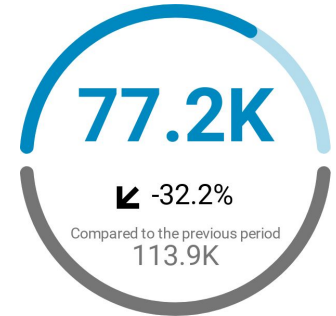
MENTIONS IN THE U.S.



MENTIONS ON NEWS SITES



MENTIONS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)



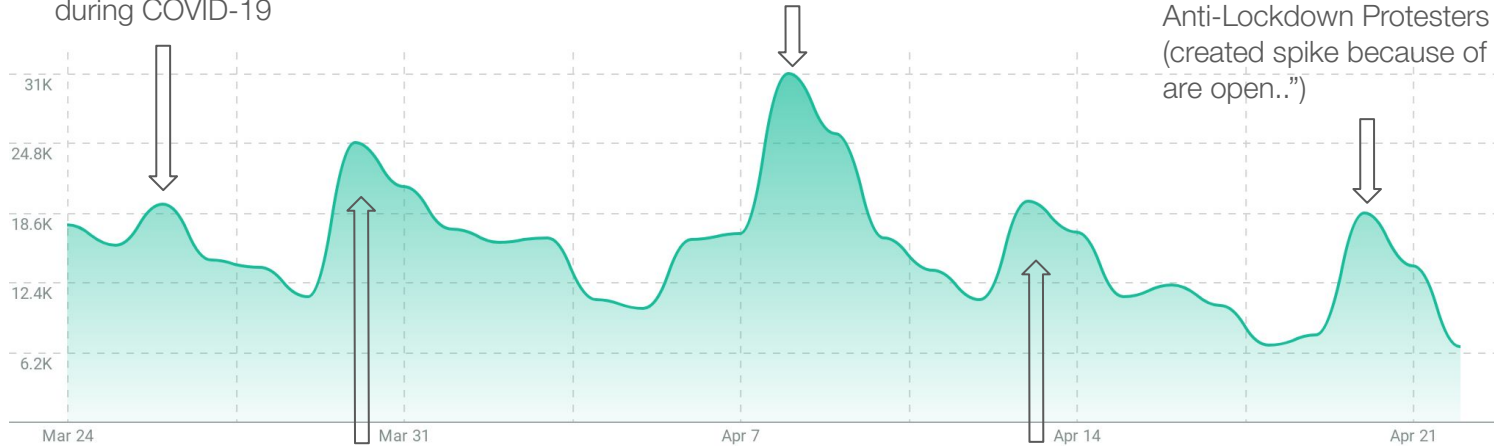
# What caused these spikes?

Marijuana dispensaries are deemed essential businesses during COVID-19

Death of Charlotte Fiji, inspiration for 'Charlotte's Web' strain of cannabis

- Conversation about the 4/20 "holiday", continued conversation about COVID-19 and cannabis

- Nurses Take a Stand Against Anti-Lockdown Protesters in Colorado (created spike because of the line "pot shops are open..")

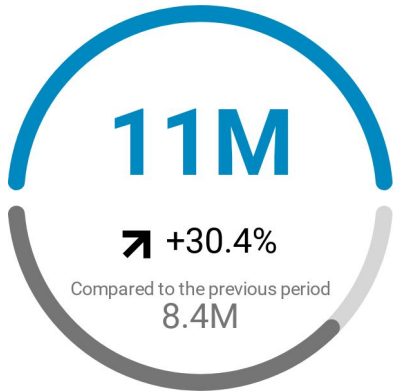


- Mexican president ignores coronavirus restrictions to see El Chapo's mom
- Conversation surrounding whether or not dispensaries should be essential
- Conversation around how those who smoke weed could be at higher risk for COVID-19

