

Evaluation of Social Media Discussions



Sentiment					
	Values			% Change	
	This Week	Last Week	4 Wk Avg	Last Week	4 Wk Avg
Total	121	404	131	↓ -70.0%	↓ -7.8%
Positive	37	89	32	↓ -58.4%	↑ 17.5%
Neutral	80	297	94	↓ -73.1%	↓ -15.1%
Negative	4	18	6	↓ -77.8%	↓ -27.3%

Social Media Type					
	Values			% Change	
	This Week	Last Week	4 Wk Avg	Last Week	4 Wk Avg
Blog	31	41	18	↓ -24.4%	↑ 72.2%
Photo	25	75	25	↓ -66.7%	↔ 0.0%
Status	62	287	87	↓ -78.4%	↓ -28.9%
Video	3	1	1	↑ 200.0%	↑ 200.0%

