Twitter maps UK regions happiest about Christmas

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City	Number of Tweets	Positive	Negative	Positive %	Negative%
Oxford	594	248	77	41.750	12.962
Southampton	609	271	77	44.499	12.643
Newcastle upon Tyne	1672	694	189	41.507	11.303
Birmingham	2408	1133	271	47.051	11.254
Liverpool	2430	1062	272	43.703	11.193
Bristol	1385	679	154	49.025	11.119
Cambridge	731	372	81	50.889	11.080
Leicester	631	318	69	50.396	10.935
Kingston upon Hull	1513	649	165	42.894	10.905
Glasgow	1894	843	205	44.508	10.823
Manchester	4298	1951	460	45.393	10.702
Edinburgh	1318	571	136	43.323	10.318
Leeds	1414	725	145	51.272	10.254
Brighton	838	403	85	48.090	10.143
Sheffield	1144	527	116	46.066	10.139
London	17082	8116	1726	47.512	10.104
Sunderland	531	288	53	54.237	9.981
Cardiff	1221	559	117	45.782	9.582
Norwich	749	347	69	46.328	9.212
Belfast	759	360	69	47.430	9.090
Nottingham	1094	578	92	52.833	8.409
Coventry	705	286	59	40.567	8.368
Dukinfield	1132	631	80	55.742	7.067
Doncaster	633	445	34	70.300	5.371

Researchers at The University of Manchester have identified Doncaster as being the most positive city in the UK about Christmas, whilst Oxford is the most negative.

Marco Smolla and Jamie Soul, from the Faculty of Life Sciences, captured and analysed 3 million tweets with the word Christmas or Xmas in to listen in on what the nation is saying about the festive season.

Some of the most common words that came up were love, shopping, decorations, presents and Santa. But there were also some more unexpected ones, such as harrystyles and ill.

The pair then scored the tweets as happy or sad based on the words in the text and ranked cities.

The top 5 most negative were:

1. Oxford (12.9% of tweets were negative)
2. Southampton (12.6%)
3. Newcastle upon Tyne (11.3%)
4. Birmingham (11.2%)
5. Liverpool (11.1%)

The top 5 most positive were:

1. Doncaster (70.3% of tweets were positive)
2. Dukinfield (55.7%)
3. Sunderland (54.2%)
4. Nottingham (52.8%)
5. Leeds (51.2%)

Examples of some of the negative tweets include:

"Absolute Heartbreak! To lose is one thing but to lose it in the 90th min from a counter attack is an absolute disgrace! Christmas ruined!" said a Twitter user in Scarborough.

"X Factor is Christmas number one...blah blah blah music is dead and Christmas number 1 is meaningless now etc etc etc." said another person in Huddersfield.

Jamie says: "Whilst we had great fun carrying out this exercise the results help to illustrate the use of bioinformatics techniques for analysing complex, big data. These skills are used every day by thousands of researchers to help understand human disease."

Marco adds: "The programming language that we use is helping researchers around the world to make sense of the immense amount of data that has been collected over the past few years. Statistical analysis is now an important part in our fight against disease."

Provided by University of Manchester