

TWITTER HASHTAGS DATA ANALYSIS

(2021 – 2024)

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Objective:

To identify key patterns, trends, and, Sentiments on Twitter and Top Trending Hashtags across Years.

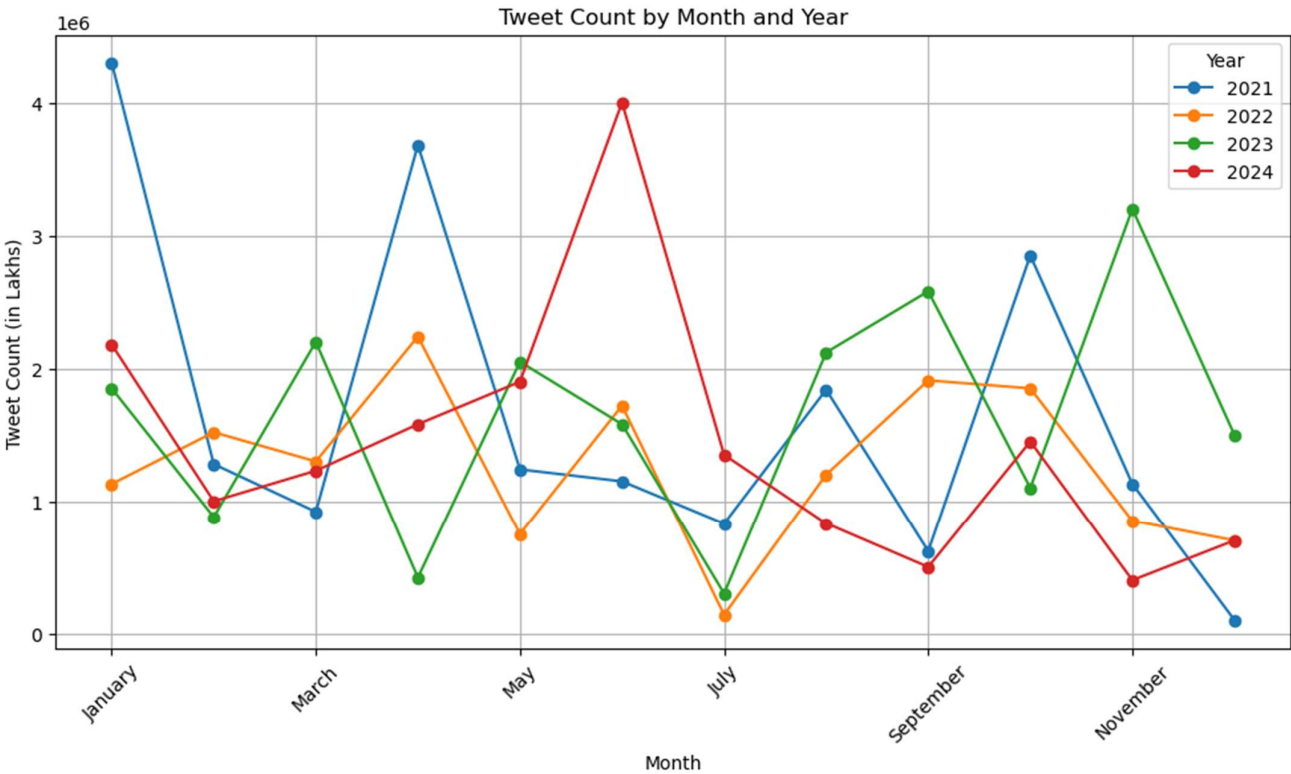
Dataset

Collected Top 50 trending Hashtags by year 2021 to 2024

Data is not 100% accurate and was collected from different sources, such as Twitter and other websites.

ANALYSIS

Time Series Analysis:



REASON FOR TREND?