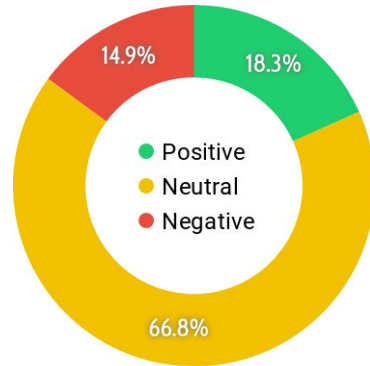
- Virginia decriminalized marijuana
- Conversation about the risk of COVID-19 for cannabis users and how COVID-19 is affecting the industry

# Sentiment and Engagement of Conversation

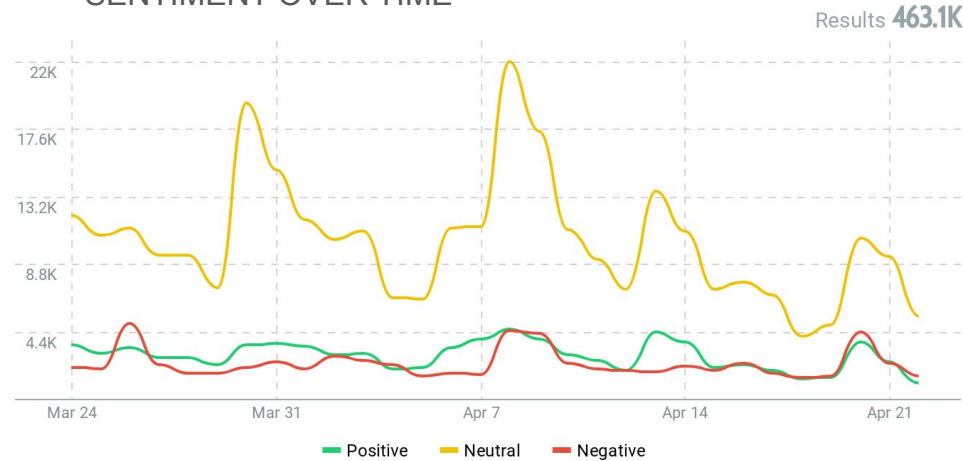
## ENGAGEMENT



## SHARE OF SENTIMENT



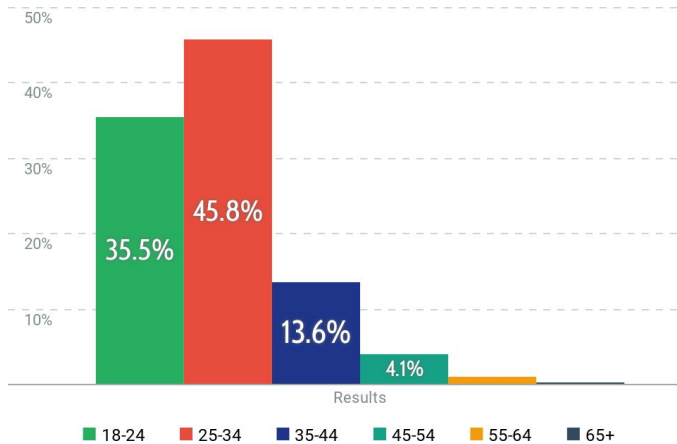
## SENTIMENT OVER TIME



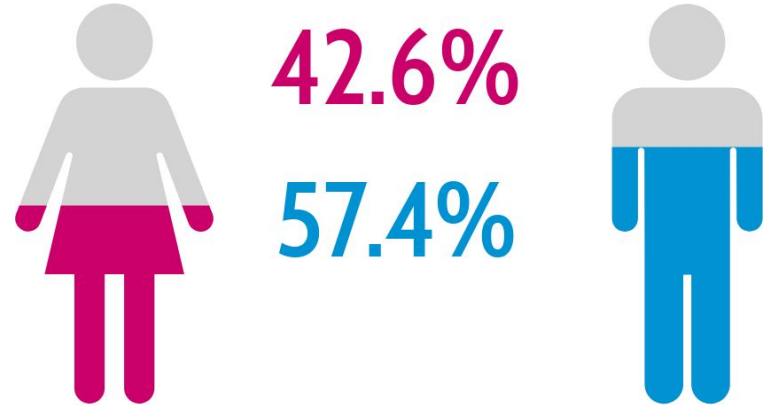
This data shows mixed results, but suggests that the majority of people speaking about medical marijuana are neutral. However, there is a slightly higher percentage of positive sentiment rather than negative sentiment which may suggest that more of those who are voicing their opinions on the topic support the legalization of marijuana.

