

# Online & Social Media Analysis: #Halloween 2020



Data Collected Using Netbase Social Media Analytics Platform by Widmar and Bir (contact [nwidmar@purdue.edu](mailto:nwidmar@purdue.edu))

2019 Stats: # October Posts = XXX,XXX,XX

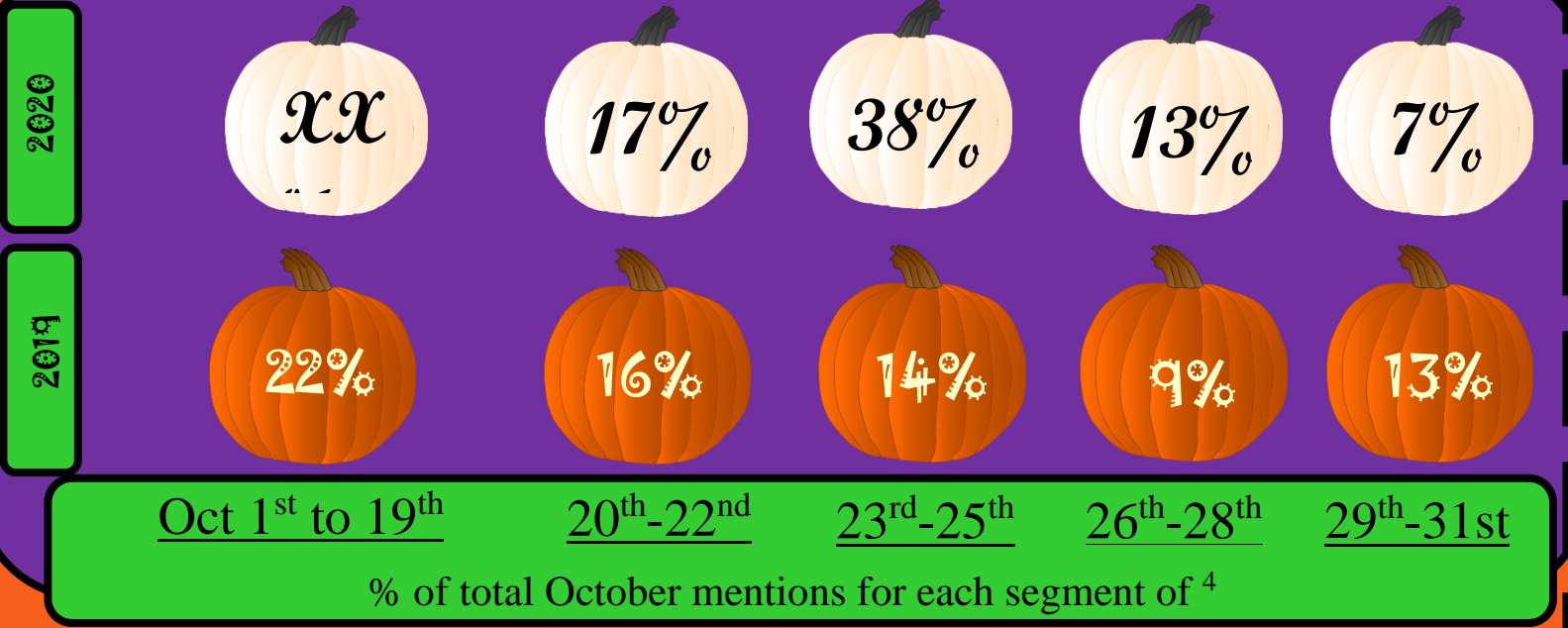
Top 3 positive terms:

Top 3 negative terms:

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

Top 3 positive terms:

Top 3 negative terms:



2019 Net Sentiment<sup>5</sup>



2020 Net Sentiment<sup>5</sup>

<sup>1</sup>4,652,424 posts contained gender information for Thanksgiving, 73,170 for Friendsgiving; <sup>2</sup>340,346 posts contained sentiment information for Thanksgiving from women, 7,584 for Friendsgiving; <sup>3</sup>300,794 posts contained sentiment information for Thanksgiving from men, 3,947 for Friendsgiving; <sup>4</sup>4,832,860 posts with date for Thanksgiving, 68,570 posts with date for Friendsgiving; <sup>5</sup>1,423,542 posts contained sentiment for Thanksgiving, 25,087 for Friendsgiving