S9 - Assigned topic and sentiment/emotion categories

Table S6. Assigned topic and sentiment category. Tweets were assigned a probability value for each of the 13 topics with analysis conducted on the basis of assigning tweets to the topic with the highest probability value. All values are presented as n(%).

Assigned topic	Very negative	Negative	Neutral	Positive	Very positive
Actions to reduce food waste (n= 3240) [n(%)]	13 (0.4)	1178 (36.36)	853 (26.33)	1124 (34.69)	72 (2.22)
Eating to save food waste (n=4890) [n(%)]	161 (3.29)	2335 (47.75)	987 (20.18)	1340 (27.4)	67 (1.37)
Food waste - Australian context (n=2218) [n(%)]	69 (3.11)	769 (34.67)	827 (37.29)	535 (24.12)	18 (0.81)
Food waste - disposal (n=2873) [n(%)]	17 (0.59)	1263 (43.96)	656 (22.83)	793 (27.6)	144 (5.01)
Food waste - economics (n=1667) [n(%)]	161 (9.66)	1018 (61.07)	221 (13.26)	265 (15.9)	2 (0.12)
Food waste - global context (n=2791) [n(%)]	113 (4.05)	1735 (62.16)	586 (21)	347 (12.43)	10 (0.36)
Food waste - governance (n=2884) [n(%)]	62 (2.15)	1522 (52.77)	627 (21.74)	647 (22.43)	26 (0.9)
Food waste - management (n=2921) [n(%)]	44 (1.51)	1322 (45.26)	693 (23.72)	835 (28.59)	27 (0.92)
Food waste - morals (n=2925) [n(%)]	34 (1.16)	1609 (55.01)	495 (16.92)	654 (22.36)	133 (4.55)
Food waste - packaging (n=2079) [n(%)]	6 (0.29)	740 (35.59)	516 (24.82)	798 (38.38)	19 (0.91)
Food waste - research (n=3400) [n(%)]	16 (0.47)	1084 (31.88)	835 (24.56)	1278 (37.59)	187 (5.5)

Supply chain - food waste (n=3970) [n(%)]	43 (1.08)	1974 (49.72)	855 (21.54)	1037 (26.12)	61 (1.54)
Supply chain - production (n=3591) [n(%)]	58 (1.62)	1724 (48.01)	851 (23.7)	921 (25.65)	37 (1.03)

Table S7. Assigned topic and emotion category. Tweets were assigned a probability value for each of the 13 topics with analysis conducted on the basis of assigning tweets to the topic with the highest probability value. All values are presented as n(%).

Assigned topic	Anger	Disgust	Fear	Joy	Neutral	Sadness	Surprise
Actions to reduce food waste (n= 3240) [n(%)]	898 (27.72)	63 (1.94)	570 (17.59)	677 (20.9)	767 (23.67)	211 (6.51)	54 (1.67)
Eating to save food waste (n=4890) [n(%)]	1043 (21.33)	225 (4.6)	557 (11.39)	805 (16.46)	529 (10.82)	1489 (30.45)	242 (4.95)
Food waste - Australian context (n=2218) [n(%)]	616 (27.77)	86 (3.88)	1020 (45.99)	271 (12.22)	133 (6)	83 (3.74)	9 (0.41)
Food waste - disposal (n=2873) [n(%)]	825 (28.72)	152 (5.29)	305 (10.62)	563 (19.6)	673 (23.43)	210 (7.31)	145 (5.05)
Food waste - economics (n=1667) [n(%)]	421 (25.26)	395 (23.7)	175 (10.5)	108 (6.48)	202 (12.12)	326 (19.56)	40 (2.4)
Food waste - global context (n=2791) [n(%)]	898 (32.18)	166 (5.95)	423 (15.16)	117 (4.19)	405 (14.51)	726 (26.01)	56 (2.01)
Food waste - governance (n=2884) [n(%)]	620 (21.5)	148 (5.13)	530 (18.38)	331 (11.48)	441 (15.29)	647 (22.43)	167 (5.79)
Food waste - management (n=2921) [n(%)]	1050 (35.95)	149 (5.1)	697 (23.86)	369 (12.63)	461 (15.78)	164 (5.62)	31 (1.06)
Food waste - morals (n=2925) [n(%)]	1250 (42.74)	74 (2.53)	290 (9.92)	326 (11.15)	380 (12.99)	527 (18.02)	78 (2.67)
Food waste - packaging (n=2079) [n(%)]	270 (12.99)	29 (1.4)	143 (6.88)	679 (32.66)	752 (36.17)	171 (8.23)	35 (1.68)

Food waste - research (n=3400) [n(%)]	740 (21.77)	54 (1.59)	1087 (31.97)	735 (21.62)	567 (16.68)	141 (4.15)	76 (2.24)
Supply chain - food waste (n=3970) [n(%)]	888 (22.37)	238 (6)	1097 (27.63)	709 (17.86)	623 (15.69)	322 (8.11)	93 (2.34)
Supply chain - production (n=3591) [n(%)]	1098 (30.58)	251 (6.99)	796 (22.17)	409 (11.39)	717 (19.97)	260 (7.24)	60 (1.67)