# Who is Conversing?

AGE

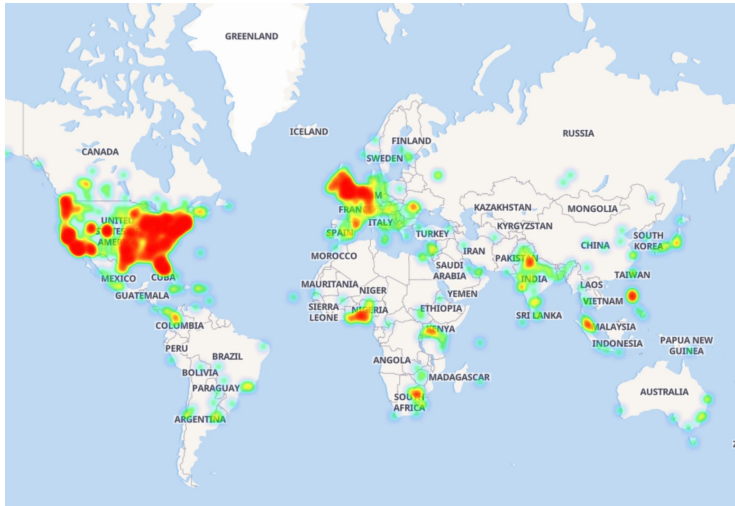


GENDER

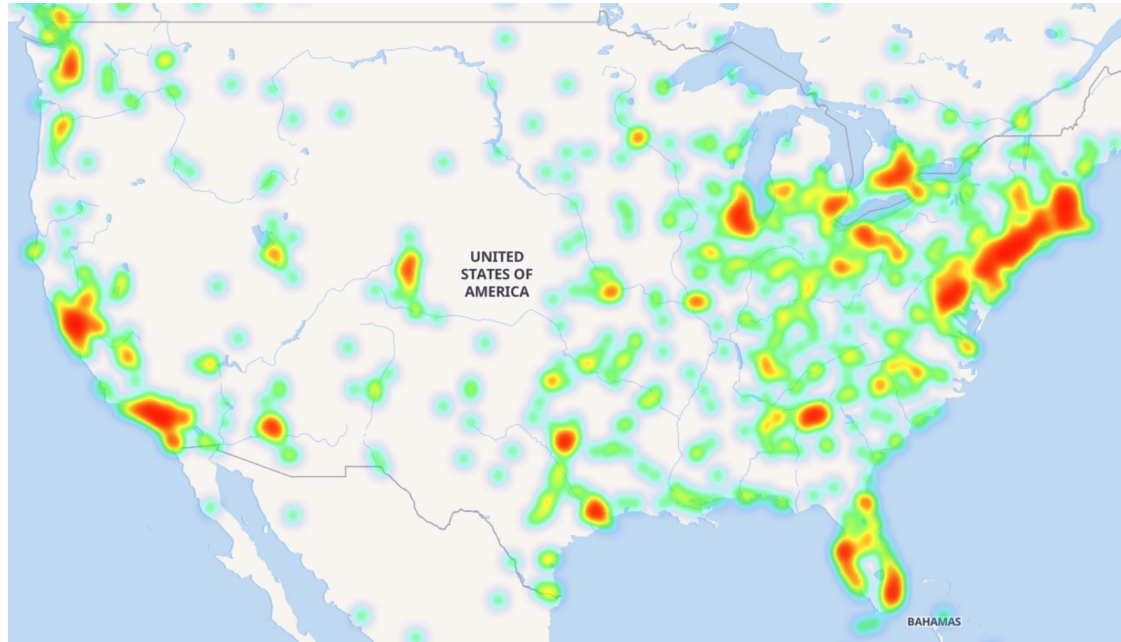


# Where is the Conversation?

ACTIVITY ACROSS THE WORLD



ACTIVITY IN THE US





# Themes of Conversation

TRENDING HASHTAGS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

This data shows what people are talking about when discussing cannabis. Some of the main conversations are about CBD, Coronavirus, legalization, and medical marijuana.

