

PERFORMING TWITTER SENTIMENT ANALYSIS TO BETTER UNDERSTAND RESPONSES TO SOCIAL ISSUES



INDEPENDENT RESEARCH PROJECT

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INTRODUCTION

SENTIMENT ANALYSIS

 <p>My experience so far has been fantastic!</p> <p>POSITIVE</p>	 <p>The product is ok I guess</p> <p>NEUTRAL</p>	 <p>Your support team is useless</p> <p>NEGATIVE</p>
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TWITTER API



SOCIAL ISSUES

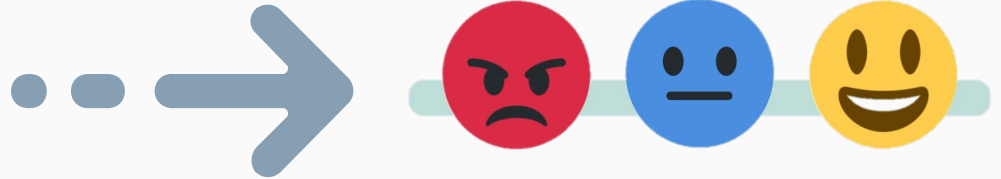


OBJECTIVE

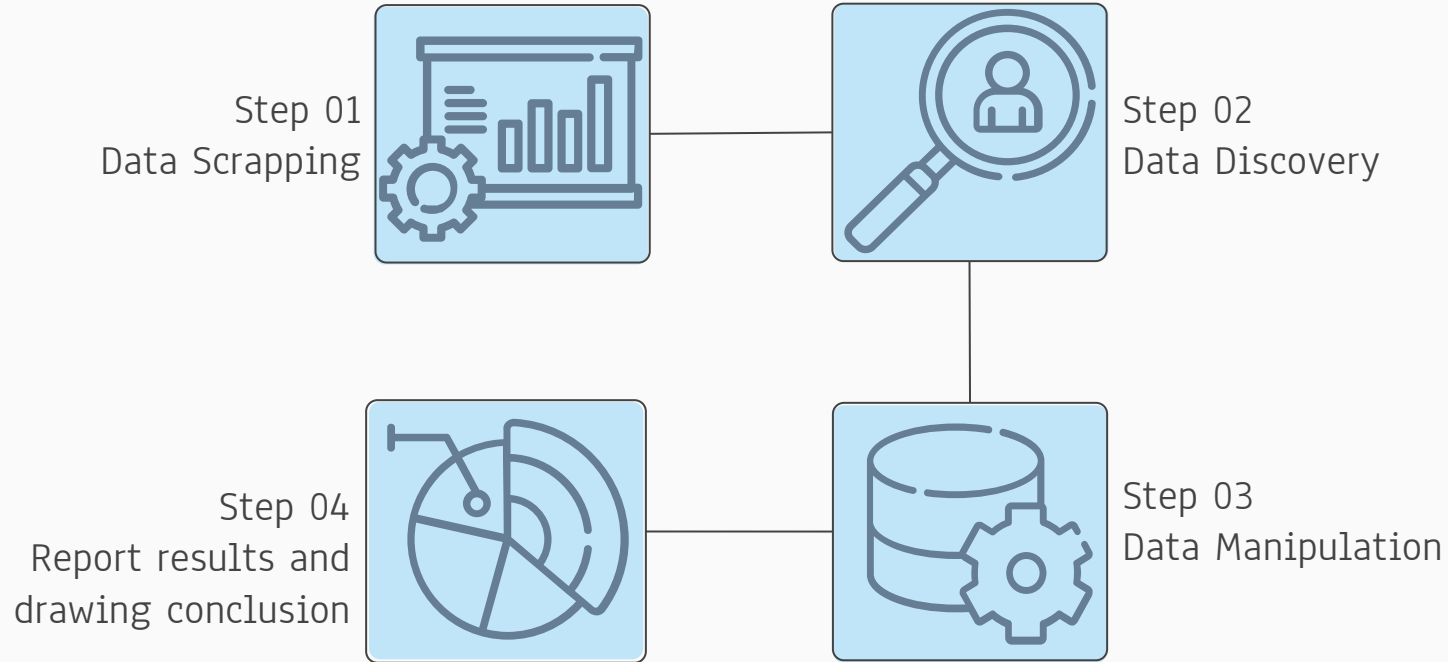
#GEORGEFLOYD

#DEREKCHAUVINTRIAL

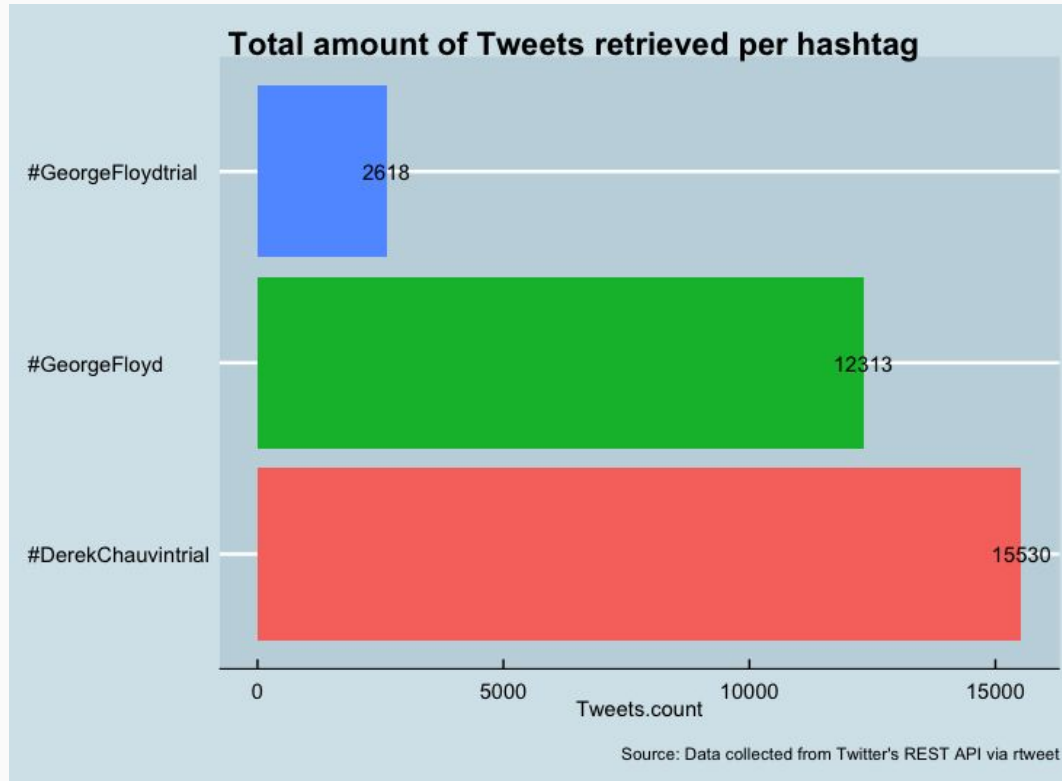
#GEORGEFLOYDTRIAL



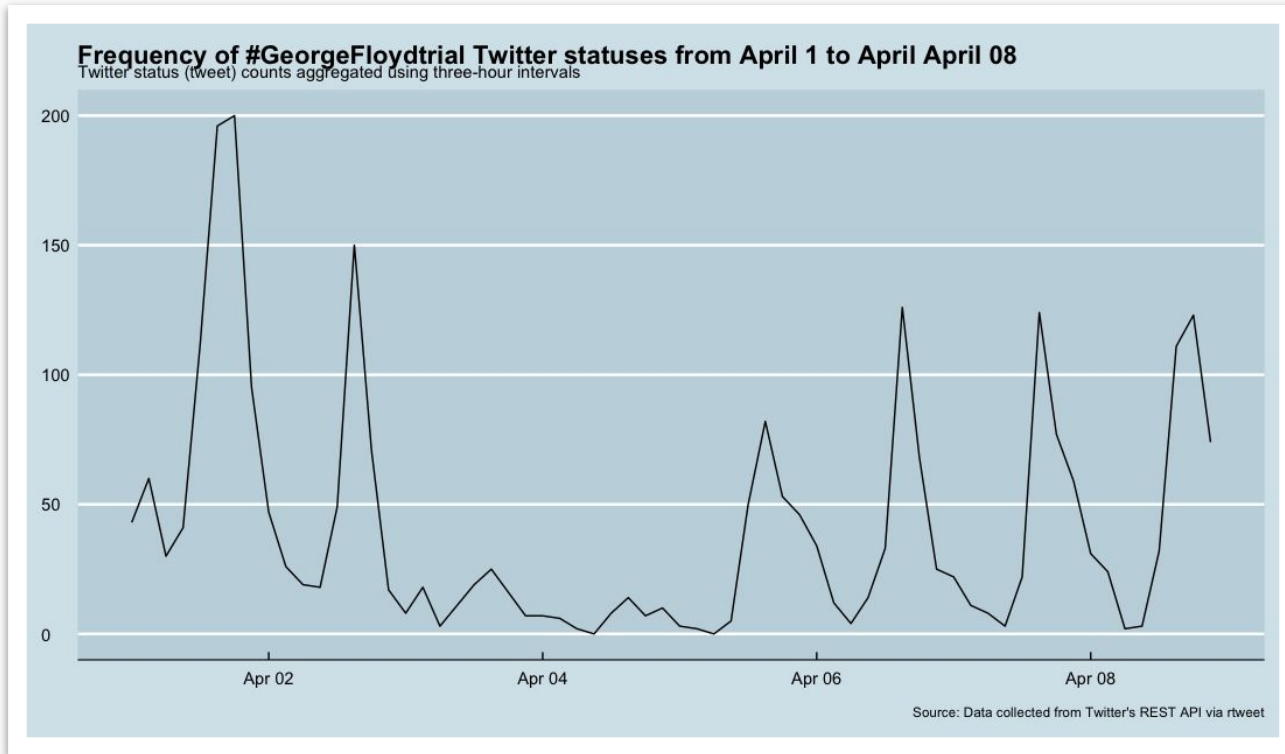
METHODOLOGY



RESULTS – TOTAL TWEETS PULL