Event Trigger Word Cloud

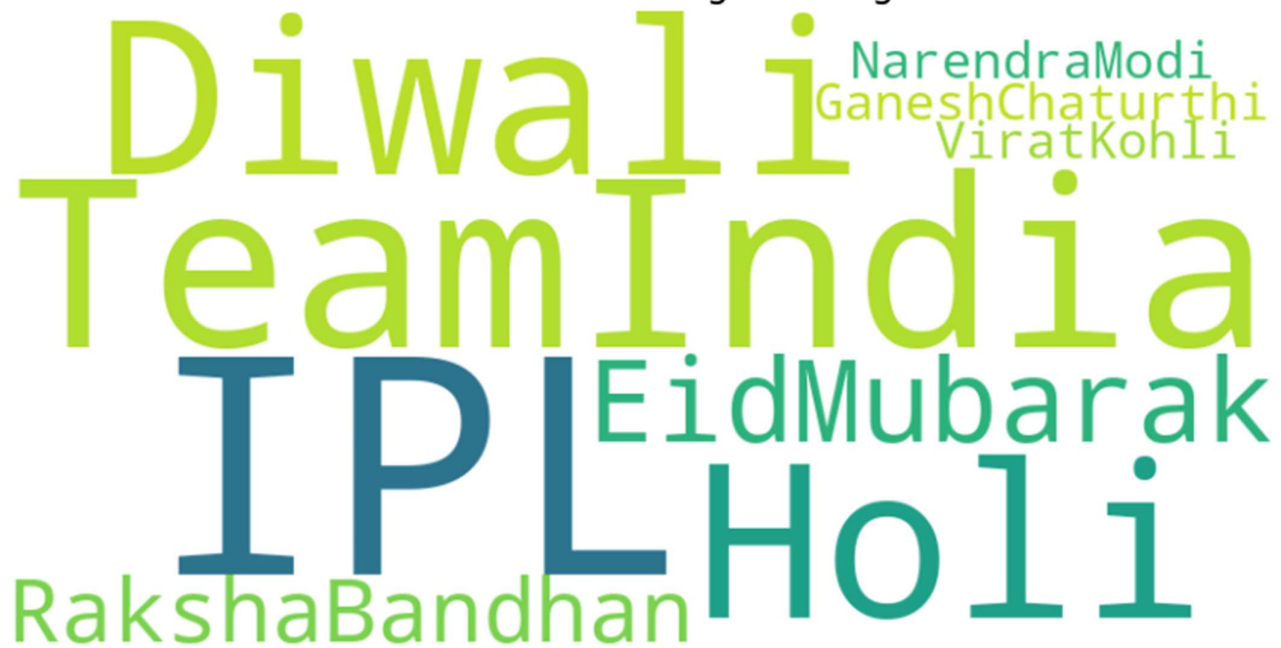


Here are 3 key insights from the Event Trigger Trends:

1. **Dominance of Entertainment and Sports** – Trends like *"Movie," "Release," "Series," "T20," "WC,"* and *"Premiere"* indicate that movie launches and sports events are major triggers for tweets.
2. **Significant Social and Political Events** – Terms like *"Election," "Speech," "PM," "Independence Day,"* and *"Budget"* suggest that political events and national celebrations drive engagement.
3. **General Trends and Public Interest Topics** – Words such as *"Festival," "Results," "Exam," "Announcement," "Death,"* and *"Surge"* highlight public concern around academic outcomes, major announcements, and crisis situations.

