

How Social Media Reacted in 2024–2025: A Sentiment and Engagement Overview

0.01

Ava Sentiment Score

2000

Total Posts

Date

12/1/2024



3/1/2025



Platform Name

- ☐ Facebook
- ☐ Instagram
- ☐ Reddit
- ☐ TikTok

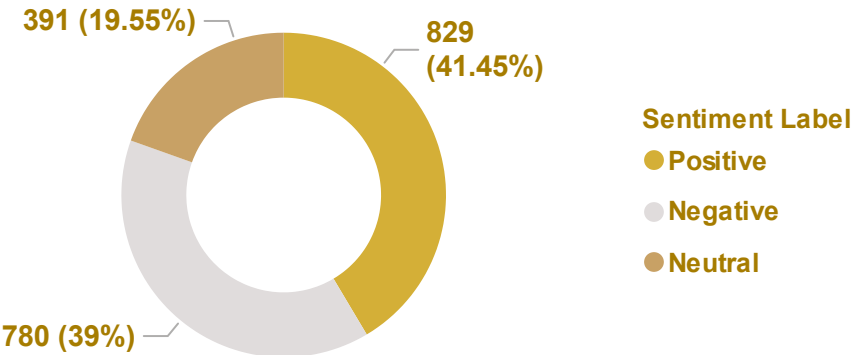
Topic Name

- ☐ AI Regulation
- ☐ Bitcoin
- ☐ CES
- ☐ Champions League
- ☐ ChatGPT
- ☐ COP28
- ☐ Election 2024

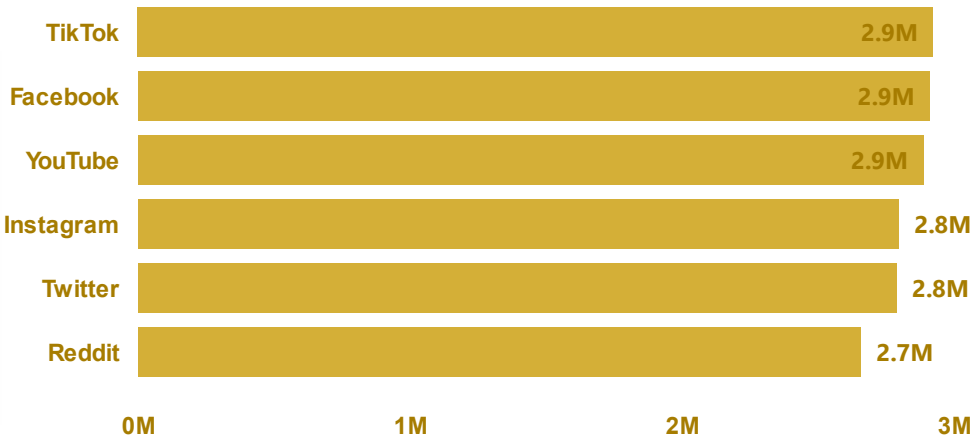
Sentiment Label and Total Posts by Year



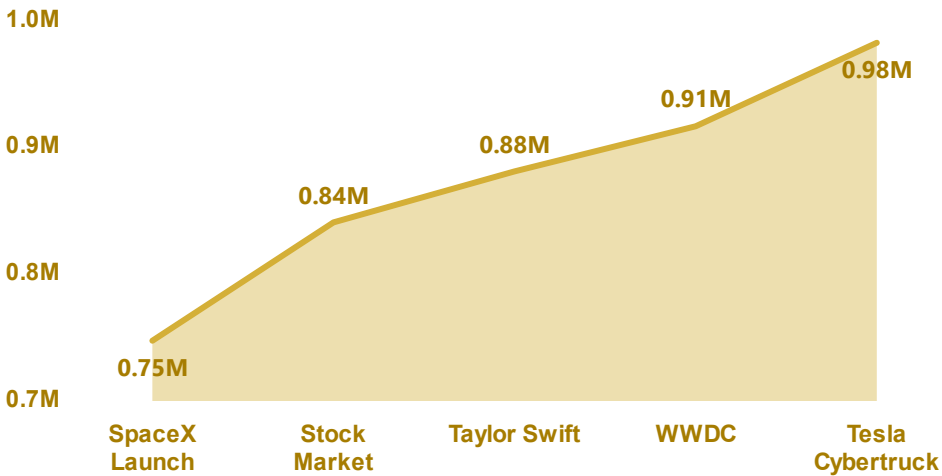
Total Posts by Sentiment Label



Total Engagement by Platform Name



Top Topics by Engagement



This dashboard offers a quick yet powerful lens into how people interacted and felt about trending topics across platforms.

