'We Simply Organic! #WeLoveorganic #organicfood'

Data compilation and contrastive analysis of consumer texts about organic food

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WEBSITE OR REPOSITORY LINK (e.g. Link Title, https://github.com/ICAME41)

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Abstract

This study explores the contexts in which English and Greek consumers use *organic* and its Greek equivalent *βιολογικό* when discussing organic food in tweet utterances and hashtags to better understand their range of use and possible cultural differences. Our research is motivated by the lack of consensus regarding the meaning application of *organic* (Haedicke, 2016), which has been found to create confusion among consumers (Anisimova et al., 2019; Fenko et al., 2016). The study first describes the methodology and the data processing, followed by an account of the contextual use of *organic* and *βιολογικό* in the connected text. Next, it briefly explicates the hashtag-related literature and analyses the uses and functions of *organic* and *βιολογικό* in hashtags in the two data sets.

For the purposes of our study, we have compiled a Twitter corpus, comprising 147,689 running words constituting 10,614 posts in Greek, and 1,653,224 running words found in 118,023 posts in English. The data sets form part of the Sustainable Product Consumer Review (SPCR) corpus compiled for the LangTool project[1] at Lund University, from which we extracted all posts related to organic food and converted the textual data into txt. To ascertain a high reliability level, we removed URLs leading to multiple identical examples running a Python script and maintained

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[1] https://projekt.ht.lu.se/langtool/

all unique examples. Next, we manually removed the remaining non-English and non-Greek posts from the .txt files based on AntConc[2] wordlists.

For each data set, we created a word list of the ten most frequent content words (lemmas) in order to explore in what environments or about what topics they were most often used. The scope of the chunk of words was three words before and three words after the concordance words, i.e., *organic* and *βιολογικό.* The results are shown in Table 1.

Table 1 *The most frequent lemmas of the English and Greek sets in continuous text and in hashtags*

English Corpus			Greek Corpus		
Lemma	Total count	Hashtag count	Lemma	Total count	Hashtag count
organic	102150	89954	βιολογικό (organic)	11580	125
food	92859	82263	προϊον (product)	6040	9
healthy	21967	19505	ελαιόλαδο (olive oil)	540	9
vegan	21721	17607	τρόφιμα (foods/ groceries)	543	2
health	17104	15861	γάλα (milk)	527	8
vegetarian	13079	12837	διατροφή	500	13
glutenfree	12339	12328	μέλι (honey)	574	9
raw	11424	10773	δέρμα (skin)	438	1
gmo	9864	7721	λάδι (oil)	400	4
recipe	9845	8951	αγορά (market)	719	1

As indicated by the lemmas in Table 1, the English Twitter posts highlight different dietary styles, while the Greek Twitter posts emphasise the commercial aspect of organic food as indicated by the existence of three items related to the domain of

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[2] https://www.laurenceanthony.net/software/antconc/

doing business. The commercial nature of the Greek corpus is also reflected through the occurrence of brand names and offers, e.g. *5 λίτρα βιολογικό ελαιόλαδο 23 € MONO!!!* ('5 litres of organic olive oil for ONLY 23€!!!'). This commercial focus of the Greek posts may indicate that Twitter is primarily used by businesses in Greece.

Despite this difference in terms of domain focus, the two sets also exhibit similarities. Both corpora contain statements expressing uncertainty about organic food meaning and characteristics, e.g. *What is organic food?*, and *Τι είναι τα βιολογικά προϊόντα?* ('What are organic products?'), which echoes the observation about consumer confusion regarding the meaning of organic food (Anisimova et al., 2019; Fenko et al., 2016). The two sets also contain many comparisons between organic and conventional food, e.g. *#Organic #food is "not healthier"*, and *Βιολογικά Vs συμβατικά τρόφιμα. Οδηγός για έξυπνους* ('Organic vs conventional foods. A guide for the clever'), which supports the observations made by Suciu et al. (2019).