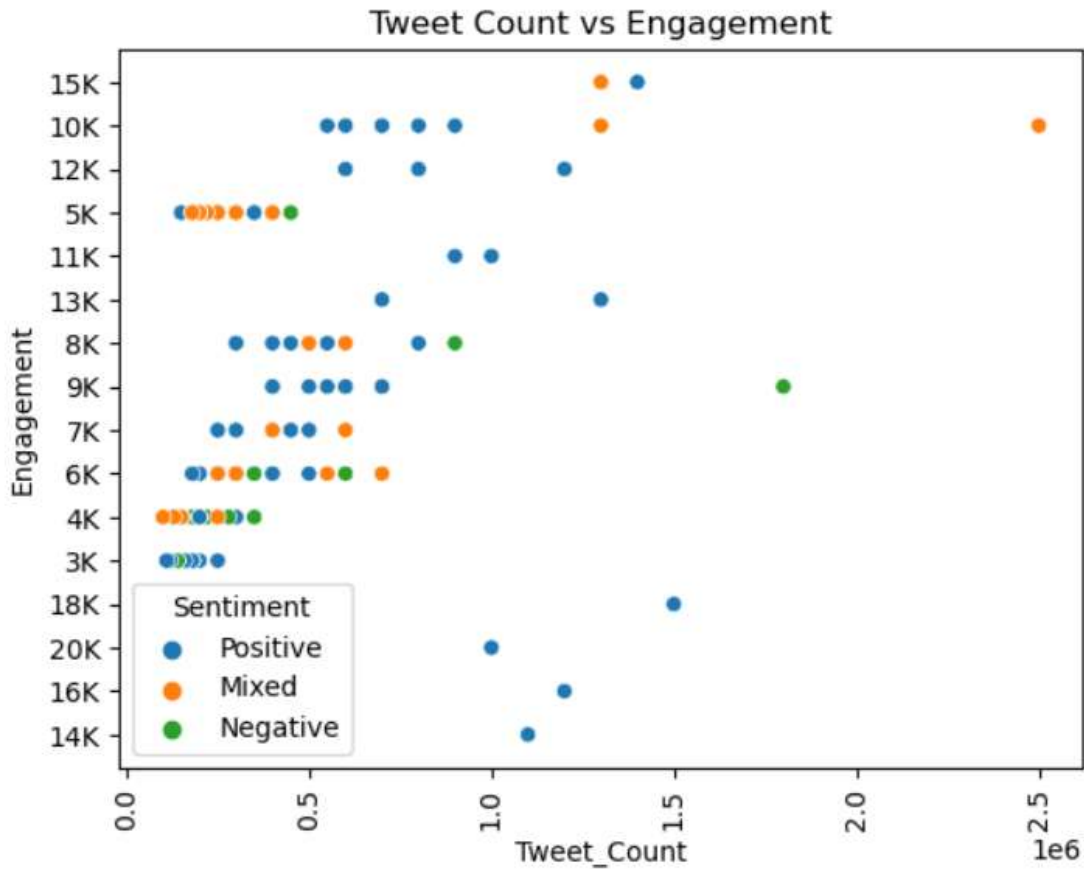
COMMON TRENDS ACROSS YEARS

Word Cloud of Common Trending Hashtags Across Years

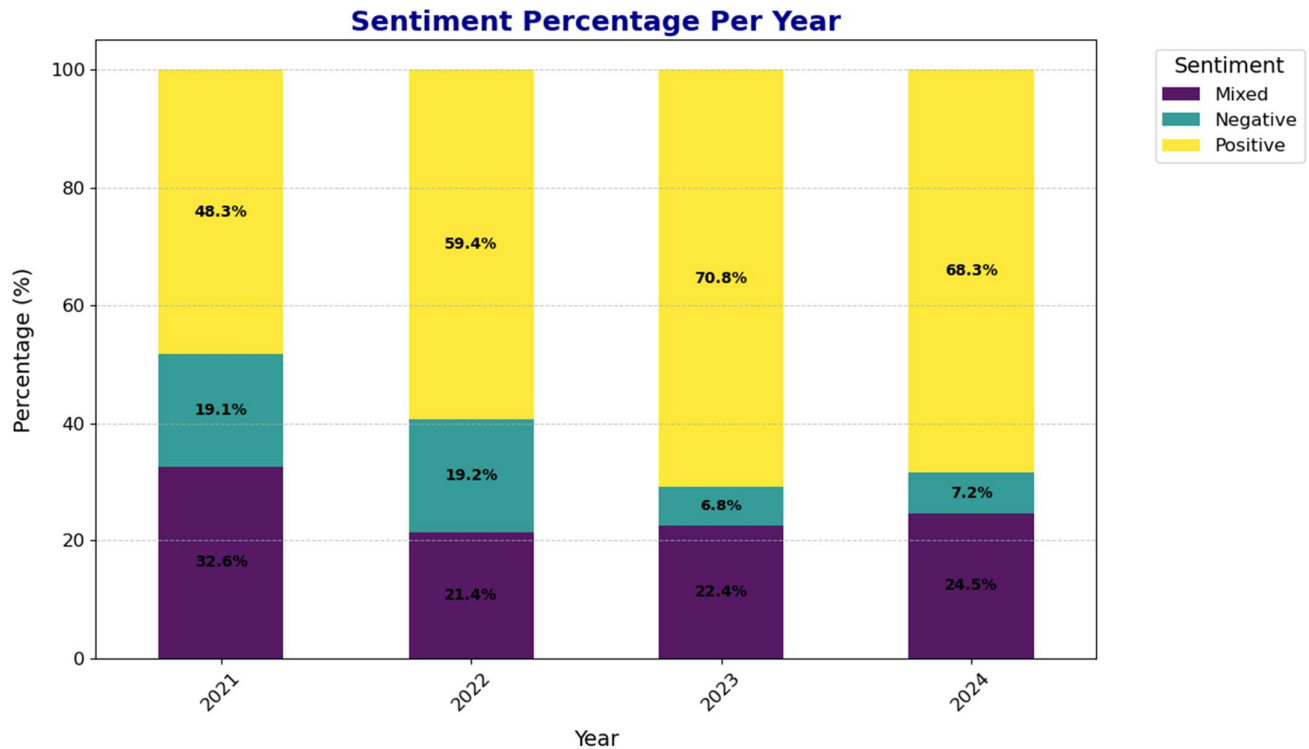


1. **Cricket's Strong Influence** – "*IPL*" and "*Team India*" indicate that cricket, especially the Indian Premier League (IPL) and international matches, remains a major social media discussion point.
2. **Festivals Dominate Social Media Trends** – Hashtags like "*Diwali*," "*Holi*," "*Raksha Bandhan*", "*Ganesh Chaturthi*," and "*Eidmubarak*" suggest that Indian festivals consistently trend across years.
3. **Political and Celebrity Mentions** – Hashtags like "*Narendra Modi*" and "*ViratKohli*" reflect the strong presence of political and sports personalities in trending topics.

Tweet Count vs Engagement (Likes, Shares, and More)



SENTIMENTAL ANALYSIS OF TRENDS



1. Increase in Positive Sentiment

- Positive sentiment has been rising steadily from **48.3% in 2021 to 70.8% in 2023**, showing an overall improvement in sentiment perception.
- In 2024, there is a slight drop to **68.3%**, but it remains significantly high.

2. Decline in Negative Sentiment

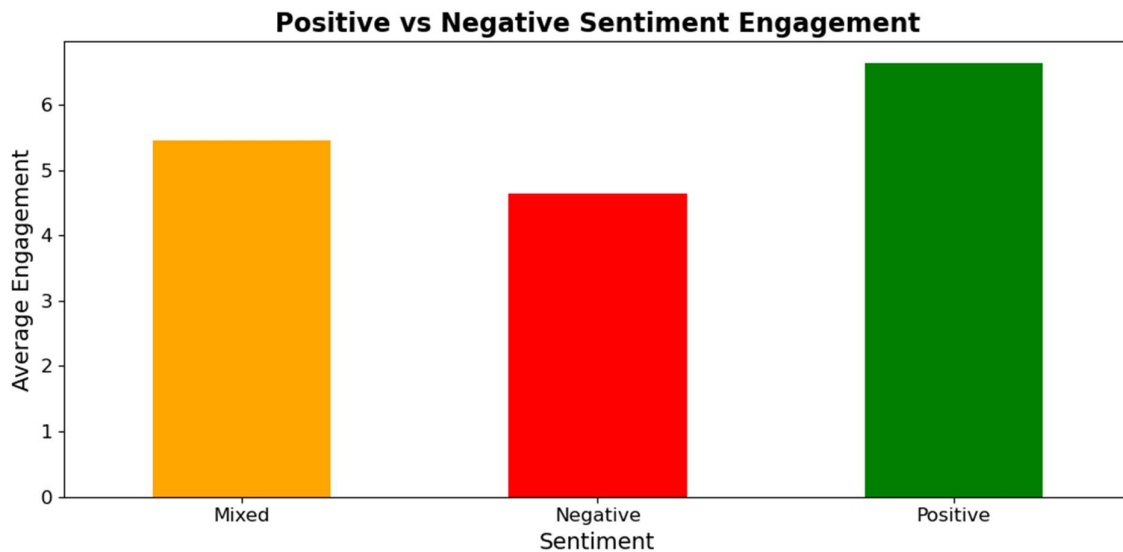
- Negative sentiment dropped sharply from **19.1% in 2021 to 6.8% in 2023**.
- There was a small increase to **7.2% in 2024**, but the overall trend is downward.

