

Br³⁵eaking
Ba⁵⁶d

VS

Br³⁵eaking
GO⁸**OD**⁸

Walter White and his drug lord alter-ego, Heisenberg, cooked up the final episode of Breaking Bad this week.

But, according to Twitter, did the trending tragic hero keep on breaking bad? Or did he at least partially redeem himself in the eyes of viewers?

“Say my name”



“For the good of my family”

HEISENBERG

WALTER WHITE



“Heisenberg” mentions: 23%



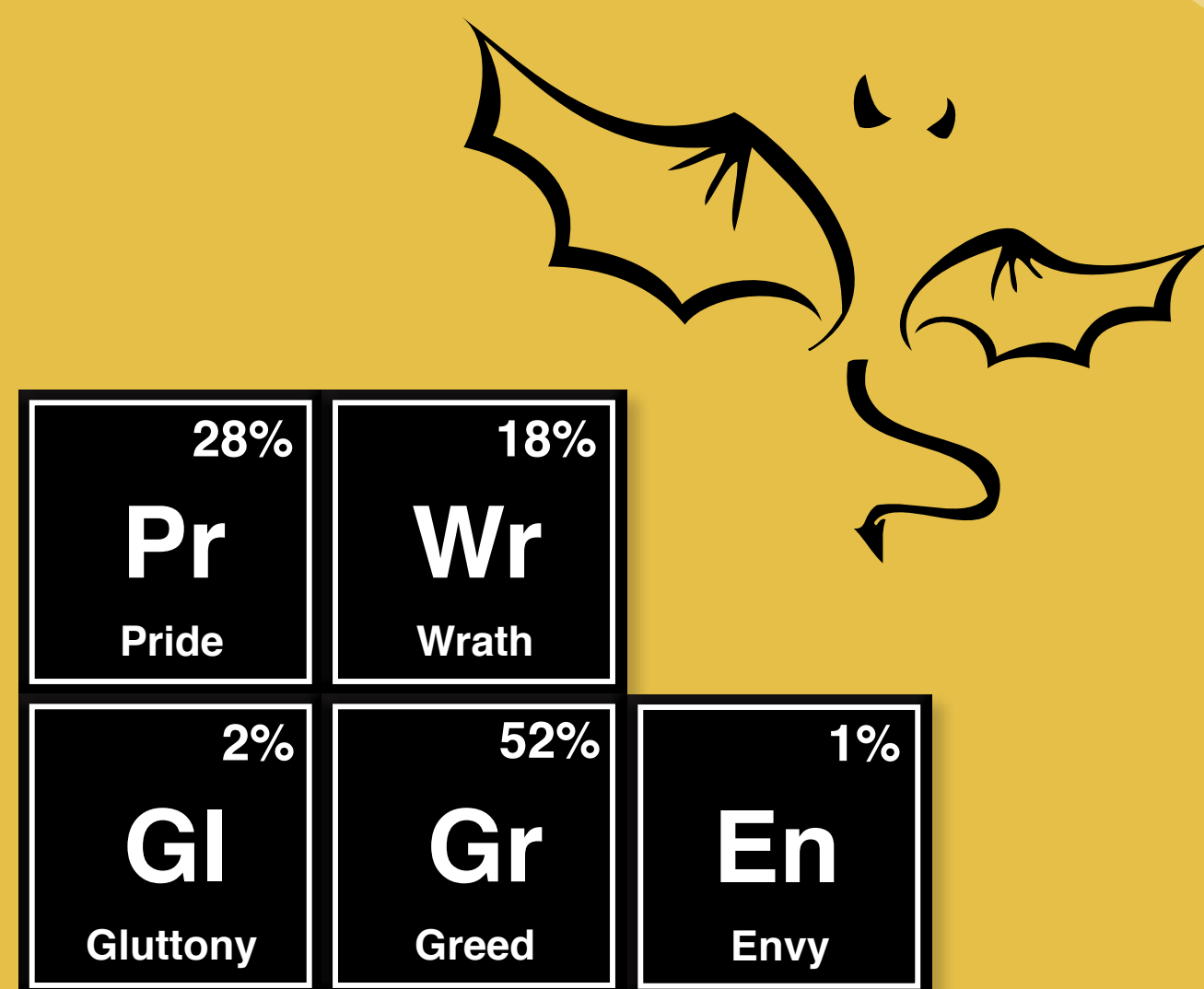
“Walter White” mentions: 77%

Most tweets during the finale mentioned “Walter” far more often than his alter-ego, “Heisenberg.”