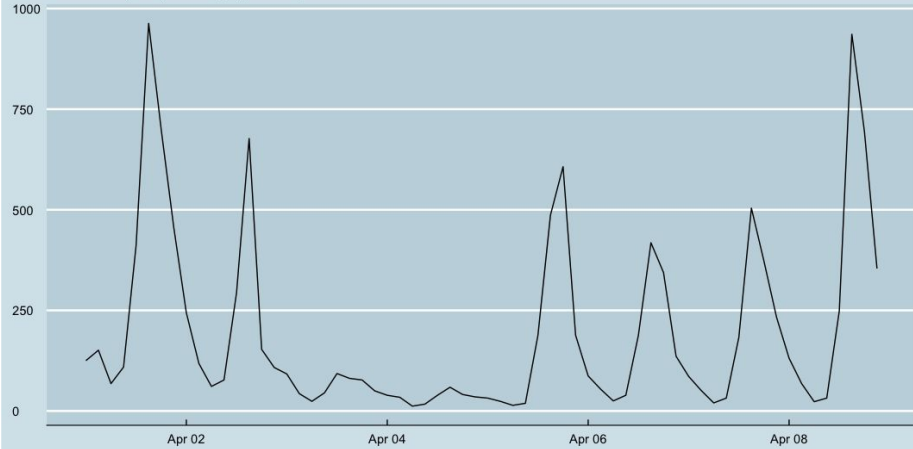
RESULTS – FREQUENCY



RESULTS – FREQUENCY

Frequency of #GeorgeFloyd Twitter statuses from April 1 to April April 08

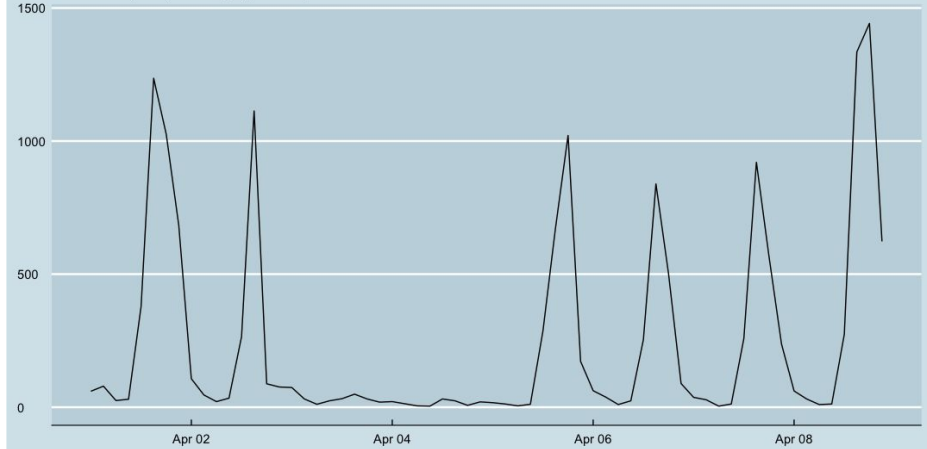
Twitter status (Tweet) counts aggregated using three-hour intervals



Source: Data collected from Twitter's REST API via rtweet

Frequency of #DerekChauvintrial Twitter statuses from April 1 to April April 08