3. Fluctuations in Mixed Sentiment

- Mixed sentiment saw a major decline from **32.6% in 2021 to 21.4% in 2022**.
- It slightly increased in 2023 (**22.4%**) and further rose to **24.5% in 2024**.

Key Insights:

- The general trend indicates a rise in **positive sentiment** and a reduction in **negative sentiment** over the years.
- Mixed sentiment has remained relatively stable after 2022, showing only minor variations.
- The sharp drop in **negative sentiment** suggests that public perception has become more favorable over time.



Analysis of Sentiment Engagement in Tweets

1. Positive Sentiment Leads Engagement

- Tweets with **positive sentiment** received the **highest average engagement** (above 6).
- This suggests that users interact more with **uplifting, exciting, or celebratory movie-related content**.

2. Mixed Sentiment Engagement

- Tweets with a **mixed sentiment** had the second-highest engagement (around 5.5).
- This could indicate that **debates, discussions, or controversial movie topics** generate significant interaction.

3. Negative Sentiment Engagement is the Lowest

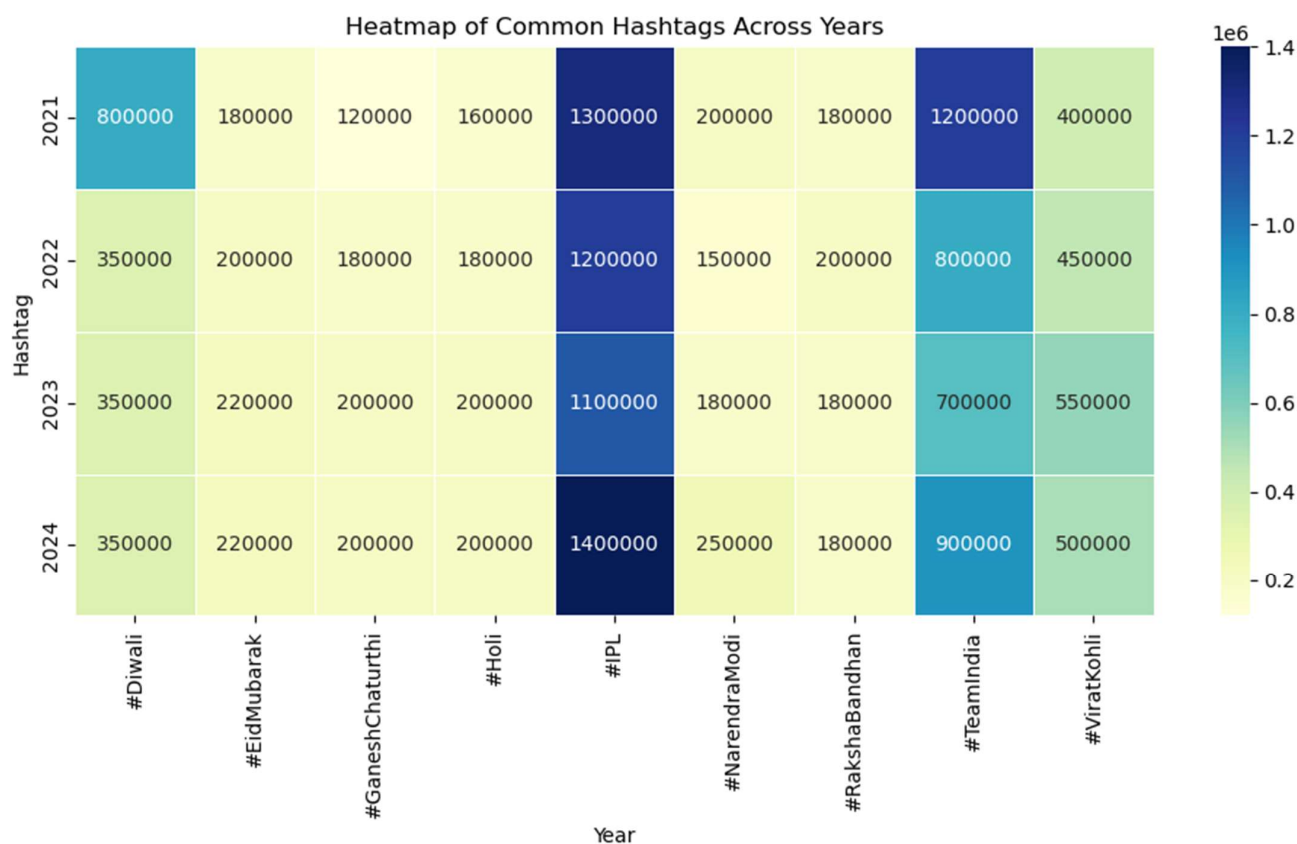
- Negative sentiment tweets had the **least engagement** (around 4.5).
- This suggests that **criticism or negative opinions about movies** may receive relatively lower interaction.

