Online & Social Media Analysis:#Halloween 2020

Data Collected Using Netbase Social Media Analytics Platform by Widmar and Bir (contact nwidmar@purdue.edu)
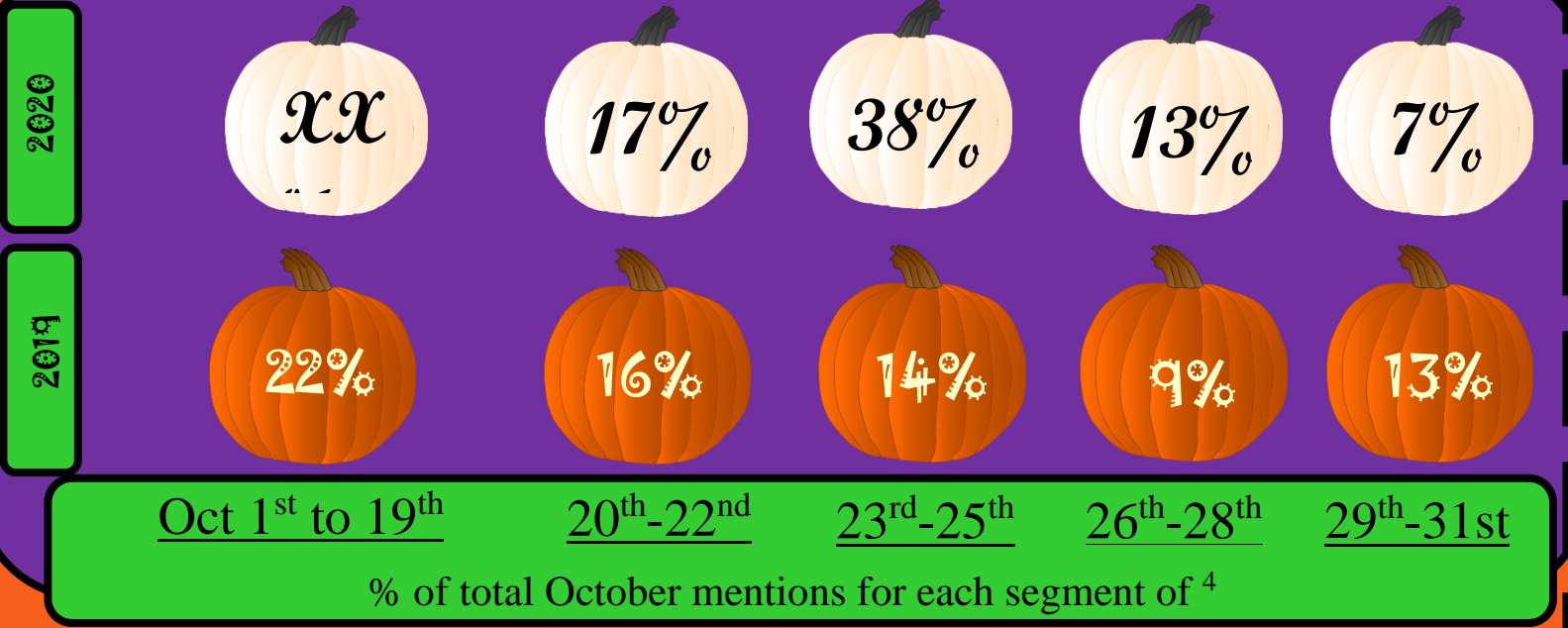
2019 Stats: # October Posts = XXX,XXX,XX

Top 3 positive terms:

Top 3 negative terms:

2020 Stats: # October Posts = XXX,XXX,XX

Top 3 positive terms:

Top 3 negative terms:

2020

| XX | 17% | 38% | 13% | 7% |

2019

| 22% | 16% | 14% | 9% | 13% |

| Oct 1st to 19th | 20th-22nd | 23rd-25th | 26th-28th | 29th-31st |

% of total October mentions for each segment of [4]

2019 Net Sentiment[5]

2020 Net Sentiment[5]