Twitter status (Tweet) counts aggregated using three-hour intervals



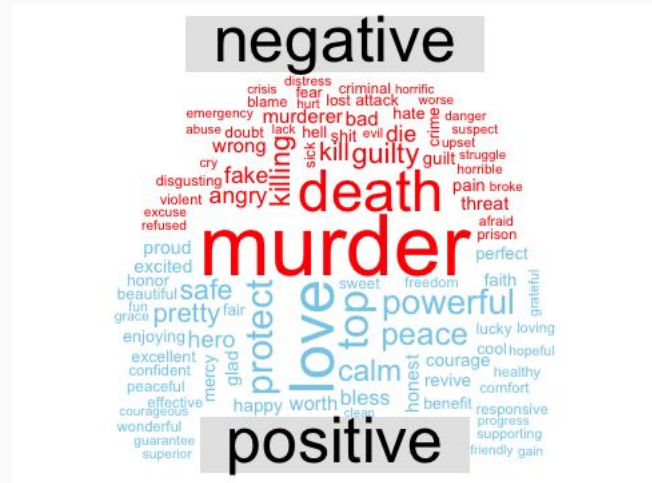
Source: Data collected from Twitter's REST API via rtweet



RESULTS – WORD CLOUD



#DEREKCHAUVINTRIAL



#GEORGEFLOYD



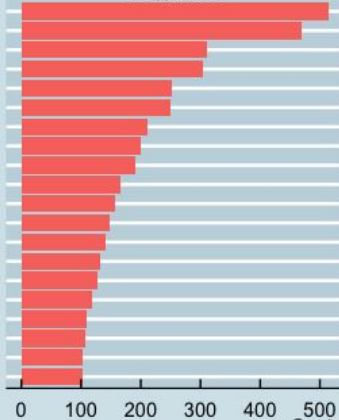
RESULTS – WORD COUNT

Tweets containing '#DerekChauvintrial'