Key Insights

- **Positive content drives the most engagement**, likely due to excitement about new releases, actors, or movie reviews.
- **Mixed sentiments still hold strong engagement**, hinting at user interest in controversial or thought-provoking discussions.
- **Negative sentiment sees the lowest engagement**, meaning criticism or backlash doesn't spread as much compared to positive hype.

REACH AND ENGAGEMENT

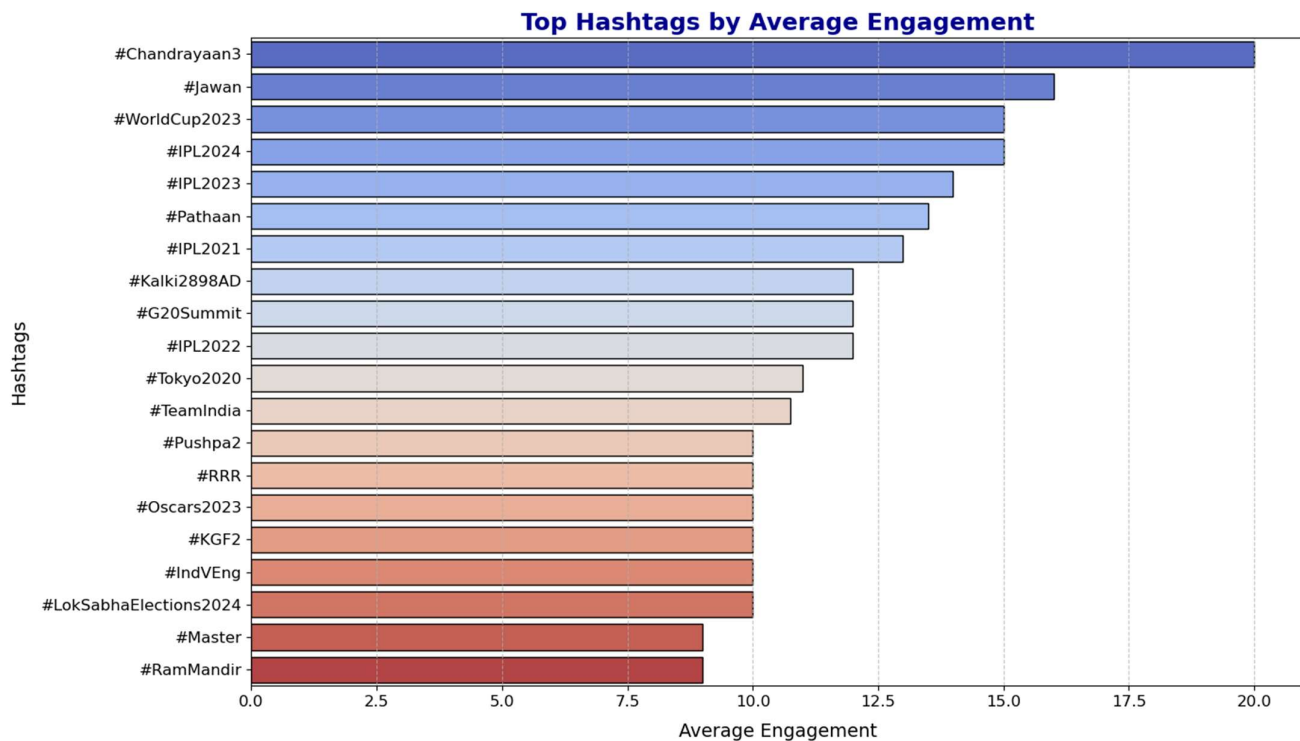
Common Hashtags Reach Across Years:



This heatmap provides a yearly breakdown of the popularity of common trending hashtags. Key observations:

- IPL's Consistent Dominance** – *#IPL* has the highest mentions across all years, peaking at **1.4M** in 2024, highlighting the continued craze for cricket.
- Festival Trends** – *#Diwali* saw a significant drop after 2021 (from **800K** to **350K**), while *#Holi* and *#GaneshChaturthi* have seen a steady rise.
- Political and Celebrity Trends** – Mentions of *#NarendraModi* increased in 2024 (**250K**), indicating a surge in discussions. *#ViratKohli* has remained steady around **400K-550K** over the years.
- Rise of *#TeamIndia*** – The hashtag saw fluctuations but remained significant, reaching **900K** in 2024.