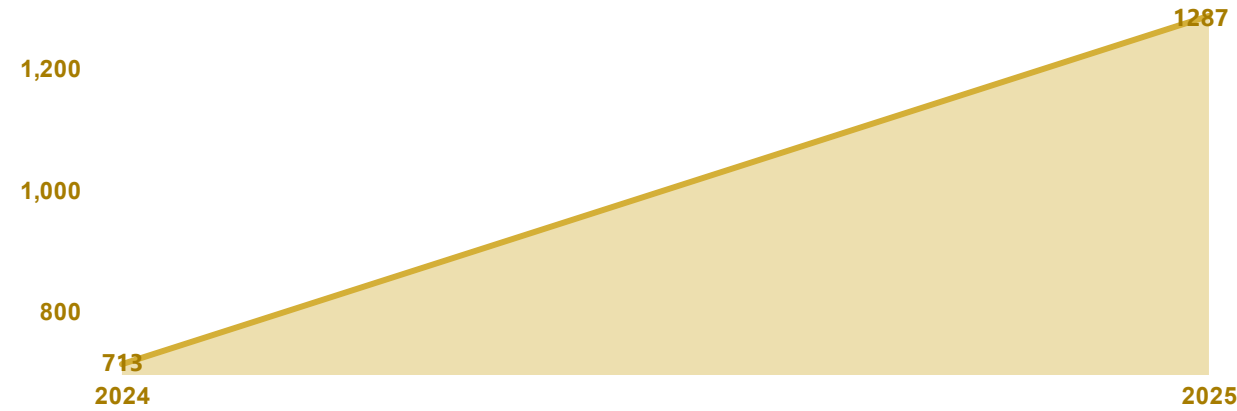
Digging Deeper: Emotions, Reactions & Engagement

WWDC
Most Discussed Topic

Bitcoin
Most Negative Topic

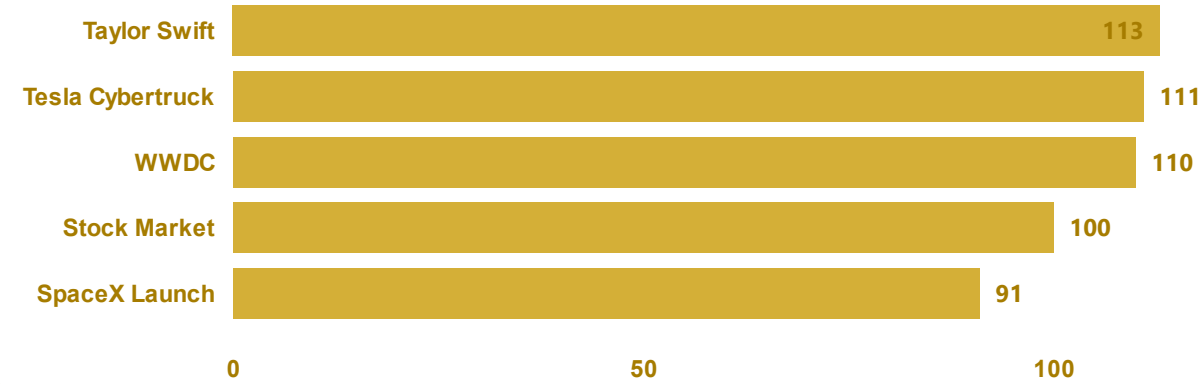
TikTok
Top Engaged Platform

Sentiment Score Over Time



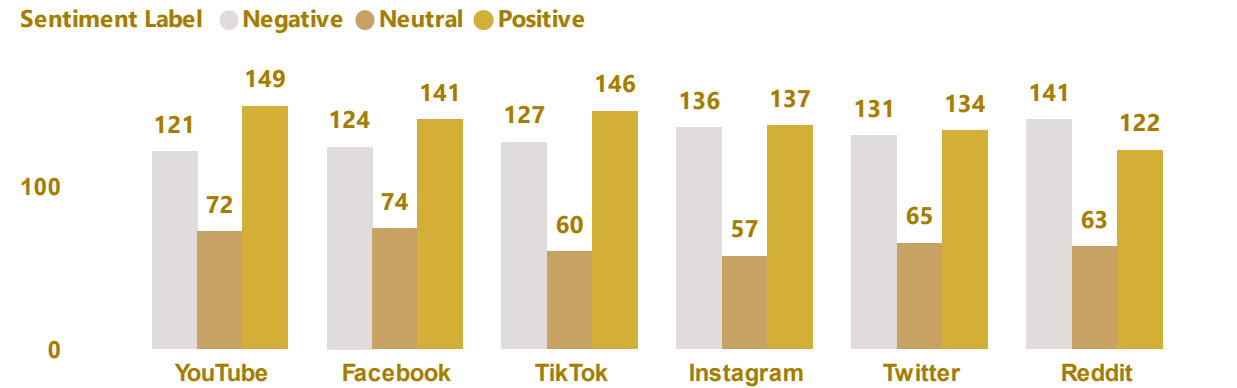
Overall sentiment fluctuated significantly, with noticeable dips during controversial

