

Emoji Sentiment Perception & Usage



Group 9

Avak Archanian, Zhizheng Qiao, Jieyun Yang, Hangquan Zhao

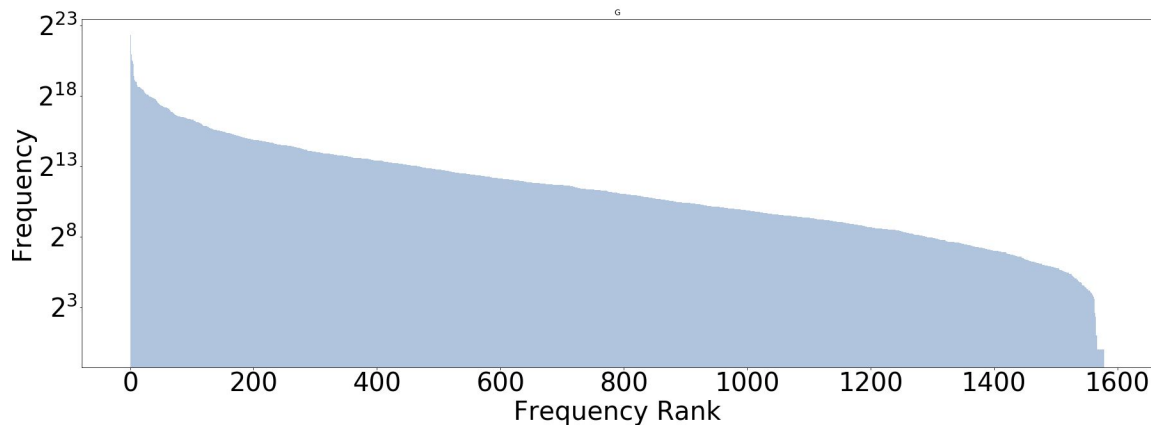


Introduction

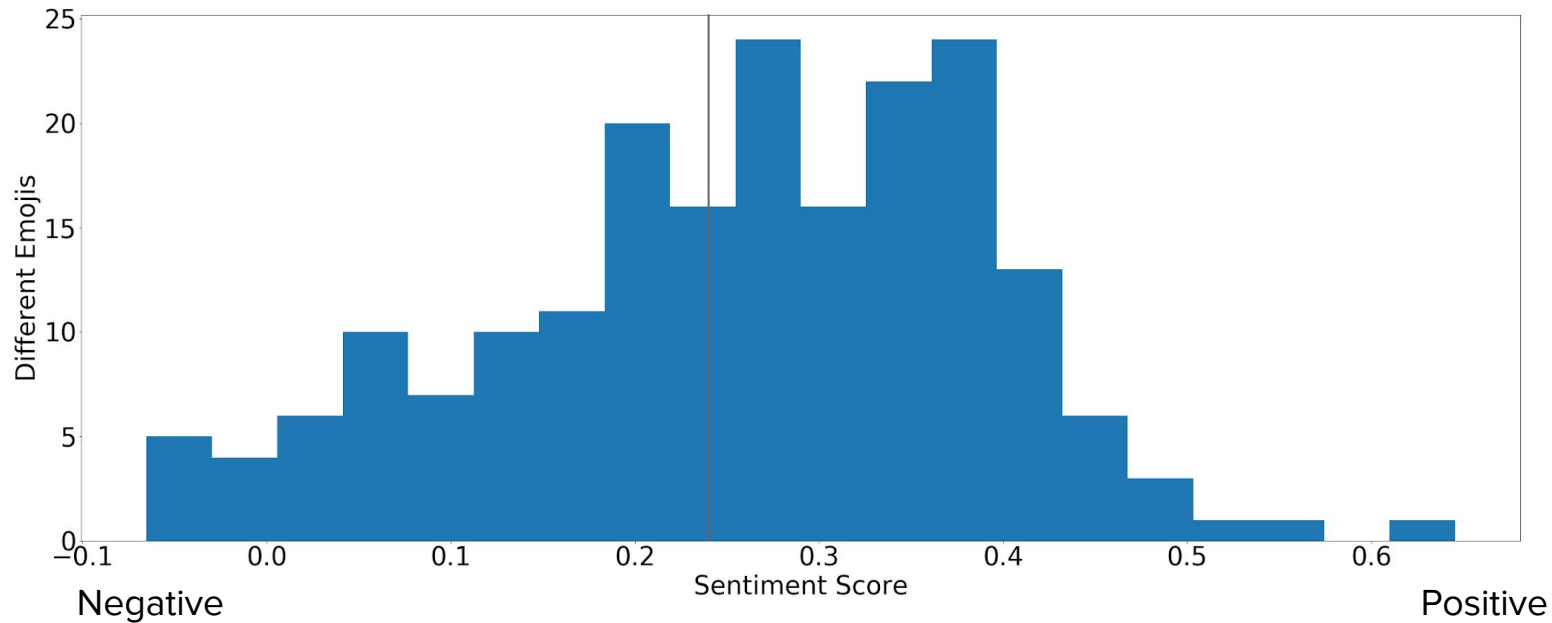
- General usage of emoji -- Sentiment score
- Sentiment perception difference in between readers and writers
- Further application

Dataset

- Archive Team Twitter Stream & TextBlob
- 18,878,448 Tweets, 41,781,256 Emojis
- 1578 different Emojis from only 2 times to 847,220 times
- Top 200 Emojis

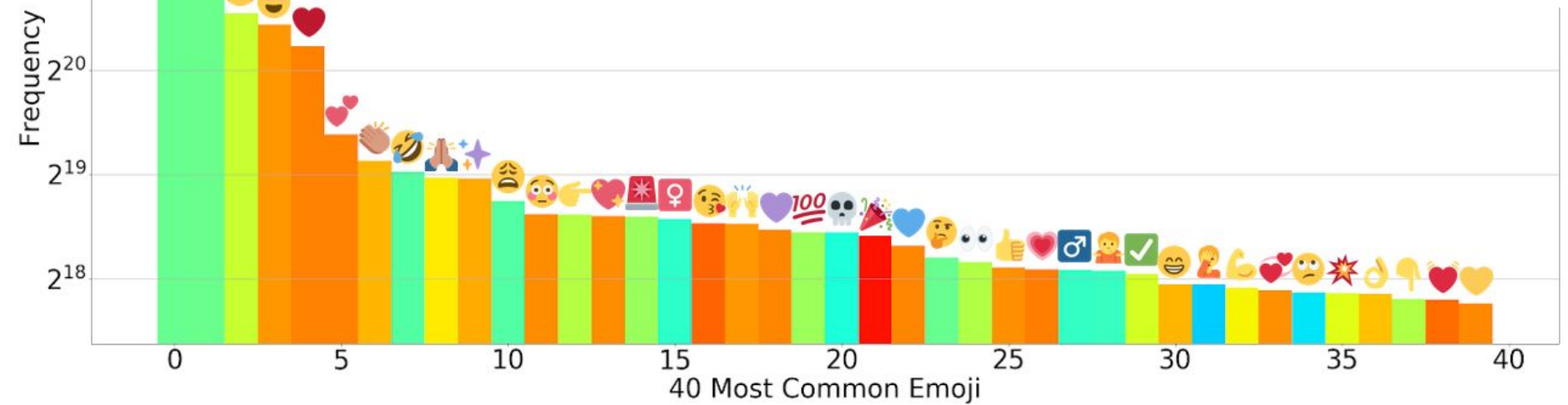
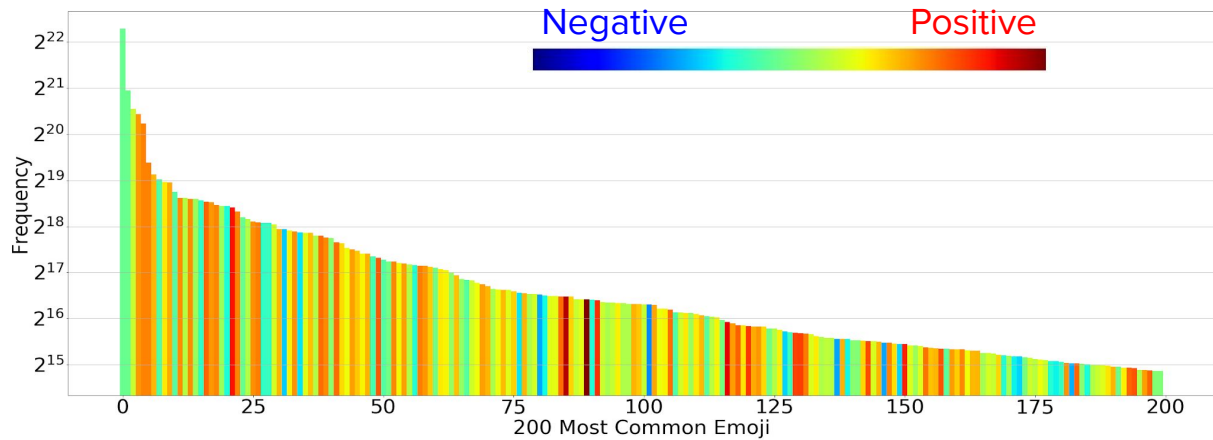