Negative and Positive word count

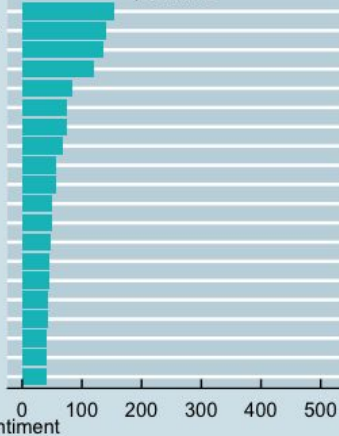
negative

death
murder
dead
died
guilty
killed
threat
kill
break
bad
shit
hard
killing
die
fucking
murderer
wrong
pain
excessive
crime



correct
reasonable
love
wow
top
pretty
excited
patient
powerful
free
lead
leading
protect
ready
amazing
strong
loved
respect
peace
glad

positive



Contribution to sentiment

trit

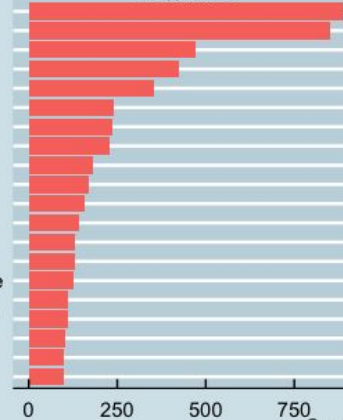
Source: Data collected from Twitter's REST API via rtweet

Tweets containing '#GeorgeFloyd'

Negative and Positive word count

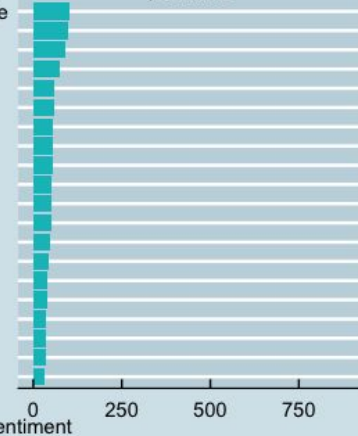
negative

murder
death
killed
die
dead
kill
killing
guilty
die
racism
threat
racist
hard
bad
excessive
dying
murderer
hate
pain
break



reasonable
love
wow
top
support
healthy
powerful
correct
patient
loved
trump
free
protect
amazing
pretty
safe
lead
excited
peace
led

positive



Contribution to sentiment

Source: Data collected from Twitter's REST API via rtweet



RESULTS – HISTOGRAM

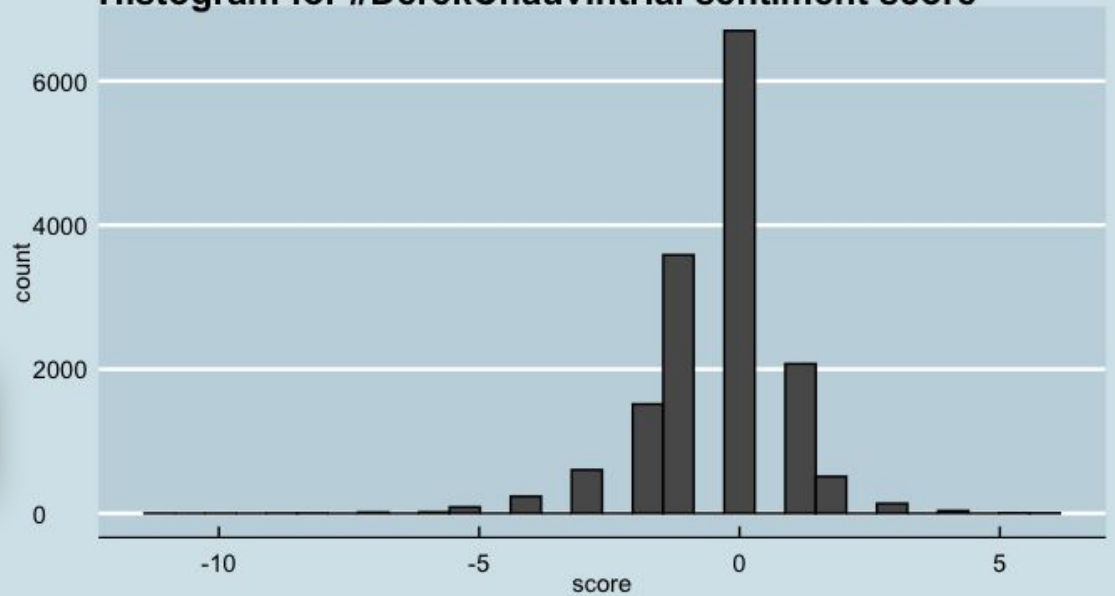
That wasn't adrenaline, that was murder. [#DerekChauvinTrial](#)