Sentiment Label by Topic



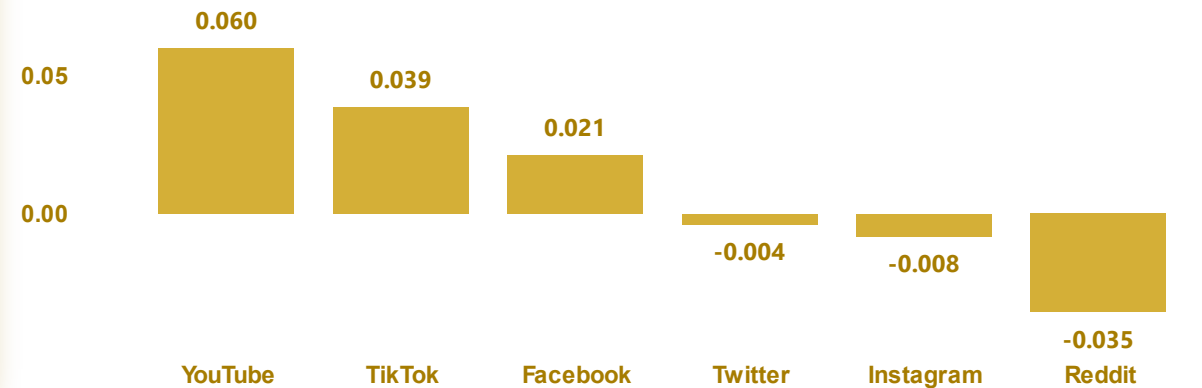
Topics like AI Regulation and Inflation triggered more negative responses

Engagement Level vs Sentiment



Interestingly, negative sentiment posts received higher engagement rates, hinting at

Platform vs Avg Sentiment

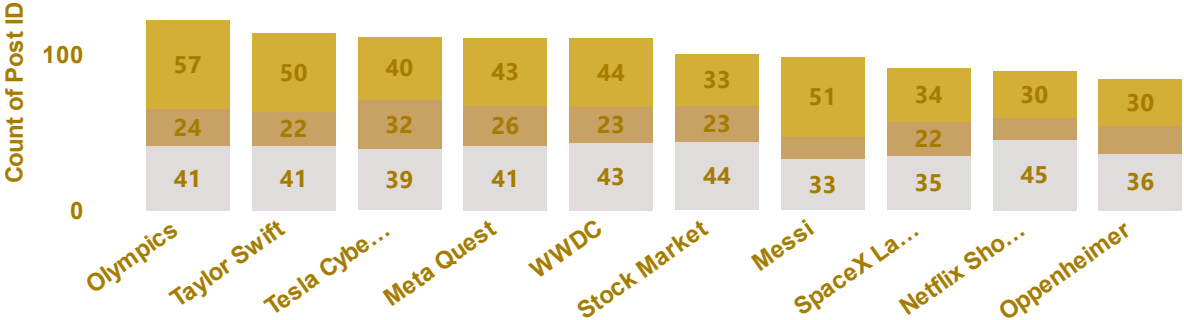


Platforms like Twitter and Reddit showed more polarized sentiment, while Instagram