Sentiment Analysis



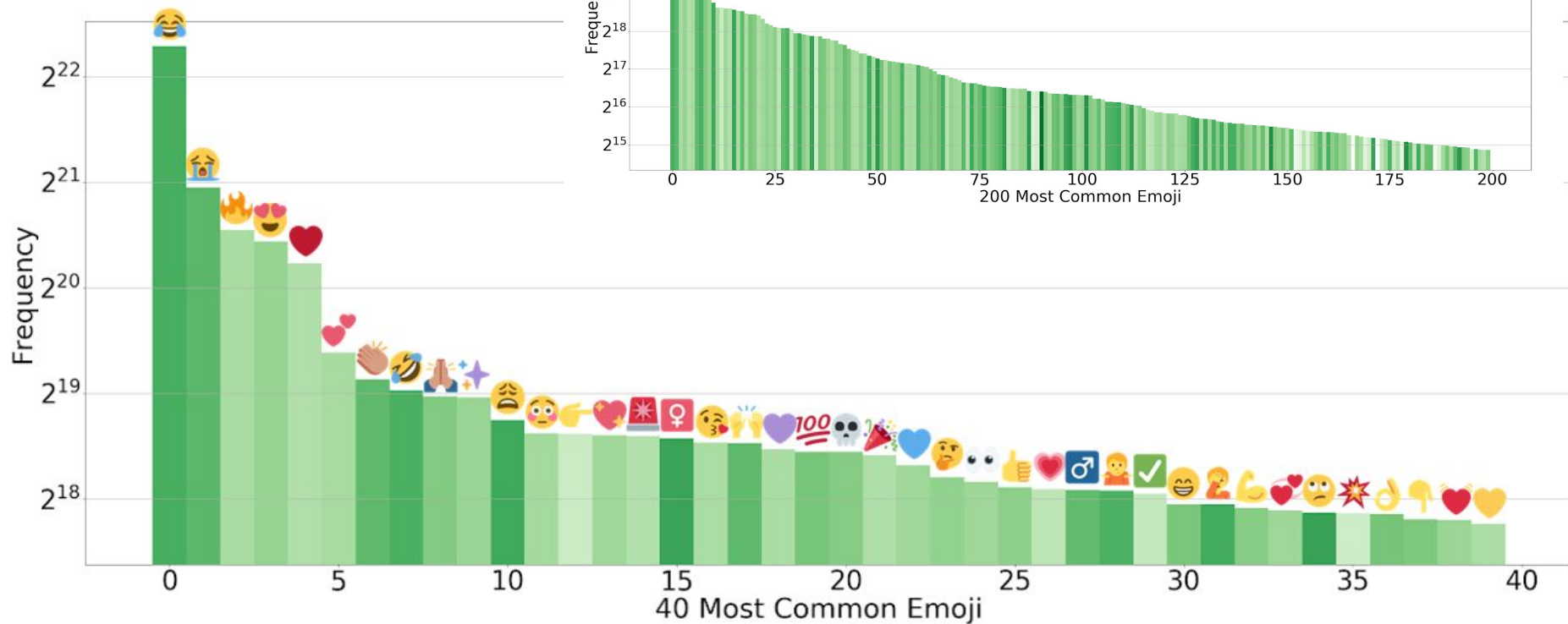
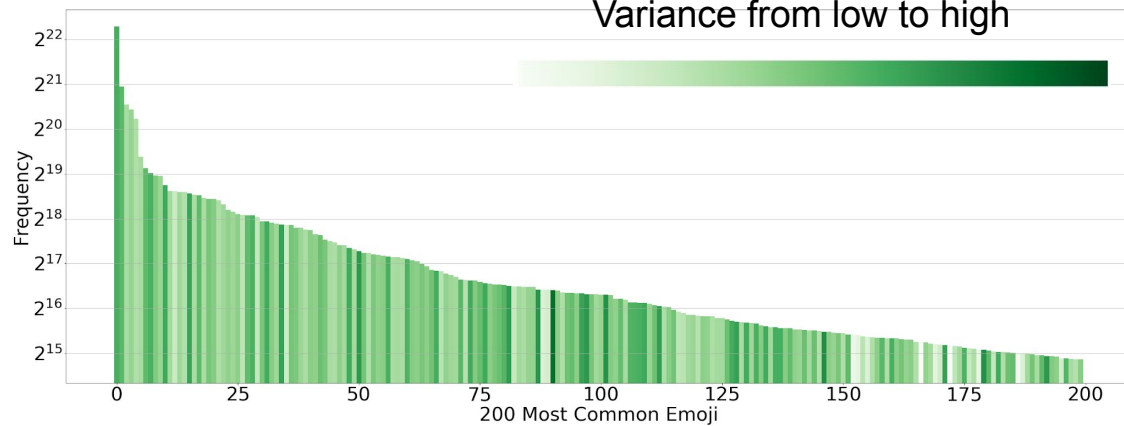
Mean sentiment score = 0.242