## Emerging Themes

## Decreasing Themes

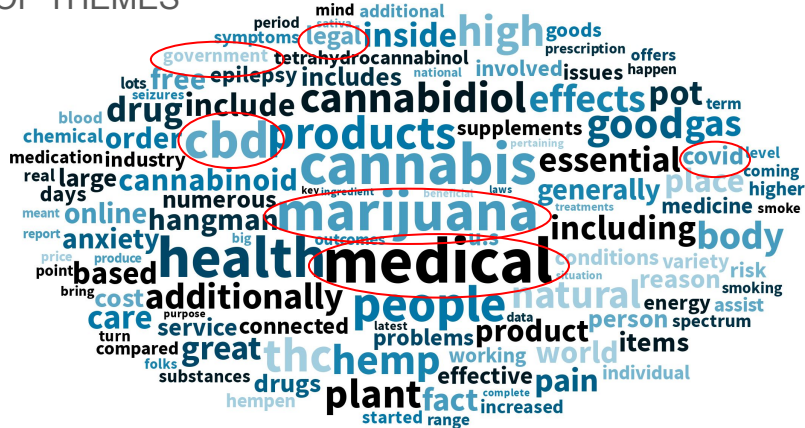
## New Themes

- #hemp ↗ 98.8%
- #MME ↗ 79.1%
- #medicalmarijuana ↗ 45.3%
- #cannabis ↗ 29.7%
- #COVID19 ↗ 20.9%

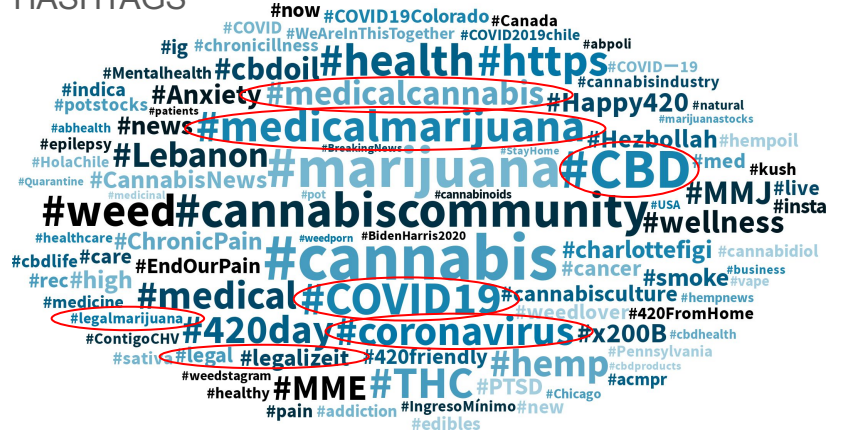
- #weed ↘ 24.3%
- #cannabiscommunity ↘ 10.7%
- #THC ↘ 5.8%
- #health ↘ 2.7%

- #420day
- #CBD
- #Lebanon
- #Happy420

## TOP THEMES



## TOP HASHTAGS



# Most Engaging Articles

## Sonic Is Begging Customers to Stop Smoking Weed In Drive-Thru

By Regina Powell | April 3, 2018 | News



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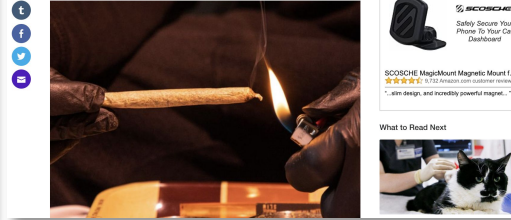
## Charlotte Figi, namesake of Charlotte's Web medical marijuana strain, passes away



[Read More](#)

## Smoking marijuana could make the lungs more susceptible to COVID-19, experts say as cannabis sales spike

INSIDER | insider@insider.com (Julia Mathias) | INSIDER | April 7, 2020



[Read More](#)