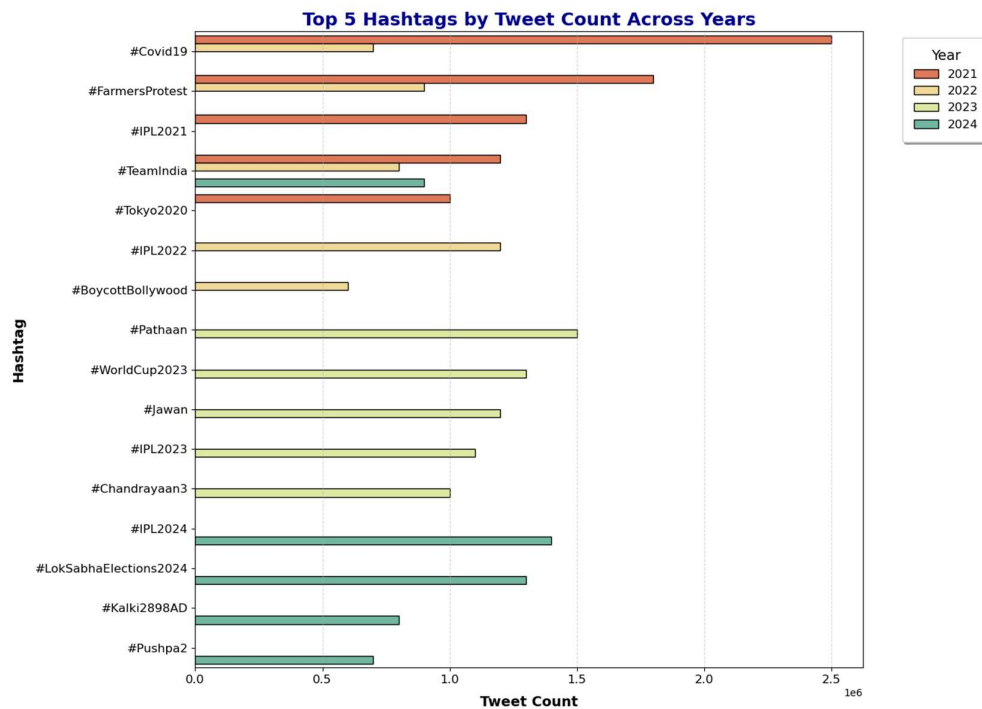
Top Hashtags Avg Engagement:



Key Insights:

1. **Scientific and Space Exploration Lead** – #Chandrayaan3 dominates with the highest engagement, reflecting strong public interest in India's lunar mission.
2. **Cinema Craze** – Bollywood & South Indian films like #Jawan, #Pathaan, #Kalki2898AD, #Pushpa2, and #RRR received significant engagement.
3. **Cricket's Influence** – Multiple IPL-related hashtags (#IPL2024, #IPL2023, #IPL2021, #IPL2022) and #WorldCup2023 ranked high, indicating cricket's immense social media traction.
4. **Global and National Events** – #G20Summit, #Tokyo2020, #Oscars2023, #LokSabhaElections2024, #RamMandir show engagement in political, international, and cultural events.
5. **Sports and National Pride** – #TeamIndia, #IndVEng emphasize cricket's role in digital engagement.

Top Hashtags Tweet Count:



This bar chart presents the **Top 5 Hashtags by Tweet Count Across Years (2021-2024)**, offering insights into trending topics over time.

Key Observations:

1. Pandemic and Protests Dominated 2021

- *#Covid19* had the highest tweet count, reflecting the global impact of the pandemic.
- *#FarmersProtest* saw massive engagement due to the large-scale protests in India.

2. Cricket's Unwavering Popularity

- *#IPL2021*, *#IPL2022*, *#IPL2023*, *#IPL2024* consistently appeared across years.
- *#WorldCup2023* and *#TeamIndia* had significant engagement, reinforcing India's cricket craze.