Sentiment Score

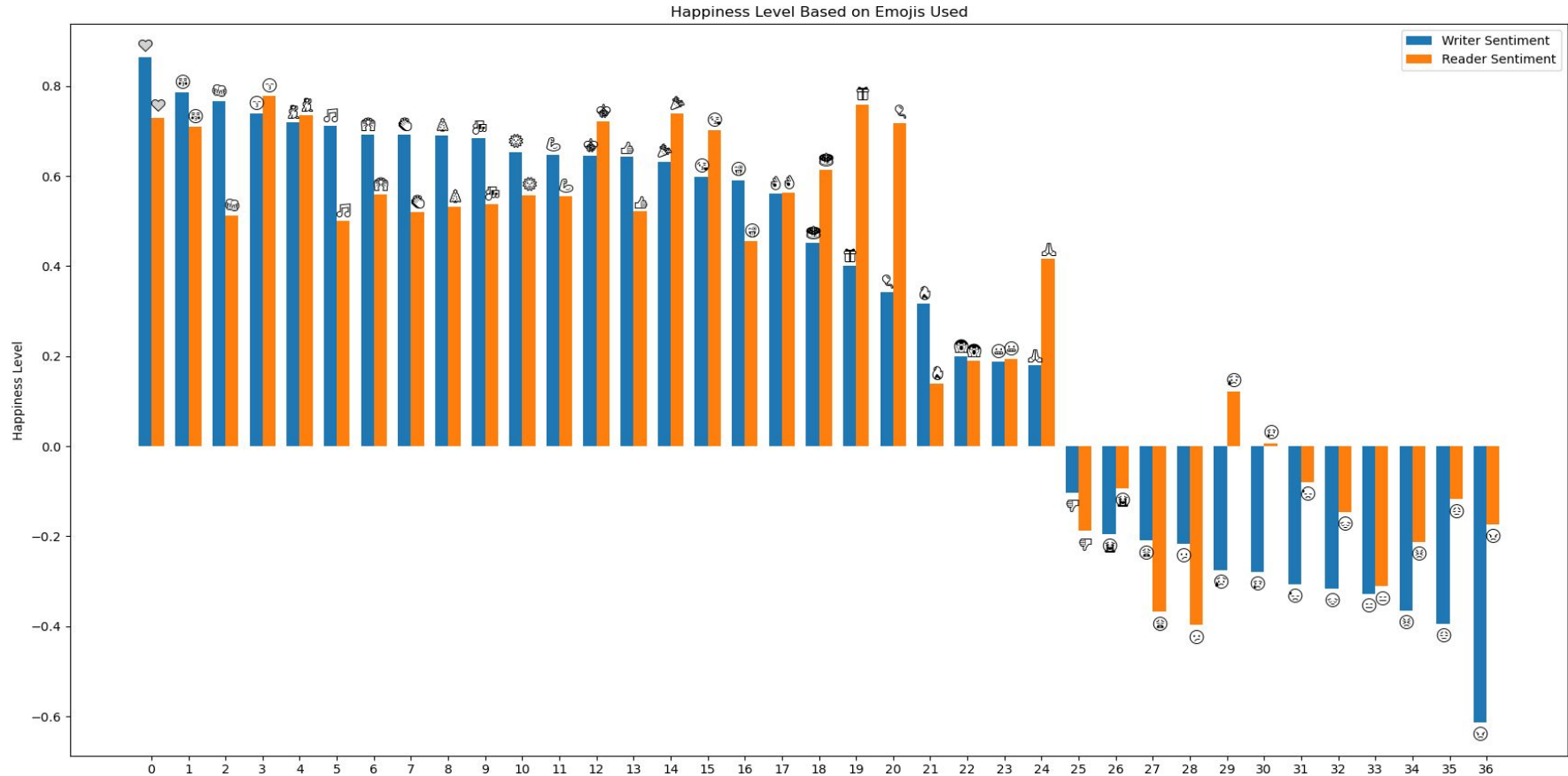


Sentiment Variance

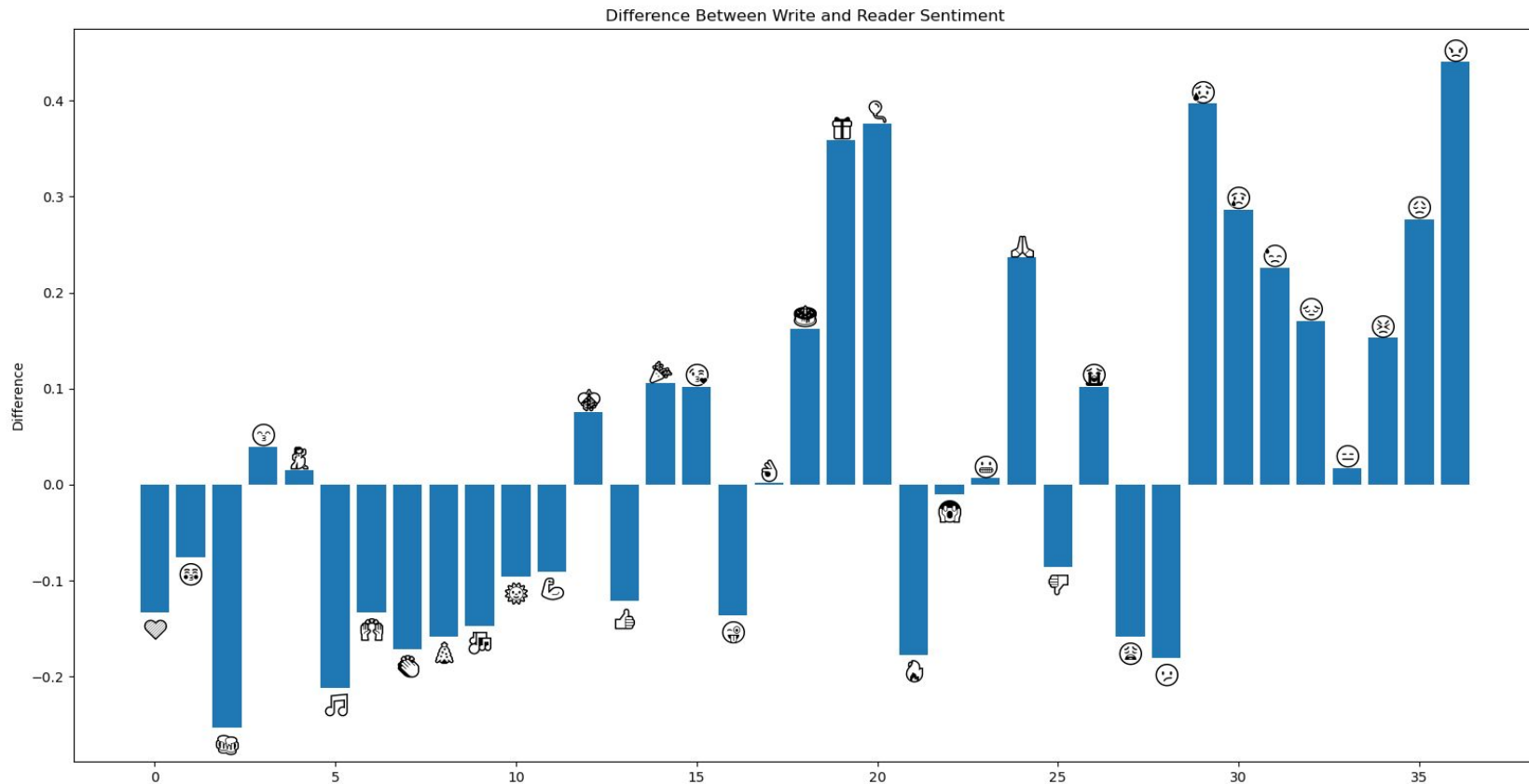
Variance from low to high