## Mexican president ignores coronavirus restrictions to greet El Chapo's mother

Andrés Manuel López Obrador provokes perplexity and scorn with visit to drug lord's home town in Sinaloa

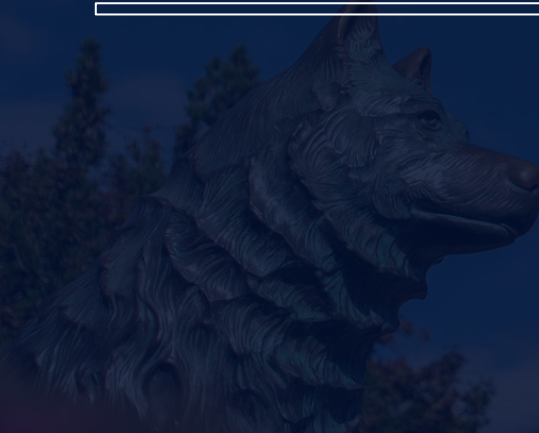
- Coronavirus - latest US updates
- Coronavirus - latest global updates
- See all our coronavirus coverage



[Read More](#)

# LEGAL

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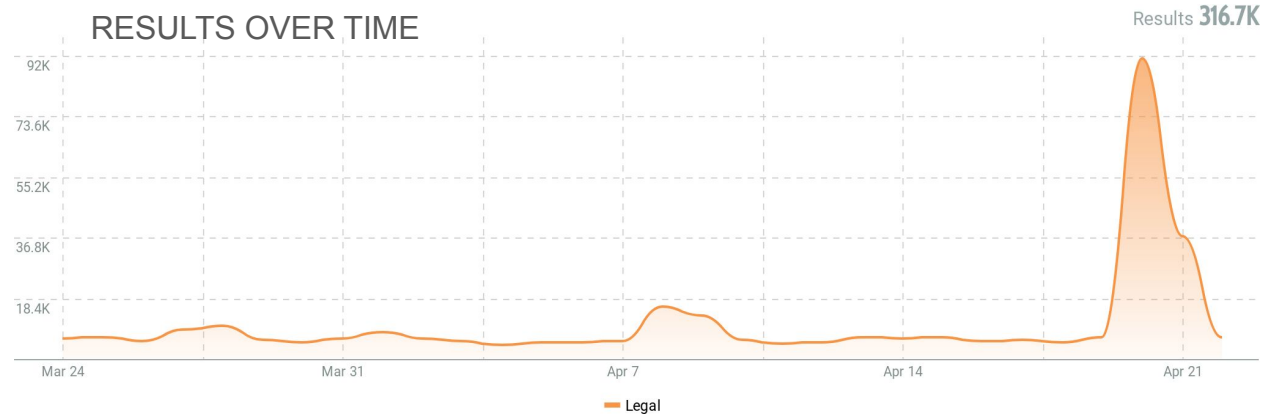


SOCIAL MEDIA ANALYTICS  
COMMAND CENTER

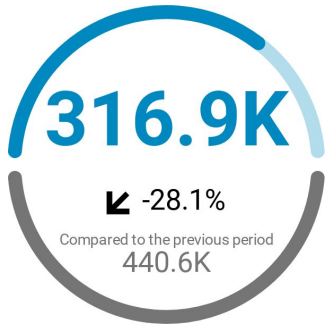
UConn UNIVERSITY OF  
CONNECTICUT  
SOCIAL MEDIA ANALYTICS

# Overview of Conversation

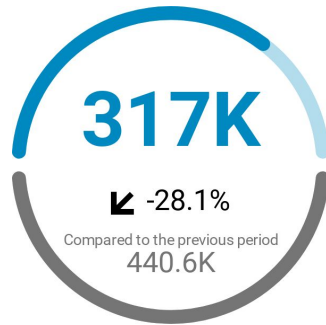
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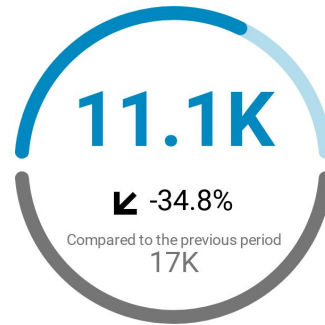
OVERALL MENTIONS



