

# APPENDIX C: TWITTER CATEGORY

## EXAMPLES

1. *News/Politics*: News and politics tweets generally refer to either current events on the national level or political opinions. Many of these tweets have to do with the US economy as a whole.
  - a. “President Obama adds 244,000 new jobs this month. Thank you Mr. President @Whitehouse #tcot #teaparty #p2”
  - b. “Do Republicans really believe governors create jobs? This is so gross.”
  - c. “want more jobs & better economy? elect ppl who will CUT corp taxes & regulations. It's not rocket science #teaparty #icaucus #sgp #tcot #gop”
2. *Personal*: Personal tweets refer to an individual's job, often commenting on job satisfaction or change in employment status.
  - a. “I got 3 emails about photography jobs in one day. this rocks!!!”
  - b. “Going out to apply for jobs. Yay?”
  - c. “wasting time on computer when I should be applying for jobs”
  - d. “Finally off from both of my 2 jobs today - need time to catch up on sleep & exercise!”
3. *Advertisements*: Advertisements display jobs available in various fields and cities. *Advertisements* comprise mostly of tweets from third party services such as Tweet My Jobs, the online job posting site Indeed, etc.
  - a. “Found 50 new jobs in Cincinnati, OH - check it at <link>”

- b. “DENTAL ASSISTANT - Las Vegas, NV (<link>) Get Dental Assistant Jobs”
  - c. “Sales Information Analyst - Jobs in Ireland”
- 4. *Irrelevant*: The jobs mentioned in *junk* tweet are unrelated to employment or the economy. The most common “jobs” mentions in junk tweets refer to Steve Jobs (and his biographical movies under the same name), the TV show Dirty Jobs, and jobs of a sexual nature.
  - a. “Steve Jobs... I'm really proud of you, and I'ma let u finish... but Moses had one of the best tablets of all time”
  - b. “My first ex-boyfriend was in a Dirty Jobs show with Mike Rowe. The one about making shark repellent from actual sharks.”
- 5. *Other*: Tweets in the *Other* category are usually links to articles or lists posted online. These tweets are generally unrelated to recent economic events, but not necessarily unrelated to the state of the economy. For example, more articles may be written about recession-proof jobs during a recession.
  - a. “Green Jobs Czar Says “White Polluters” Steered Poison Into Minority Communities <link>”
  - b. “<link> Jobs, Bartending Secrets Revealed <link>”
  - c. “The Top 5 Recession-Proof Jobs (Chart) - <link>”