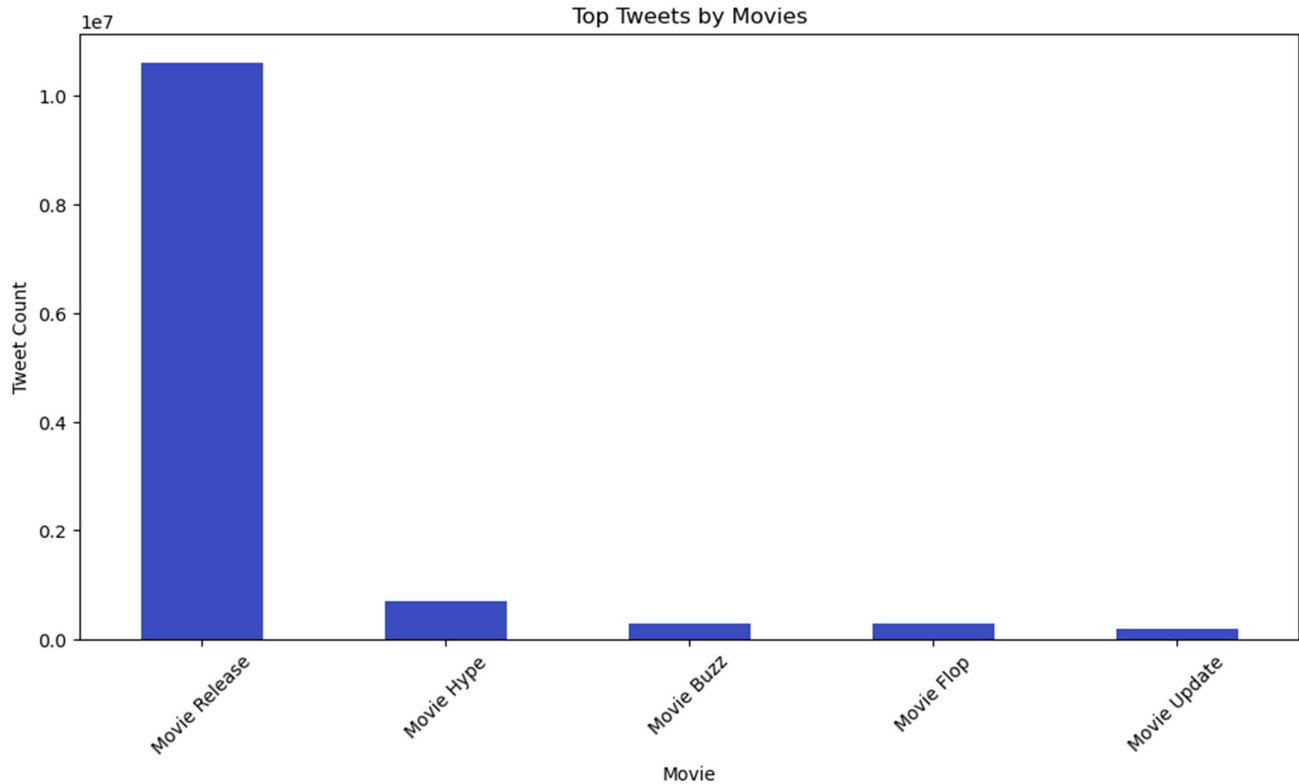
3. Entertainment and Bollywood Trends

- *#BoycottBollywood* in 2022 indicates social media movements against the film industry.
- *#Kalki2898AD*, *#Pushpa2*, *#Pathaan*, *#Jawan*, show that South Indian and Bollywood movies had massive online discussions.

4. Space, Elections, and Global Events in 2023-2024

- *#Chandrayaan3* had high engagement, showcasing India's space exploration success.
- *#LokSabhaElections2024* became a major topic as elections approached.
- *#Tokyo2020* remained relevant in 2021 despite delays due to COVID-19.