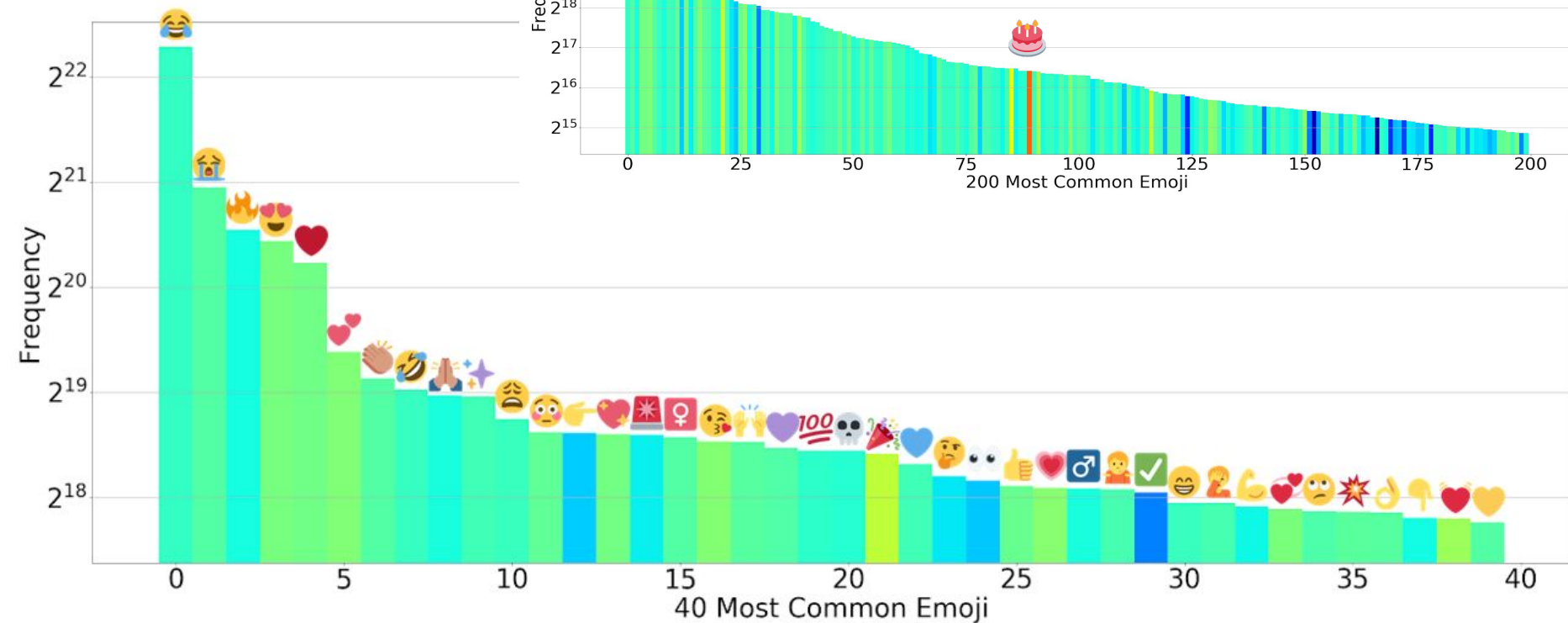
Sentiment of Writer vs. Reader



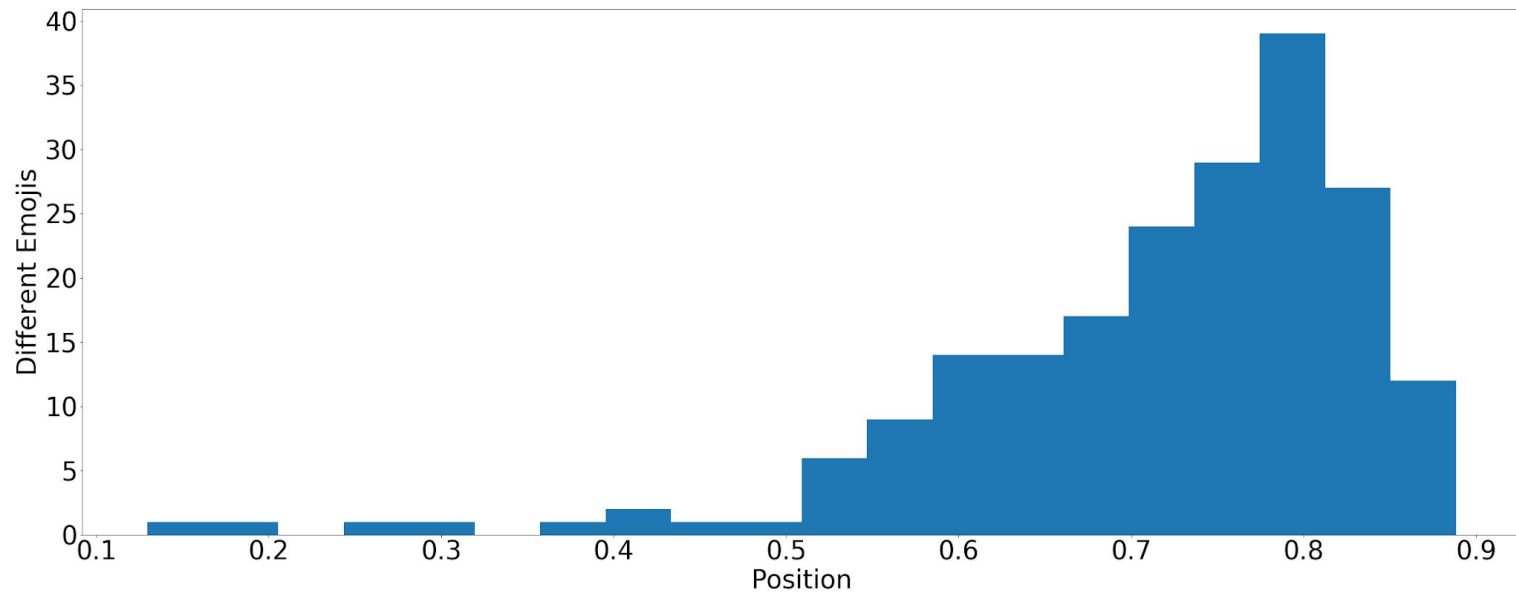
Difference in Sentiment of Writer vs. Reader



