

# Online & Social Media Analysis: #Halloween 2020



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

October 2019 Mentions = 6,701,716

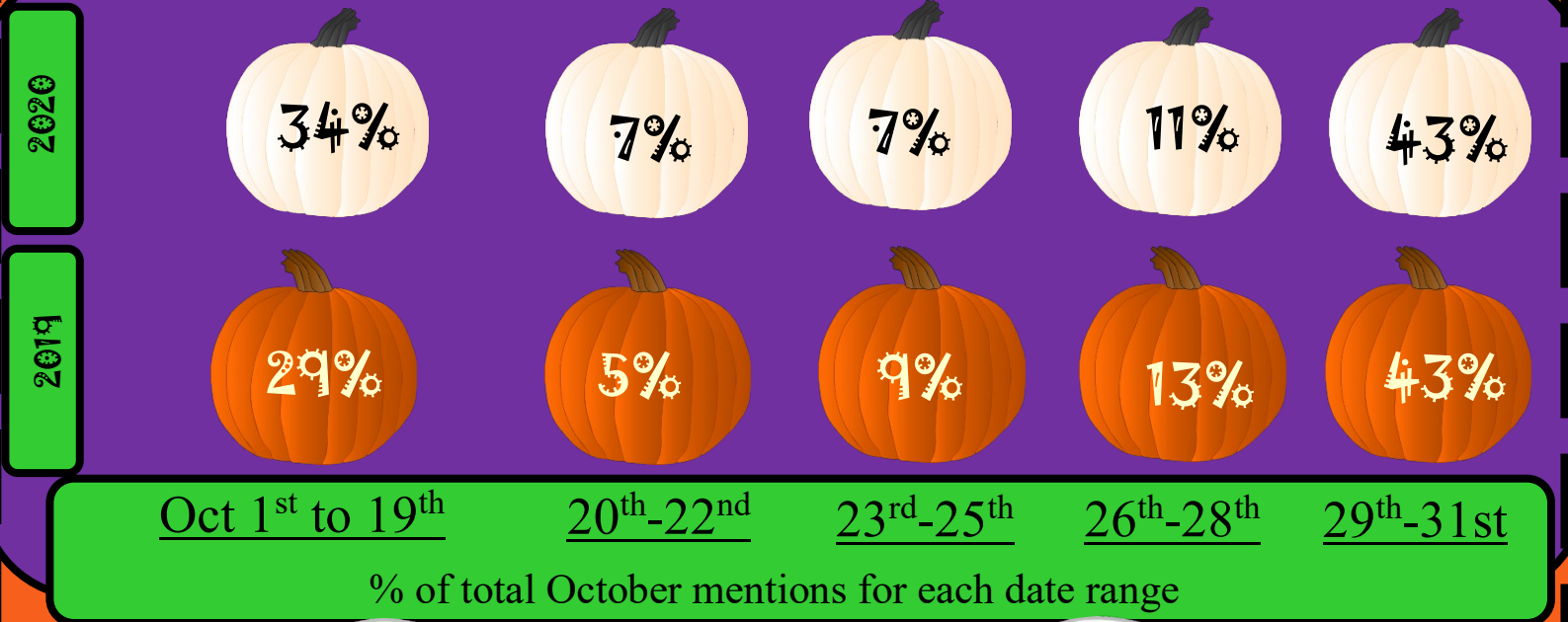
<sup>1</sup>Top 2 positive attributes: Happy Halloween, happy

Top 2 negative attributes: costume, fail

October 2020 Mentions = 4,889,455

Top 2 positive attributes: Safe Halloween, happy

Top 2 negative attributes: not worth get sick, COVID



2019 Net Sentiment<sup>5</sup>



2020 Net Sentiment<sup>5</sup>

<sup>1</sup> Top 2 negative and positive sentiment driver attributes, according to top volume of posts, are provided. 2020 had 255,823 posts with an attribute. 2019 had 363,508 posts with an attribute.