MOVIE TWEETS ANALYSIS

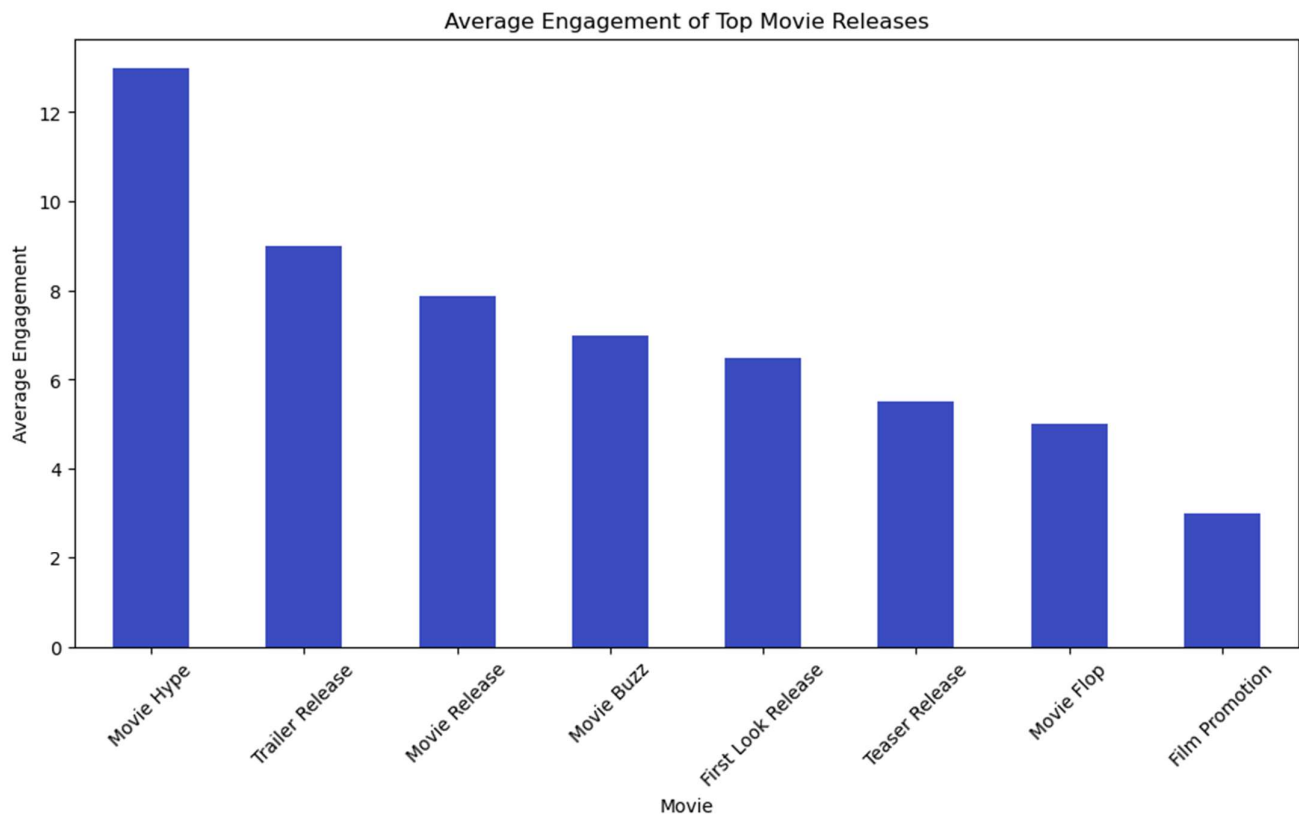


1. Dominant Tweet Count for "Movie Release"

- The number of tweets related to "Movie Release" is significantly higher than any other category, exceeding 10 million tweets.
- This suggests that audience engagement is highest around the time of a movie's release.

2. Comparatively Lower Engagement for Other Categories

- Other categories like "Movie Hype," "Movie BUZZ," "Movie Flop," and "Movie Update" have relatively low tweet counts.
- Among them, "Movie Hype" shows a slightly higher engagement than the rest, indicating some pre-release interest.

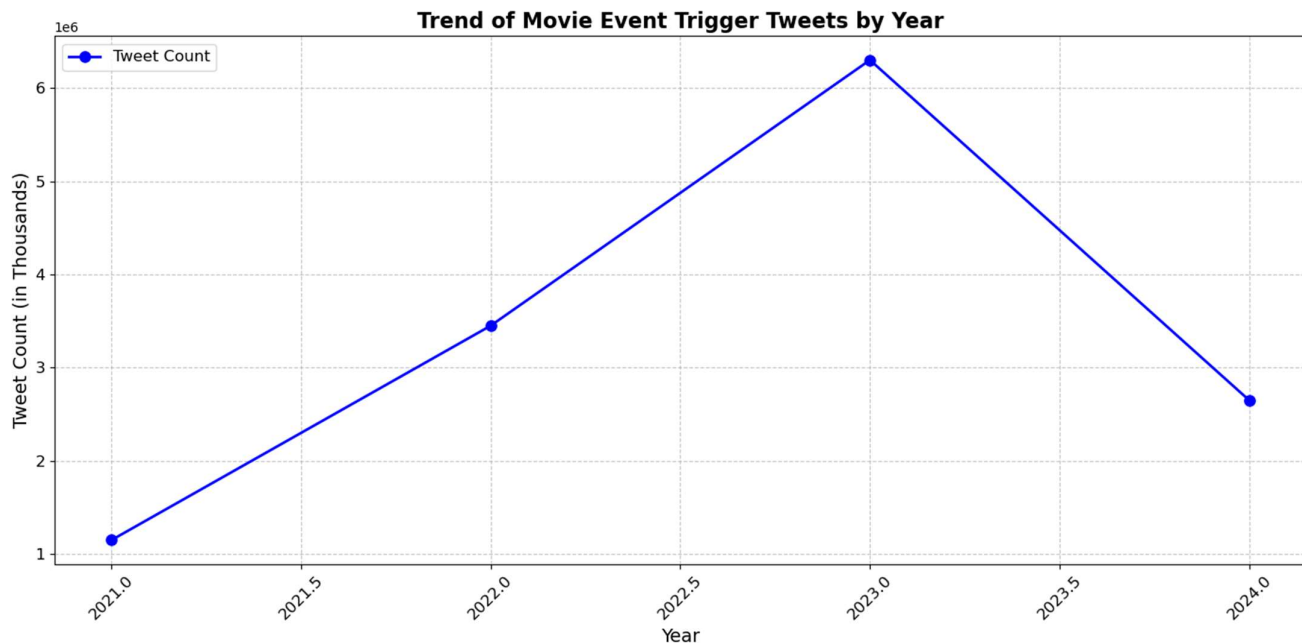


1. Highest Engagement for "Movie Hype"

- "Movie Hype" has the highest average engagement, exceeding 12 units, indicating strong audience anticipation before a movie release.

2. Gradual Decline in Engagement

- "Trailer Release" and "Movie Release" also receive high engagement, though slightly lower than "Movie Hype."
- "Film Promotion" has the lowest engagement, suggesting that post-release marketing may not generate as much audience interest.



Analysis of Movie Event Trigger Tweets by Year

1. Steady Growth from 2021 to 2023

- The number of tweets related to movie events increased consistently from **2021 to 2023**.
- The highest tweet count was recorded in **2023**, reaching over **6 million tweets**.

2. Peak in 2023

- The **tweet count peaked in 2023**, indicating a surge in discussions about movie events.
- reasons for **major movie releases, viral trends, or significant industry events**.
- **2023** has some unforgettable movies Like Salaar, Animal, Jawan, and Adipurush, Which have kept the movie trending all over the year.

3. Sharp Decline in 2024

- The number of tweets dropped significantly in **2024**, falling below **3 million**.
- This decline could be due to **a decrease in blockbuster releases, changes in audience engagement, or shifts in social media trends**.

Key Insights

- Engagement with movie events increased rapidly from 2021 to 2023, with 2023 being the peak year.
- 2024 saw a notable decline, suggesting a change in audience behavior or industry factors affecting discussions.

Correlation:

