

Supplementary Materials 11

Supplementary Material 11: Sentiments towards public policy actors mentioned alongside behavioural science keywords for Twitter data (Study 2).

Keyword co-mentioned	Fortnight Starting	Fortnight to Lockdown	Total count		Count of sentiments Original tweets only			Count of sentiments Incl. Retweets			Proportion of sentiments Original tweets only			Proportion of sentiments Incl. Retweets		
			Original tweets only	Incl. Retweets	neg	neu	pos	neg	neu	pos	neg	neu	pos	neg	neu	pos
Behaviour change	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	10	41	4	3	3	30	6	5	0.40	0.30	0.30	0.73	0.15	0.12
	2020-03-23	0	5	16	1	2	2	12	2	2	0.20	0.40	0.40	0.75	0.13	0.13
	2020-04-06	1	4	17		4			17			1.00			1.00	
	2020-04-20	2	4	14	2		2	12		2	0.50		0.50	0.86		0.14
	2020-05-04	3	3	12	1	2		1	11		0.33	0.67		0.08	0.92	
	2020-05-18	4	2	2	1		1	1		1	0.50		0.50	0.50		0.50
	2020-06-01	5	2	4		2			4			1.00			1.00	
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
Behavioural Economics (behavioural economists)	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	4	41	4			41			1.00			1.00		
	2020-03-23	0	0	0												
	2020-04-06	1	0	0												
	2020-04-20	2	1	1	1			1			1.00			1.00		
	2020-05-04	3	1	1	1			1			1.00			1.00		
	2020-05-18	4	0	0												
	2020-06-01	5	0	0												
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
Behavioural Insights Team (nudge unit)	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	1	1	1			1			1.00			1.00		
	2020-03-09	-1	44	358	27	17		325	33		0.61	0.39		0.91	0.09	
	2020-03-23	0	19	645	16	3		594	51		0.84	0.16		0.92	0.08	
	2020-04-06	1	16	99	10	6		52	47		0.63	0.38		0.53	0.47	
	2020-04-20	2	2	5	2			5			1.00			1.00		
	2020-05-04	3	22	107	8	14		25	82		0.36	0.64		0.23	0.77	
	2020-05-18	4	2	2	2			2			1.00			1.00		
	2020-06-01	5	5	7	4	1		6	1		0.80	0.20		0.86	0.14	
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
Behavioural science (behavioural sciences, behavioural policy, behavioural scientists)	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	3	8		3			8			1.00			1.00	
	2020-03-09	-1	65	335	43	15	7	129	195	11	0.66	0.23	0.11	0.39	0.58	0.03
	2020-03-23	0	17	54	7	10		33	21		0.41	0.59		0.61	0.39	
	2020-04-06	1	12	38	5	7		25	13		0.42	0.58		0.66	0.34	
	2020-04-20	2	9	58	6	2	1	43	13	2	0.67	0.22	0.11	0.74	0.22	0.03
	2020-05-04	3	19	119	14	3	2	100	14	5	0.74	0.16	0.11	0.84	0.12	0.04
	2020-05-18	4	18	51	6	12		13	38		0.33	0.67		0.25	0.75	
	2020-06-01	5	1	2		1			2			1.00			1.00	
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												

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Behavioural scientist	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	6	63	4	2		58	5		0.67	0.33		0.92	0.08	
	2020-03-23	0	2	6	2			6			1.00			1.00		
	2020-04-06	1	0	0												
	2020-04-20	2	1	10	1			10			1.00			1.00		
	2020-05-04	3	1	2	1			2			1.00			1.00		
	2020-05-18	4	3	8	2	1		7	1		0.67	0.33		0.88	0.13	
	2020-06-01	5	0	0												
	2020-06-15	6	0	0												
Halpern	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	27	251	17	10		235	16		0.63	0.37		0.94	0.06	
	2020-03-23	0	4	47	2	2		2	45		0.50	0.50		0.04	0.96	
	2020-04-06	1	5	62	2	3		36	26		0.40	0.60		0.58	0.42	
	2020-04-20	2	4	33	3	1		31	2		0.75	0.25		0.94	0.06	
	2020-05-04	3	6	27	2	4		10	17		0.33	0.67		0.37	0.63	
	2020-05-18	4	3	7	3			7			1.00			1.00		
Michie	2020-06-01	5	1	1	1			1			1.00			1.00		
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	1	1		1			1			1.00			1.00	
	2020-03-09	-1	6	11	4	2		8	3		0.67	0.33		0.73	0.27	
	2020-03-23	0	2	3	1	1		1	2		0.50	0.50		0.33	0.67	
	2020-04-06	1	1	1			1			1			1.00			1.00
	2020-04-20	2	1	1	1			1			1.00			1.00		
Judge (nudges, nudging, nudge theory, nudge strategy, paternalism, libertarian paternalism, paternalistic)	2020-05-04	3	13	30	8	3	2	11	6	13	0.62	0.23	0.15	0.37	0.20	0.43
	2020-05-18	4	11	28	6	5		13	15		0.55	0.45		0.46	0.54	
	2020-06-01	5	3	6	1	2		1	5		0.33	0.67		0.17	0.83	
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	1	1			1			1			1.00			1.00
	2020-03-09	-1	49	366	37	11	1	349	16	1	0.76	0.22	0.02	0.95	0.04	0.00
	2020-03-23	0	8	21	3	5		9	12		0.38	0.63		0.43	0.57	
psychologist	2020-04-06	1	6	10	4	2		7	3		0.67	0.33		0.70	0.30	
	2020-04-20	2	8	53	4	4		47	6		0.50	0.50		0.89	0.11	
	2020-05-04	3	7	20	5	2		11	9		0.71	0.29		0.55	0.45	
	2020-05-18	4	3	12	2	1		10	2		0.67	0.33		0.83	0.17	
	2020-06-01	5	1	2		1			2			1.00			1.00	
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	17	795	14	2	1	788	6	1	0.82	0.12	0.06	0.99	0.01	0.00
	2020-03-23	0	2	45	1	1		1	44		0.50	0.50		0.02	0.98	
	2020-04-06	1	1	2	1			2			1.00			1.00		
	2020-04-20	2	0	0												
	2020-05-04	3	0	0												
	2020-05-18	4	0	0												

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	2020-06-01	5	0	0												
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	1	6		1		6			1.00			1.00		
psychology	2020-03-09	-1	14	434	8	5	1	362	69	3	0.57	0.36	0.07	0.83	0.16	0.01
(psychologists,	2020-03-23	0	5	49	1	3	1	1	47	1	0.20	0.60	0.20	0.02	0.96	0.02
psychological	2020-04-06	1	3	20	3			20			1.00			1.00		
science,	2020-04-20	2	3	3	3			3			1.00			1.00		
psychological	2020-05-04	3	7	48	2	2	3	3	32	13	0.29	0.29	0.43	0.06	0.67	0.27
policy)	2020-05-18	4	4	8	2	2		5	3		0.50	0.50		0.63	0.38	
	2020-06-01	5	0	0												
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												
	2020-01-27	-4	0	0												
	2020-02-10	-3	0	0												
	2020-02-24	-2	0	0												
	2020-03-09	-1	0	0												
	2020-03-23	0	1	2		1			2			1.00			1.00	
SPI-B	2020-04-06	1	0	0												
	2020-04-20	2	0	0												
	2020-05-04	3	1	2	1			2			1.00			1.00		
	2020-05-18	4	2	3	2			3			1.00			1.00		
	2020-06-01	5	0	0												
	2020-06-15	6	0	0												
	2020-06-29	7	0	0												