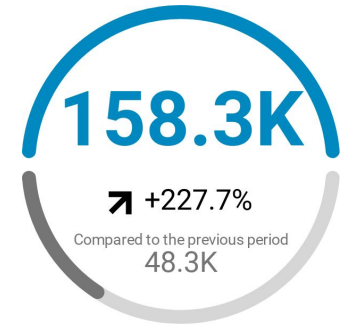
MENTIONS IN THE U.S.



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MENTIONS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

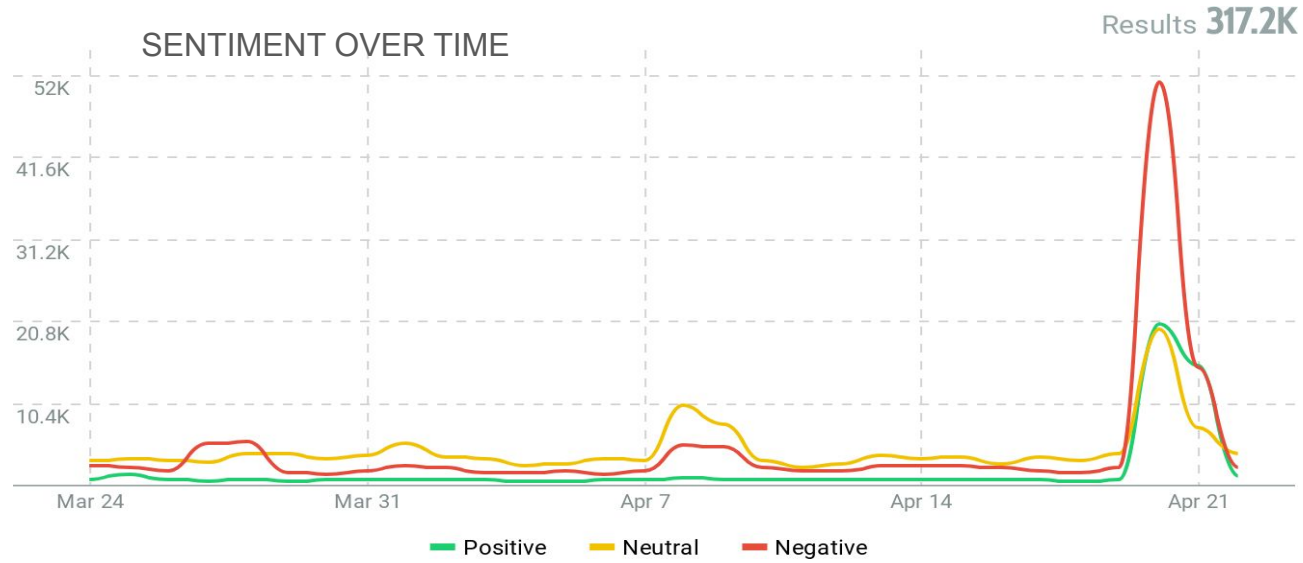
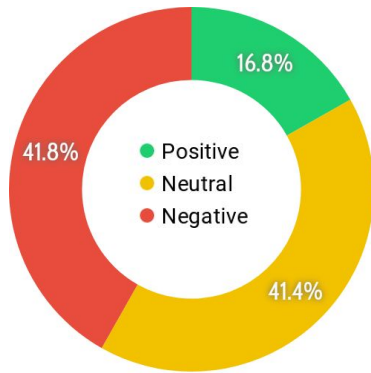