Similarly, in both corpora, post writers express doubts regarding organic food trustworthiness, e.g. *Is your organic food a fraud?*, and *Πόσο βιολογικά είναι τα βιολογικά προϊόντα?* ('How organic are organic products?'), which is an interesting finding as trust has been highlighted as one of the main factors determining organic food consumption (Anisimova et al., 2019; Teng & Wang, 2015). Having analysed how speakers refer to *organic* and *βιολογικό* in utterances, we next discuss hashtags, which also contribute to meaning (Laucuka, 2018), albeit in a different formal style.

According to Zappavigna (2015), hashtags have assumed functions beyond their initial topic tracking use. They now also perform experiential, interpersonal and textual functions. Laucuka (2018) proposes ten more specific communicative hashtag functions, i.e. "topic-marking, aggregation, socializing, excuse, irony, providing metadata, expressing attitudes, initiating movements, propaganda, and brand marketing" (p. 56).

As Table 1 shows, Greek users make much less use of hashtags, i.e. 2,301 hits in total, as opposed to 639,795 hits in the English set. This may indicate that hashtag use is more strongly connected to Twitter posting in the English cultural setting than

the Greek one. The lemmas found in the English frequency list are very often found in hashtags, while the respective Greek lemmas rarely occur in hashtags.

Table 2 lists some examples of the most common functions of English and Greek hashtags. They include the functions already identified by Laucuka (2018), but we also found two additional functions in the English set, i.e. providing a solution, and expressing contrast. Furthermore, the Greek set contains various branding function examples, which reinforces the observation about its commercial focus mentioned previously.

Table 2 *Hashtag functions in English and Greek*

Function	Example
Topic marking:	*#Spain is the second largest producer of #organic #food in the EU with 27,877 farms*
Metadata:	*#JacketPotato #SweetChilli #Chicken #Tomato & #Lettuce #Salad #Organic #Lunch #Dinner #Healthy #EatClean #Food pic.*
Expressing attitudes:	*Eat #organic! #greenearthorganics #loveorganic #food #foodie #foodgasm #foodporn #instafood…*
Initiating movements – Propaganda:	*Best plant milk ever! #vegan #vegetarian #glutenfree #food #GoVegan #organic #healthy #RAW #recipe #health #whatveganseatpic.* *#FuckMonsanto #GMO #Monsanto #KillingFood #Organic #KillingHumans #killers #serialKillers #food…*
Branding - Self-branding:	*Οταν τό μυαλό μας πηγαίνει στά #Βιολογικά #Προϊόντα Μενοίκιο #ΕλληνικάΠροϊόντα #GreekQualityProducts* 'When we think of #Organic #Menoikio Products #GreekProducts #GreekQualityProducts' *#dubai #food #foodie #blogger #organic*

Humour - Irony:	*Βέβαια με τα μέτρα οχι βιολογικά ούτε συμβατικά λαχανικά δεν θα απολαμβάνουμε #4ο_μνημονιο #MasterChefGR* 'Of course, with the measures we will not even be able to enjoy conventional vegetables, let alone organic #4th_memorandum #MasterChefGR'
Providing a solution:	*#Regeneration #climatechange #globalwarming #organic #food*
Expressing contrast:	*#GMO #Pesticide #Herbicide #Disease #Cancer #Carcinogen #Organic #Food #Fresh #Produce #Health*

To conclude, this study examined how Greek and English Twitter writers use *organic* and *βιολογικό* in their utterances and hashtags with a view to discovering their meaning applications and potential cultural differences. First, the utterance-related analysis reveals a substantial quantitative difference, where English tweets about organic food are much more common than Greek ones. Second, in the English data set, there is a focus on dietary styles, while there is a commercial focus in the Greek data. The tweet hashtags cover quite a wide range of functions in both languages. Most of the functions have been identified in the literature before, but we also found two new uses, namely providing a solution and expressing a contrast.

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