S1 - Glossary of terms.

Table S1. Glossary of terms relevant to the manuscript

Term [reference]	**Definition**
Application Programming Interface (API) [1]	An API, or application programming interface, is a set of defined rules that enable different applications to communicate with each other. It acts as an intermediary layer that processes data transfers between systems, letting companies open their application data and functionality to external third-party developers, business partners, and internal departments within their companies.
Artificial intelligence [2]	The science and engineering of making intelligent machines, especially intelligent computer programs. Artificial intelligence combines computer science and robust datasets, to enable problem-solving. It also encompasses sub-fields of machine learning and deep learning. These disciplines are comprised of AI algorithms which seek to create expert systems which make predictions or classifications based on input data.
Echo chamber [3]	Environments where individuals with certain beliefs, opinions or political stances have those beliefs reinforced by continual interactions with other individuals with the same attitudes.
Emotion analysis [4]	Emotion analysis is the method of defining and evaluating the emotions conveyed in textual data. Emotion detection and classification are straightforward tasks that can be completed based on the emotions conveyed in the text, such as fear, joy, disgust, anger, surprise, sadness or neutral.
Latent Dirichlet Allocation [5]	Latent Dirichlet allocation (LDA) is a generative probabilistic model of a corpus. The idea is that documents are represented as random mixtures over latent topics, where each topic is characterised by a distribution over words. LDA is a method used for topic modelling.
Machine learning [6]	A branch of artificial intelligence and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.
Natural Language Processing [7]	A field that combines the power of computational linguistics, computer science, and artificial intelligence to enable machines to understand, analyse, and generate the meaning of natural human speech.
Sentiment analysis [8]	Sentiment analysis and opinion mining is the field of study that analyses people's opinions, sentiments, evaluations, attitudes, and emotions from written language. Can use machine learning techniques or be rule-based using a predefined lexicon (i.e. dictionary) of terms.
Social media [9]	A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.

Social listening [10]	The process of identifying and assessing what is being said about a company, product, brand or individual, within forms of electronic interactive media
Subjectivity analysis [11]	Deals with the detection of “private states” e.g. sentiment, opinions, emotions, evaluations, beliefs, and speculations and is defined as the task of detecting, extracting and classifying opinions, sentiments and attitudes concerning different topics, as expressed in textual input
Topic modelling [12]	A NLP technique that identifies patterns of word occurrence using the distribution of words in a document, producing a set of topics that consists of clusters of words that co-occur in the text. The aim of topic modelling is to discover themes within the text.
Unsupervised learning method [13]	Unsupervised learning, also known as unsupervised machine learning, uses machine learning algorithms to analyse and cluster unlabeled datasets. These algorithms discover hidden patterns or data groupings without the need for human intervention. Unsupervised learning is used in topic modelling.

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