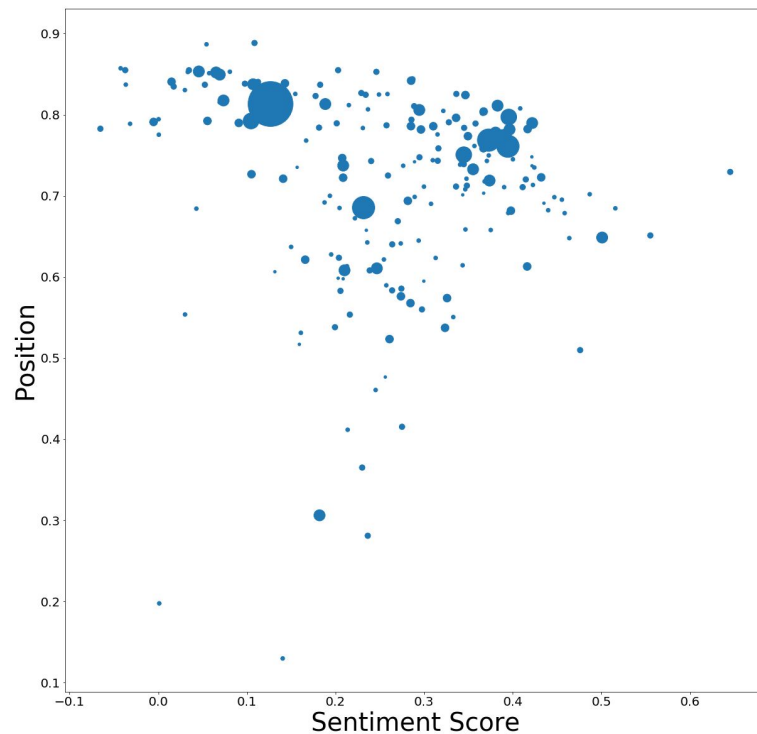
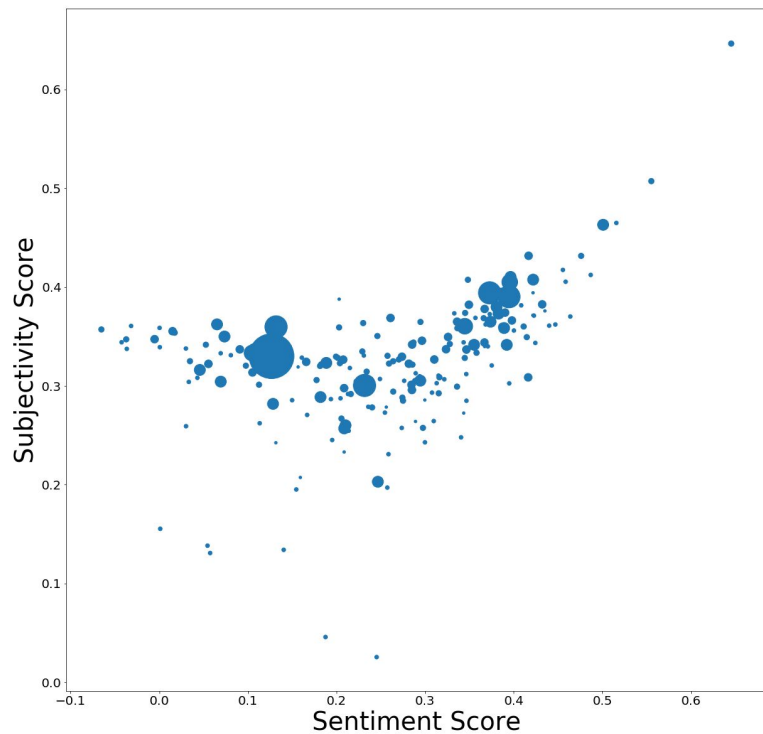
Subjectivity Score



Position

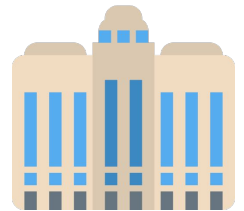
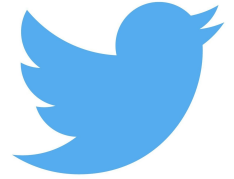


Correlation with Sentiment Score



Influence & Importance

- Marketing
- Public Relations
- Involvement & Connection



TOP 5 Emojis

Most popular emojis:



Highest sentiment score:



Lowest sentiment score:



Highest sentiment variance:



Lowest sentiment variance:



Highest sentiment difference:



Lowest sentiment difference:



Highest subjectivity:



Highest objectivity:



Thank You





Dataset

Dataset:

The original files for this dataset was four archives from ArchiveTeam TwitterStream project. We reformatted these files, selected all the english-language tweets with at least one emoji.

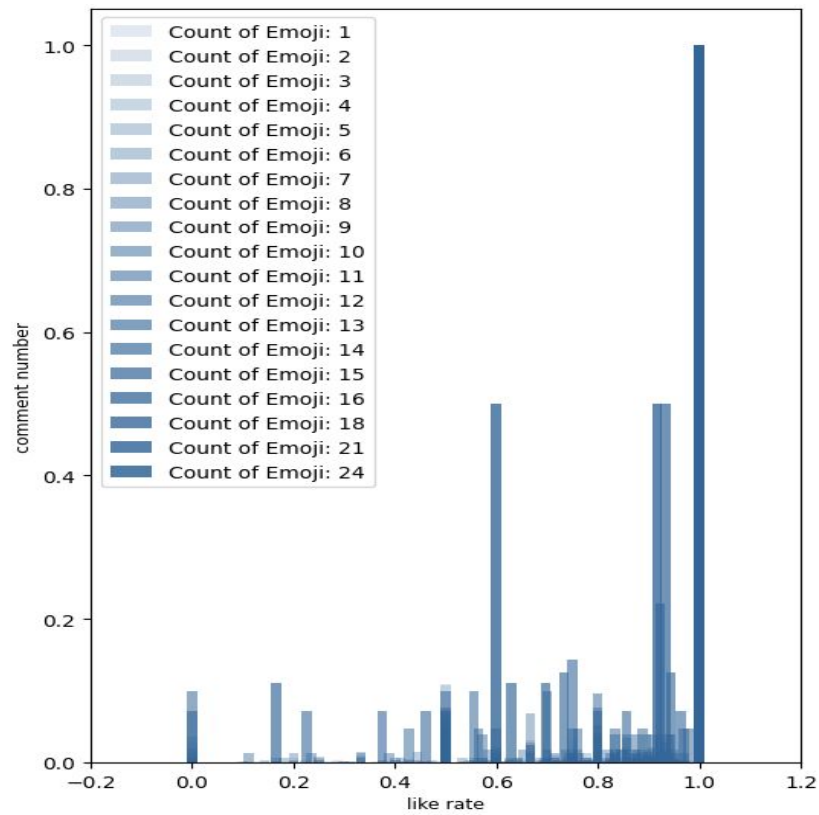
<https://www.kaggle.com/rexhaif/emojifydata-en>

Sentiment analysis:

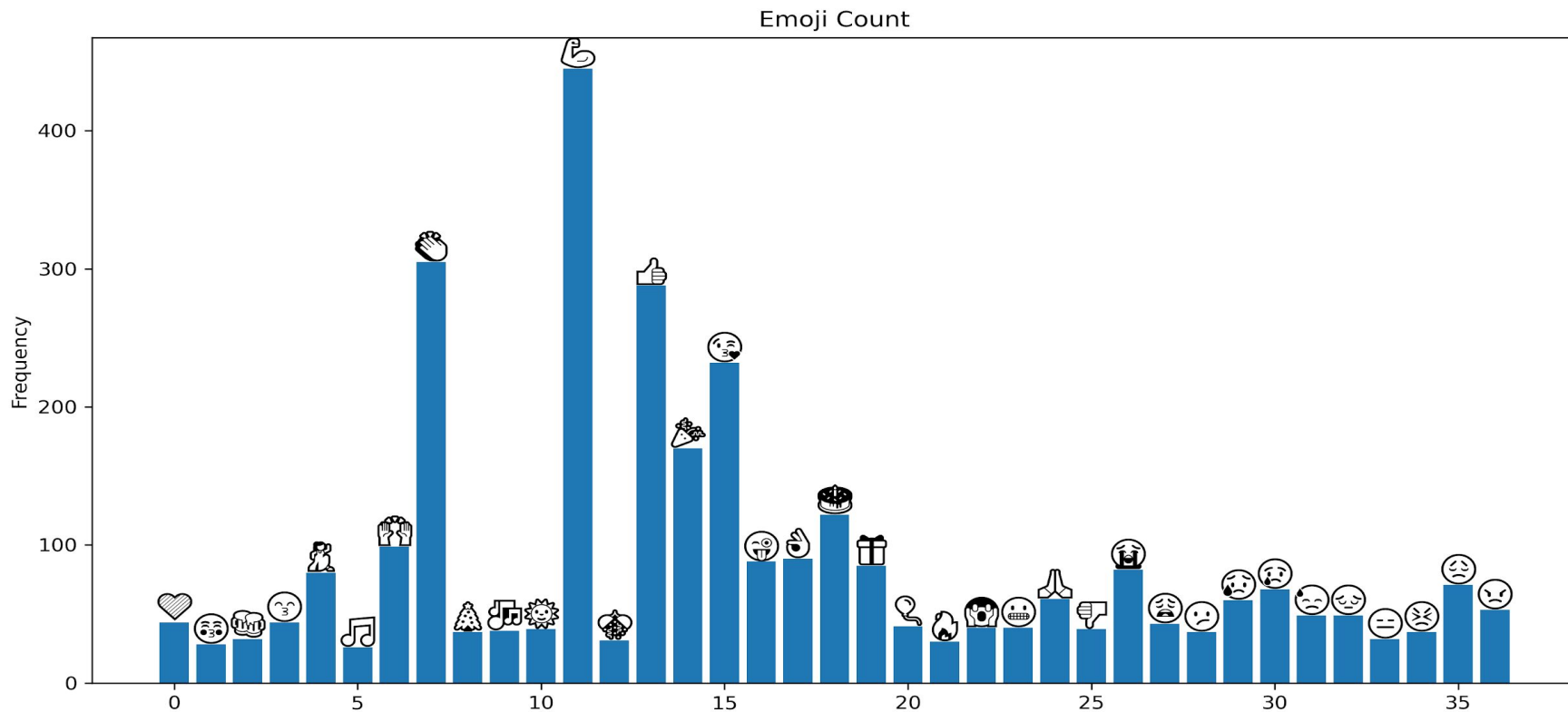
TextBlob aims to provide access to common text-processing operations through a familiar interface. You can treat **TextBlob** objects as if they were Python strings that learned how to do Natural Language Processing.