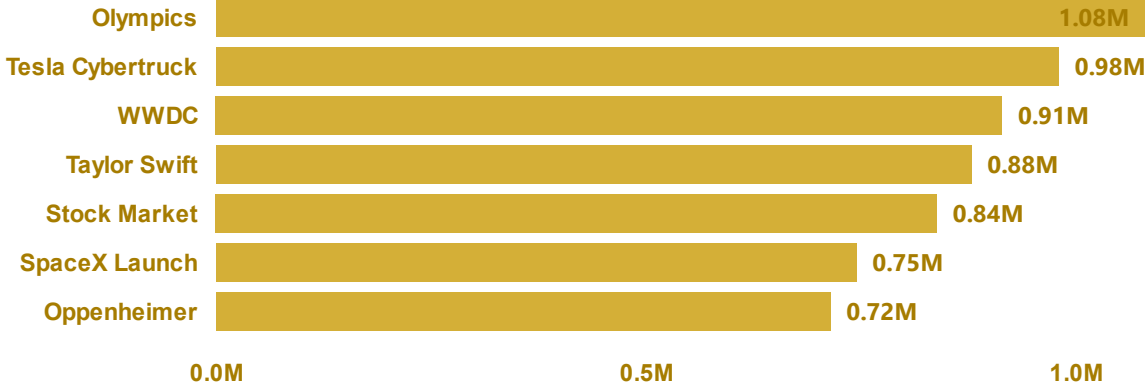
Which Topics Captured the Public's Sentiment?

Posts by Topic and Sentiment Label

Sentiment Label ● Negative ● Neutral ● Positive

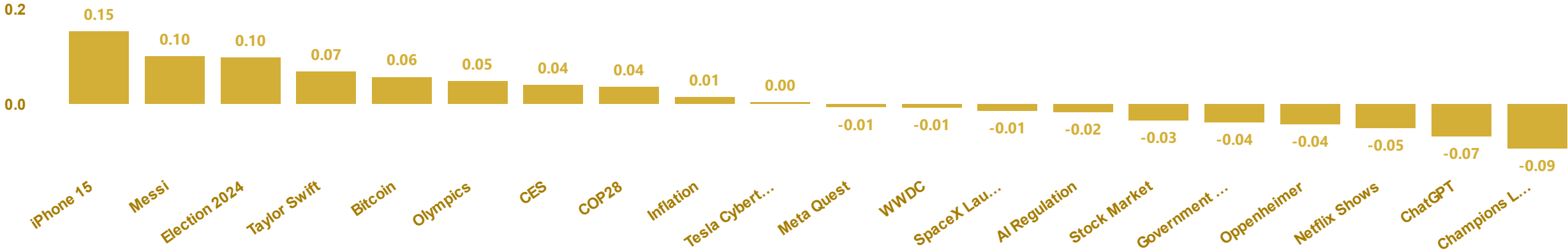


Top Topics by Total Engagement



While most topics generated mixed emotions, certain ones like [XYZ] sparked strongly polarized reactions.

Sentiment Score by Topic



High engagement does not always correlate with positive sentiment, as controversial topics often drove the most

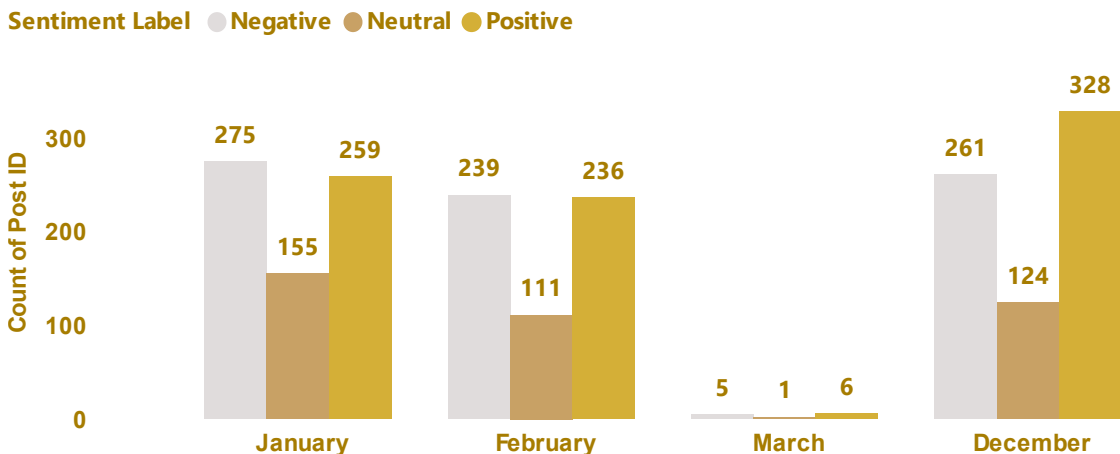
Analyzing Emotional Shifts and Public Response Over Time