The cops did NOT treat [#GeorgeFloyd](#) with dignity and respect. [#DerekChauvinTrial](#)



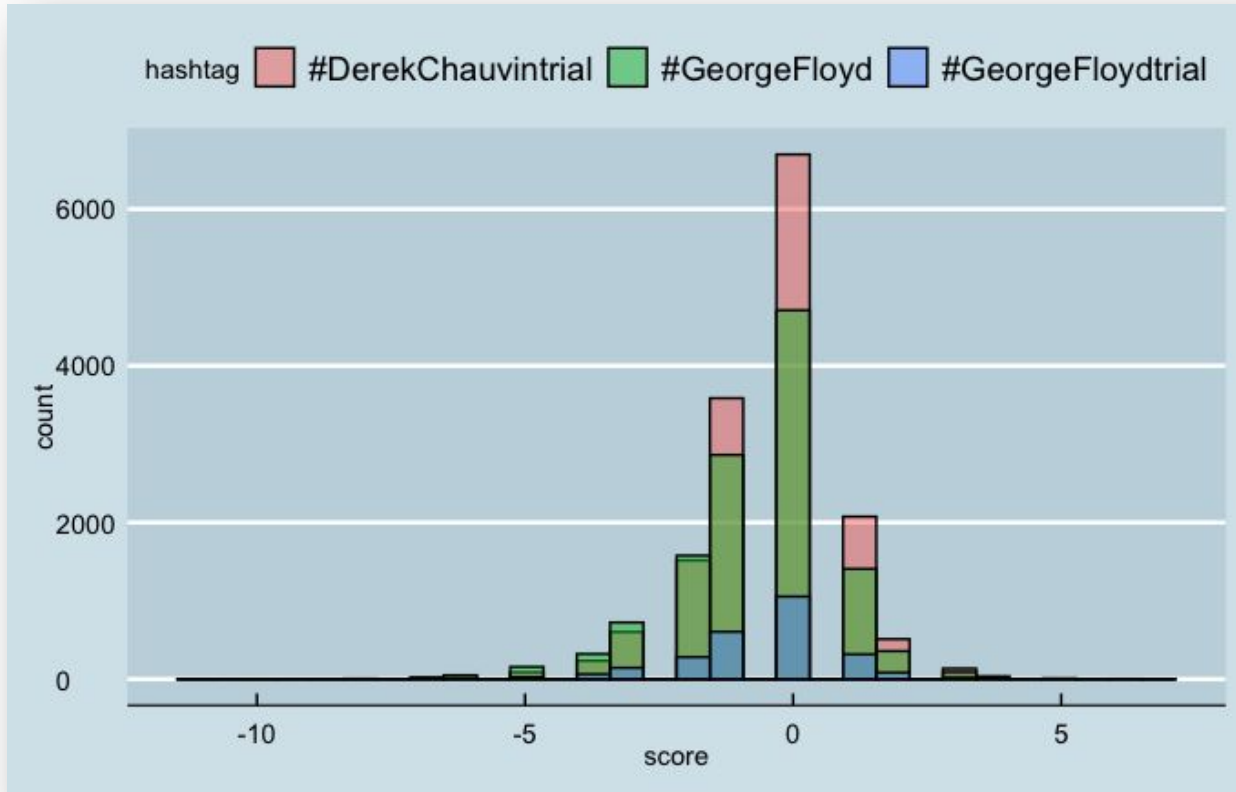
Histogram for [#DerekChauvintrial](#) sentiment score



Source: Data collected from Twitter's REST API via rtweet



RESULTS – HISTOGRAM



REVIEWING CONCEPTS



POINT SCALE



**MANAGING
SARCASM**



**HOW VOCABULARY
CHANGE AND EVOLVE**

CONCLUSION



THANK YOU!

FOR QUESTIONS

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SOURCES

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