<https://textblob.readthedocs.io/en/dev/quickstart.html>

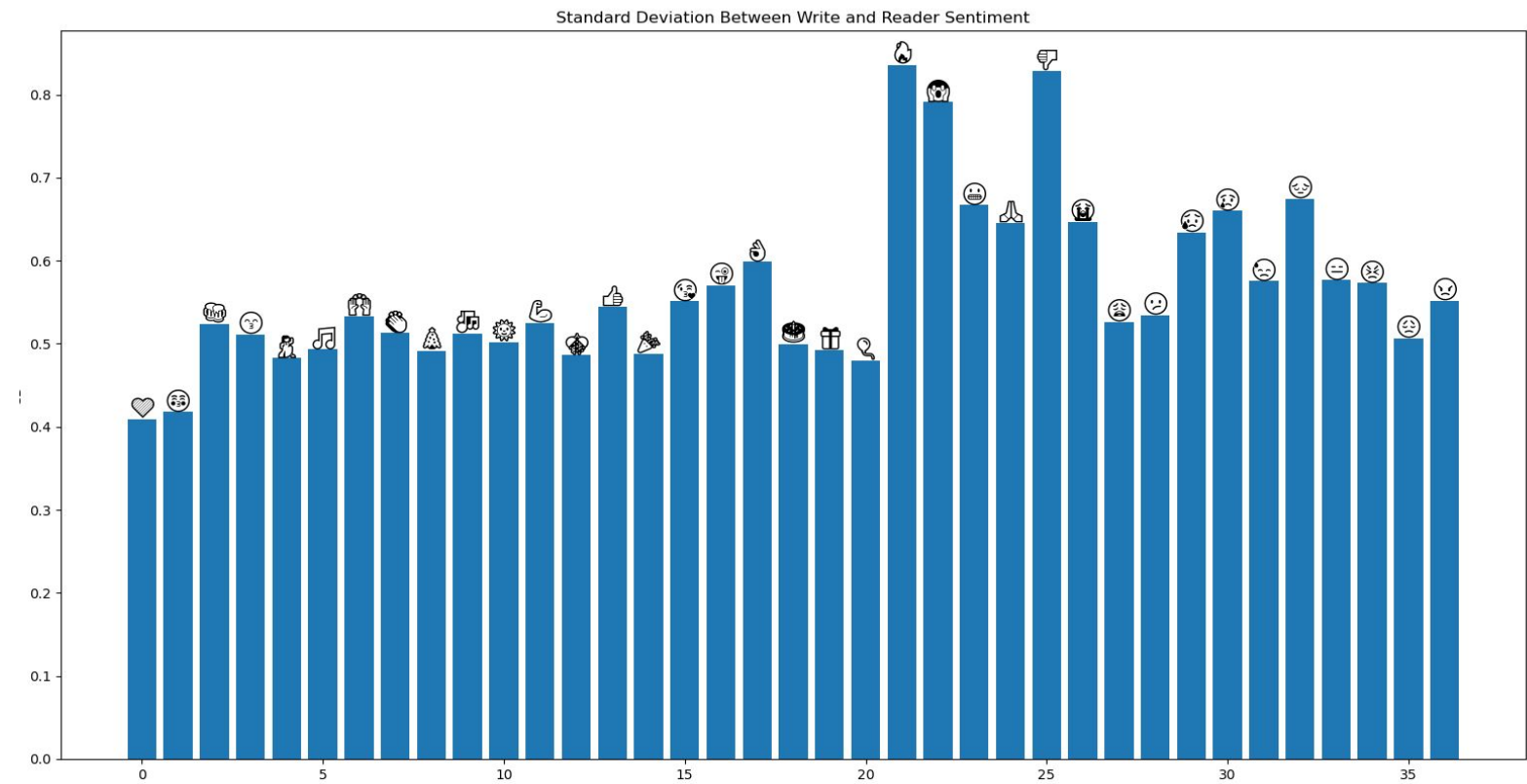
Number of Emoji VS Like Rate



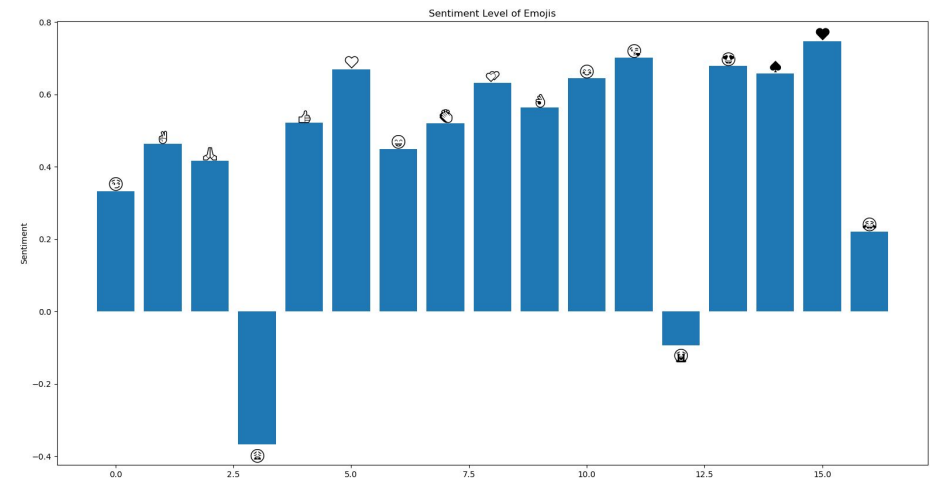
Frequency of Emoji Use



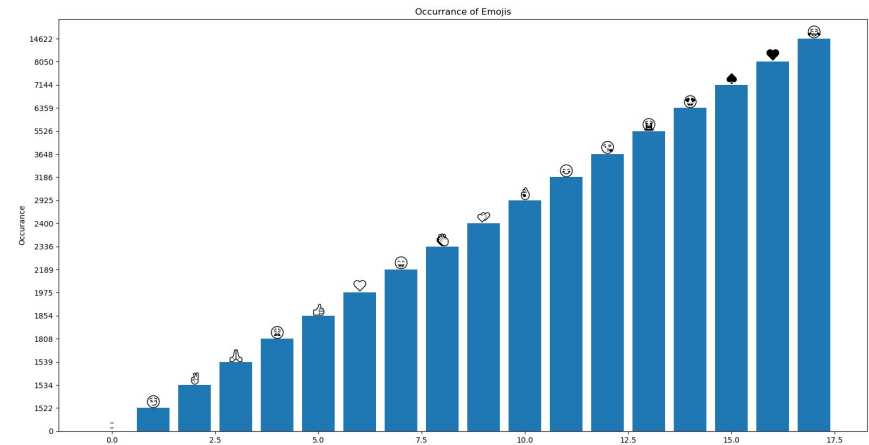
Standard Deviation in Sentiment Between Reader and Writer