# What caused this spike?



# Sentiment of Conversation

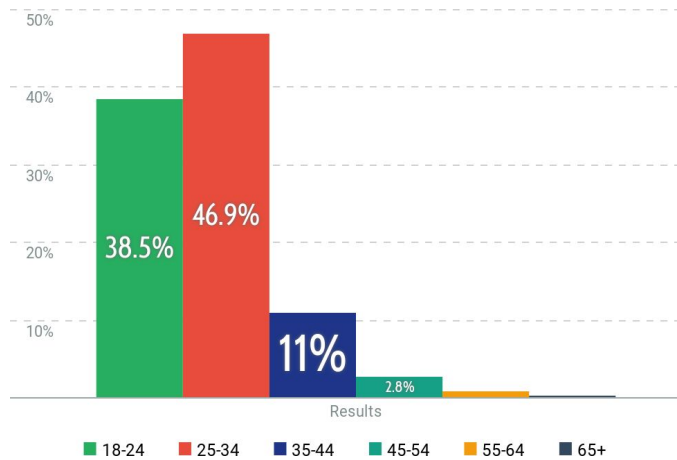
SHARE OF SENTIMENT



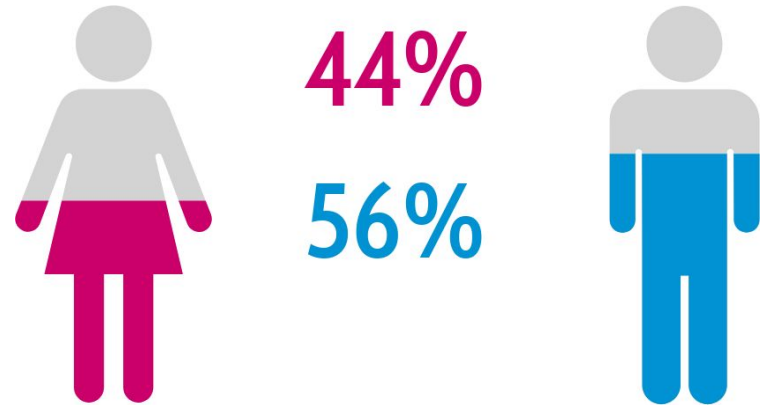
On April 20th there was a spike in mentions and negative sentiment with many upset about a disproportionate number of people of color arrested for cannabis possession.

# Who is Conversing?

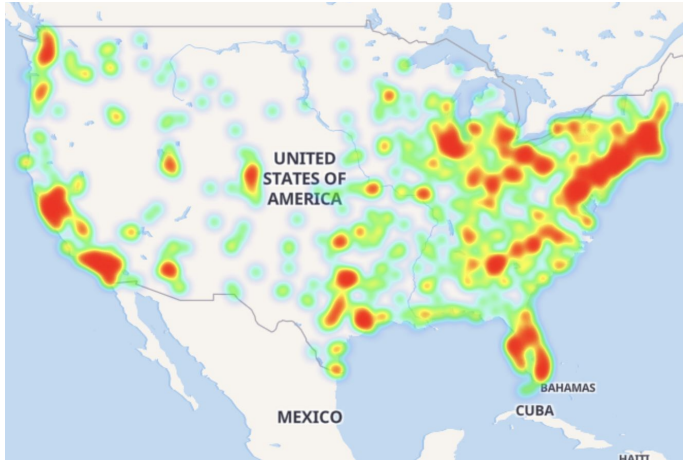
## AGE



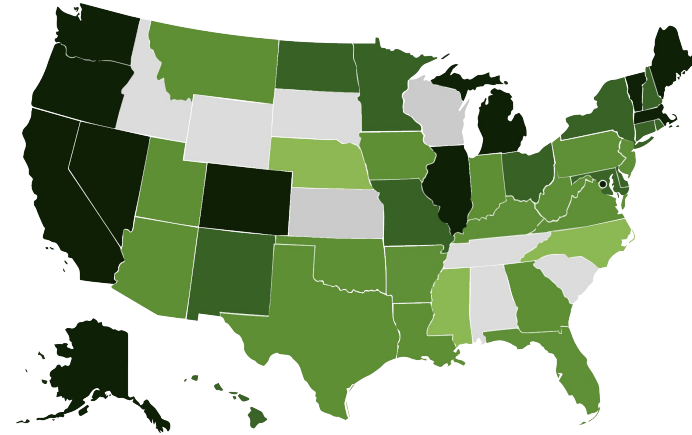
## GENDER



# Where is the Conversation?



Areas of high conversation equate to more intense colors.