Average Sentiment Score Over Time



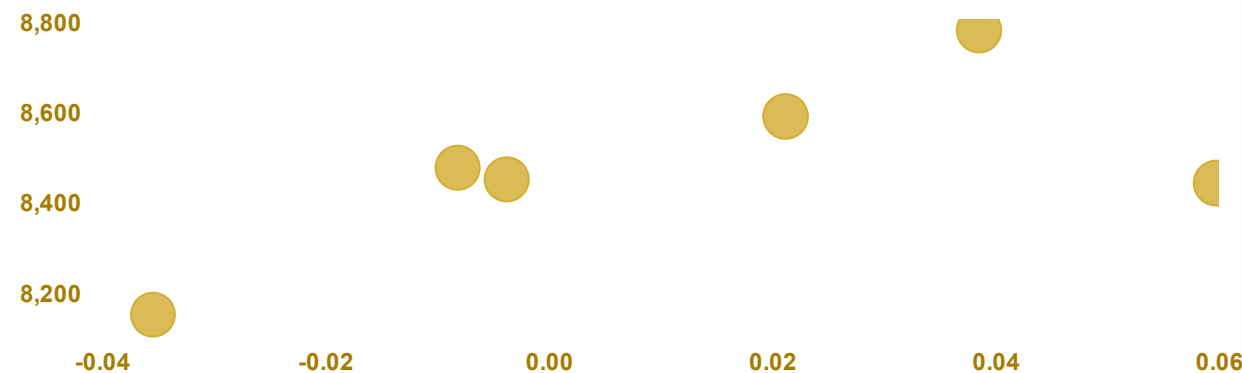
Public sentiment remained generally positive but experienced periodic volatility linked to major news cycles.

Engagement Over Time



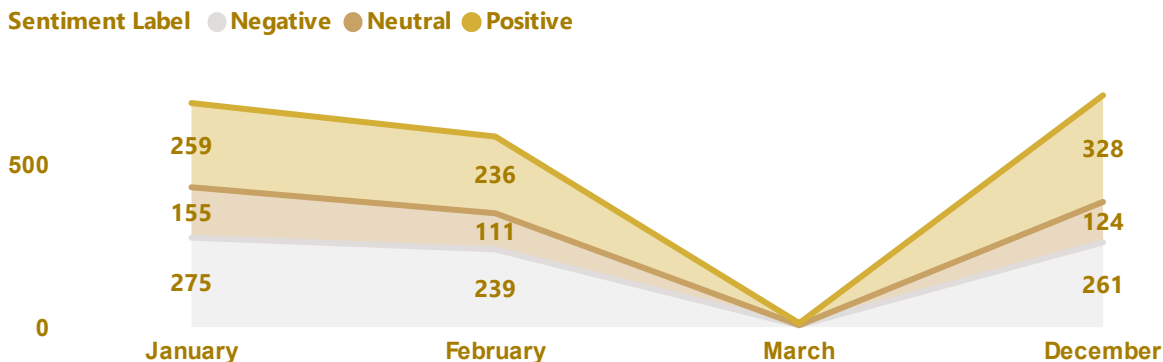
Despite fluctuations in sentiment, user engagement steadily increased, suggesting consistent interest in social media topics.

Sentiment Score vs Engagement



Posts with moderately positive sentiment tended to achieve the highest engagement, highlighting the audience's preference for balanced narratives.

Sentiment Label Distribution Over Time



Summary & Strategic Insights

Key Findings:

- Overall sentiment across social media platforms was predominantly positive throughout 2024–2025, with occasional fluctuations linked to global events.
- TikTok and Instagram recorded the highest levels of engagement, reflecting their strong influence on public opinion.
- Topics such as AI Regulation and Economic Inflation generated the most polarized emotions, indicating areas of public concern and debate.
- Positive content generally drove more sustainable engagement rates, while highly emotional or controversial topics triggered short-term spikes

Challenges & Limitations:

- Limited demographic and influencer-specific data restricted deeper segmentation and profiling analyses.
- Some sentiment labels may have oversimplified complex emotions, leading to potential misinterpretations in nuanced discussions.
- Lack of detailed metadata (e.g., post reach, impressions) constrained the evaluation of true content virality.
- Certain emerging platforms had relatively fewer posts, impacting statistical robustness for comparative analysis.

Strategic Recommendations:

- **Enhance Sentiment Monitoring:** Regularly track public sentiment to detect early signals of dissatisfaction or emerging trends.
- **Leverage High-Engagement Platforms:** Focus marketing and communication strategies on platforms with proven high engagement rates.
- **Diversify Topic Coverage:** Expand content around positive themes while carefully managing discussions on sensitive topics to maintain a balanced sentiment landscape.