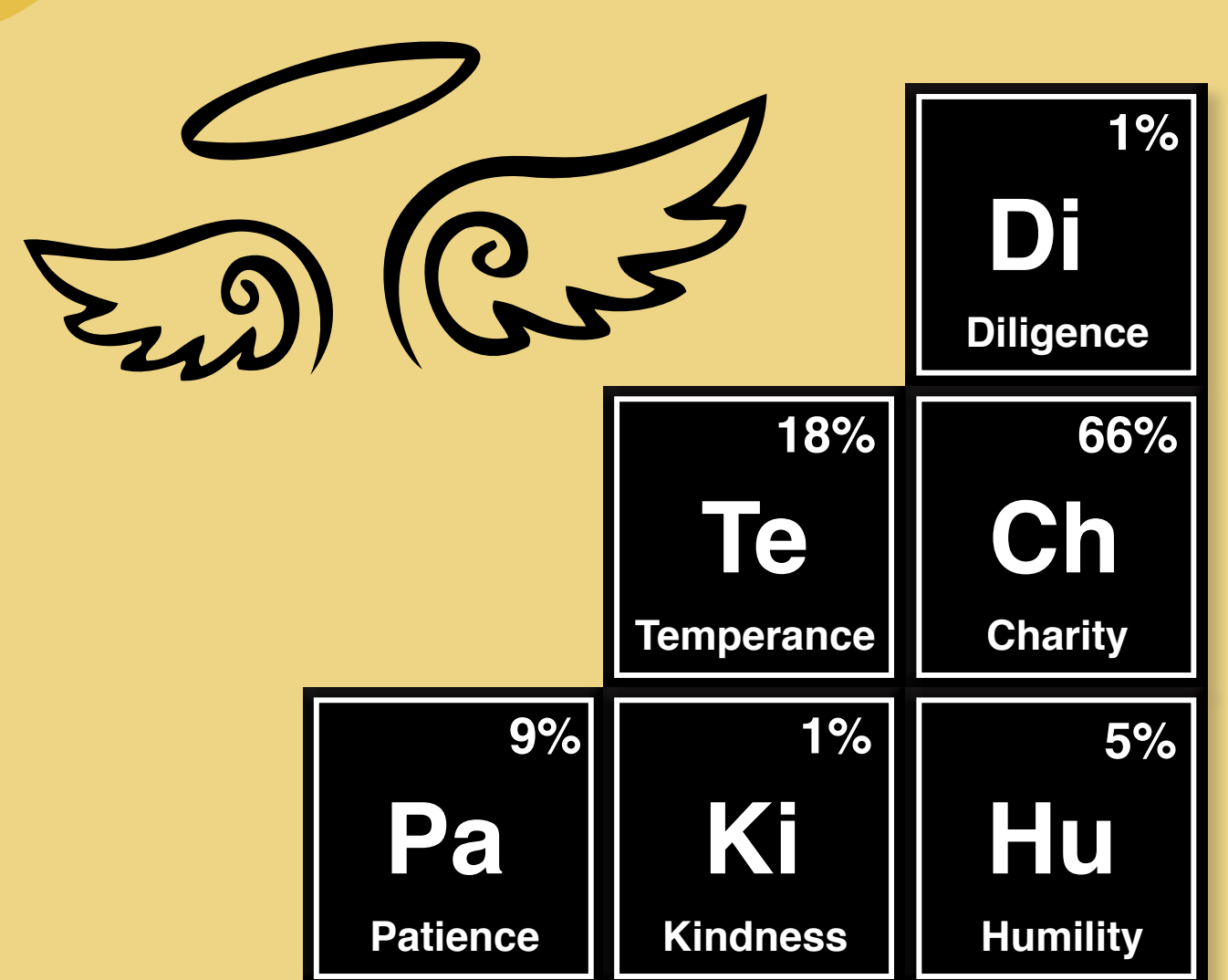
NEGATIVE TRAITS

VS

POSITIVE TRAITS



🐦 **44%** of tweets mentioned negative traits



🐦 **56%** of tweets mentioned positive traits

During the final episode, Twitter users mostly mentioned aspects of Walter’s positive traits like temperance (or self-control), charity and diligence.

Negative traits such as wrath, pride and greed – so familiar during much of the series – were mentioned by viewers, but less so.