- Legalized
- Medical and Decriminalized
- Medical
- Decriminalized
- Fully Illegal



# Themes of Conversation

This data shows what people are talking about when discussing cannabis. Some of the main conversations are about legalization, incarceration, and coronavirus.

TRENDING HASHTAGS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

## Emerging Themes

- #MedicareForAll ▲ 143.6%
- #CBD ▲ 60.8%
- #coronavirus ▲ 53.6%
- #weed ▲ 8%
- #legalmarijuana ▲ 6%

## Decreasing Themes

- #NotMeUs ▼ 75.3%
- #cannabis ▼ 20.4%
- #StonerFam ▼ 17.9%
- #legalize ▼ 16.8%
- #cannabiscommunity ▼ 16.3%

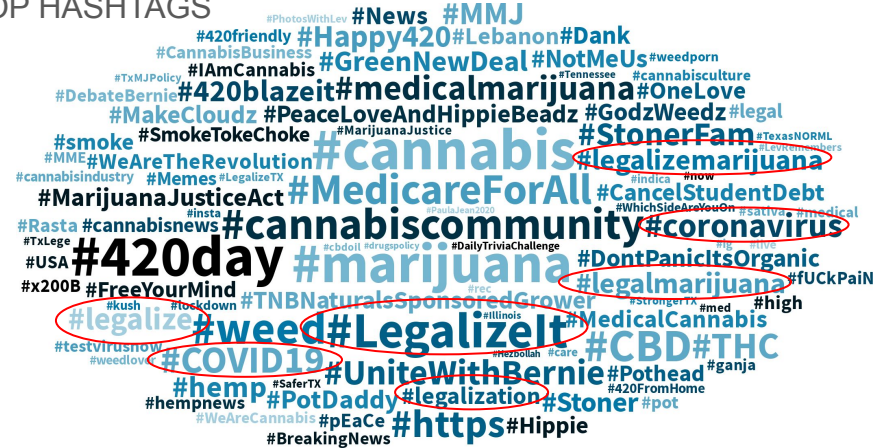
## New Themes

- #420day
- #Legalizelt
- #COVID19
- #UniteWithBernie

## TOP THEMES



## TOP HASHTAGS



# Most Engaging Articles

MERRY JANE NEWS CULTURE HEALTH VIDEOS PHOTOS



Seth Rogen Says He's Been Smoking "Ungodly" Amounts of Weed During Quarantine

BY ZACH HARRIS | CULTURE | APR 20, 2020

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Westword SUPPORT US The independent voice of Denver since 1977



Charlotte Figi passed away April 7. / Courtesy of Paige Figi's Facebook page

Colorado Names April 7 Charlotte Figi Day to Honor Face of CBD Movement

[Read More](#)

POLITICS

California Announces \$30 Million Grant Program To Promote Marijuana Industry Social Equity

Published 1 day ago on April 21, 2020  
By Kyle Jaeger



[Read More](#)

MERRY JANE NEWS CULTURE HEALTH VIDEOS PHOTOS



Federal Weed Legalization Could Repair an Economy Wrecked by COVID-19, CEOs Say

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# OVERALL INSIGHTS

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- The data shows mixed results regarding whether or not people support the legalization of marijuana.
- Globally, the data supports that the majority of conversation surrounding marijuana is from the United States.
- People are concerned with how COVID-19 is impacting the cannabis industry.
- Marijuana dispensaries are considered essential businesses during the pandemic, which may influence lawmakers in the future to be more open to legalization.
- Some of the data suggests that in the future we may see a decrease of smoking and an increase in other consumption methods due to COVID-19 health risks.
- Much of negative sentiment is due to a disproportionate number of people of color arrested for cannabis possession.



# THANK YOU

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Research conducted by:  
Tiffany Terilli, Robert Schlatter, Jenny Pehota, Emilee Daddio