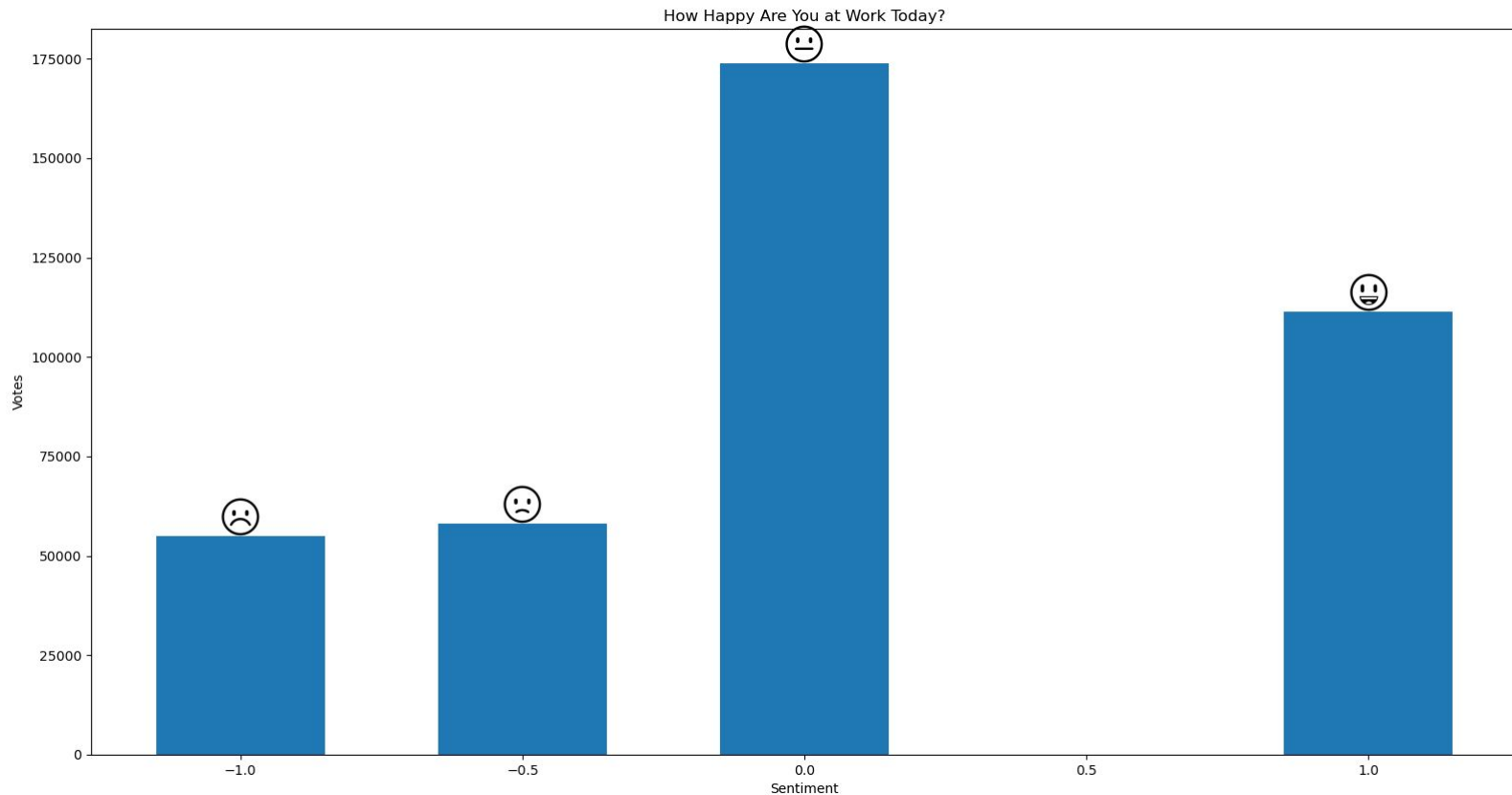
Sentiment Level of Emojis



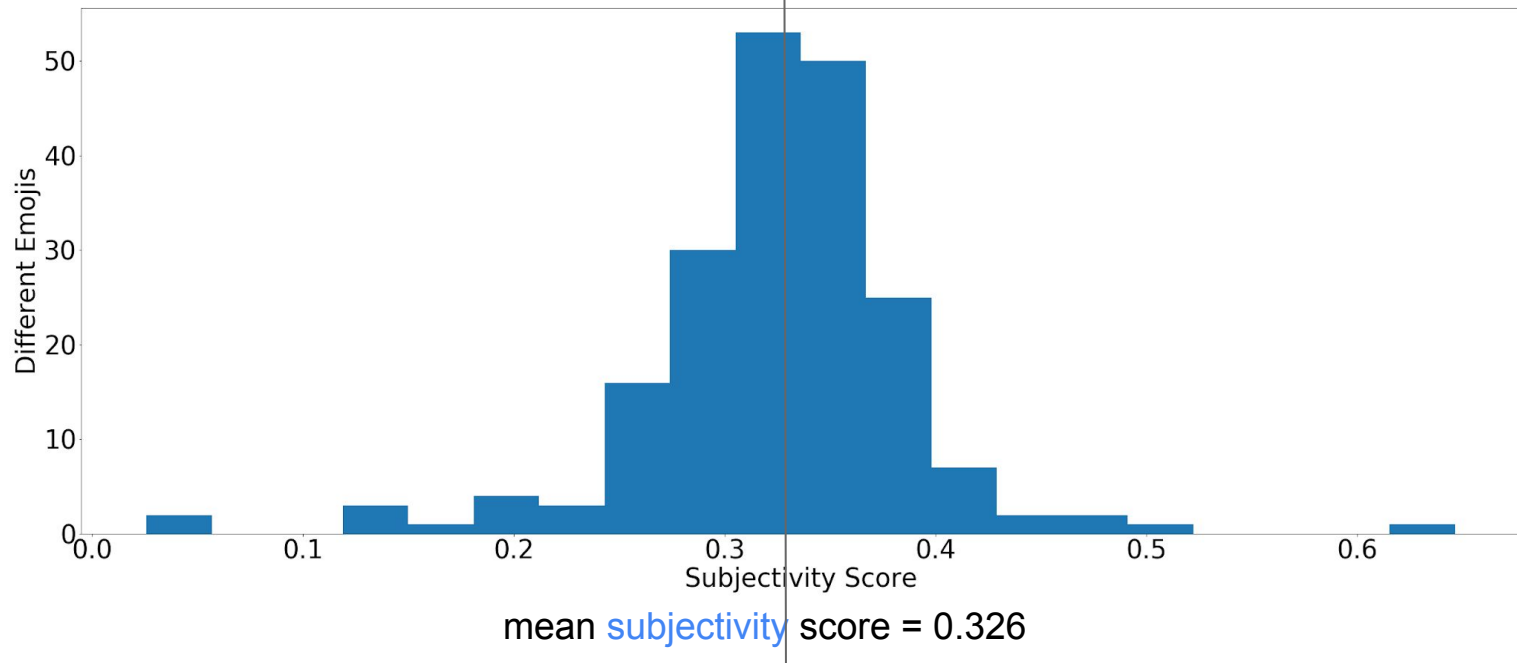
Frequency of Emojis



How Happy Are You at Work Today?

