

HOW THE HASHTAGS FARED DURING SECOND PHASE OF LOK SABHA POLLS



Continuing its analysis of social media trends, specifically Twitter, the Indraprastha Institute of Information Technology-Delhi (IIIT-Delhi) found interesting trends emerge in the first and second phase of elections. Out of the 1,268 verified handles for whom IIIT-D is collecting data, 32 handles contested in Phase-2 elections, and of these 32, 15 posted on Twitter about casting their vote. In an analysis of 280,256 tweets, 228,588 retweets, 84,659 unique users, 45,372 original tweets, from 7am to 7pm on April 18, here are some interesting trends:

	Phase 1	Phase 2
Total tweets (original, RTs, quotes)	235,833	280,256
Retweets	181,681	228,588
Quotes	8,697	6,296
Original tweet	45,455	45,372
Hashtags	123	91
Unique users	99,794	84,659
Top 5 Hashtags	#LokSabhaElections2019 (48,279) #VoteForIndia (30,948) #IndiaElections2019 (27,776) #ModiOnceMore (25,345) #VoteKar (16,686)	#LokSabhaElections2019 (91,902) #EveryVoteForModi (50,336) #TNElection2019 (50,321) #IndiaBoleModiDobara (28,966) #OruviralPuratchi (20,770)
Top 5 Mentions	@narendramodi (17,580) @BJP4India (12,475) @RahulGandhi (6,214) @AmitShah (5,160) @INCIIndia (4,772)	@BJP4India (27,648) @narendramodi (15,410) @Suriya_offl (7,369) @dpradhanbjp (7,134) @AmitShah (6,153)
Active Users in terms of tweets (original tweets) posted	TheQuint (147) htTweets (143) tv9gujarati (123) apnlivehindi (110) Live_Hindustan (110) news24tvchannel (110)	htTweets (237) sunnewstamil (159) GK06667171 (158) dinakaranonline (157) news24tvchannel (157)