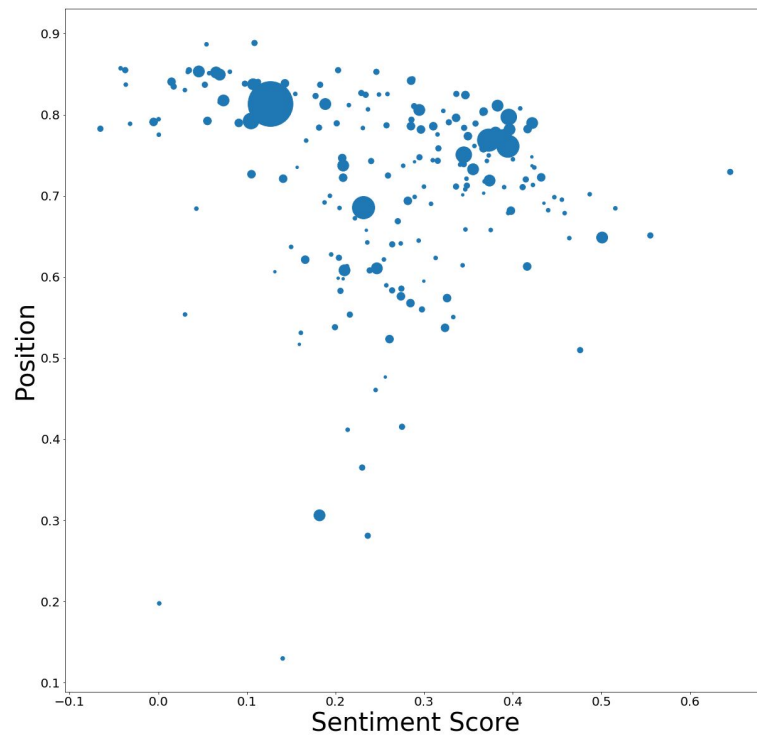
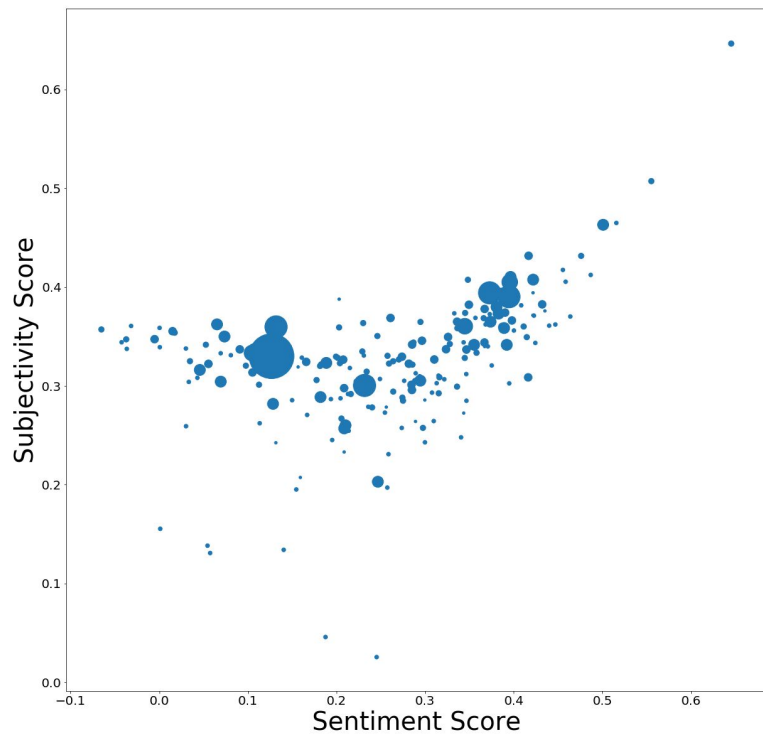


Subjectivity Analysis

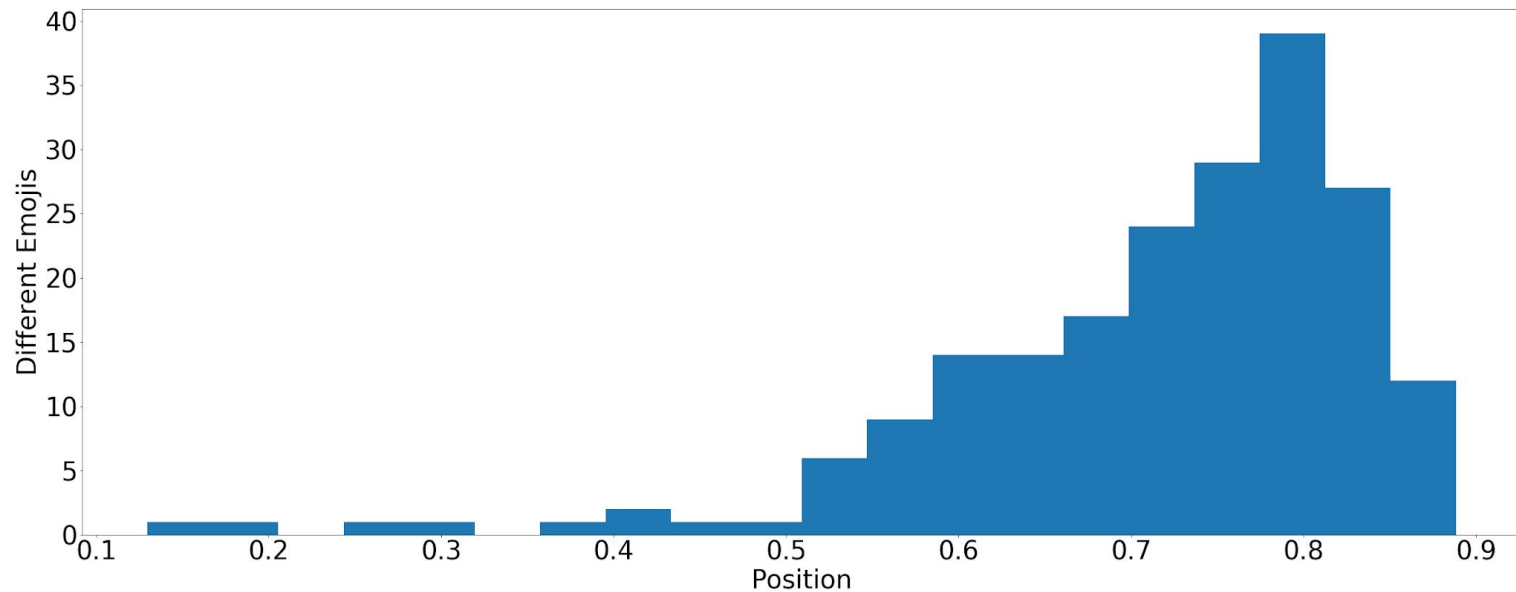


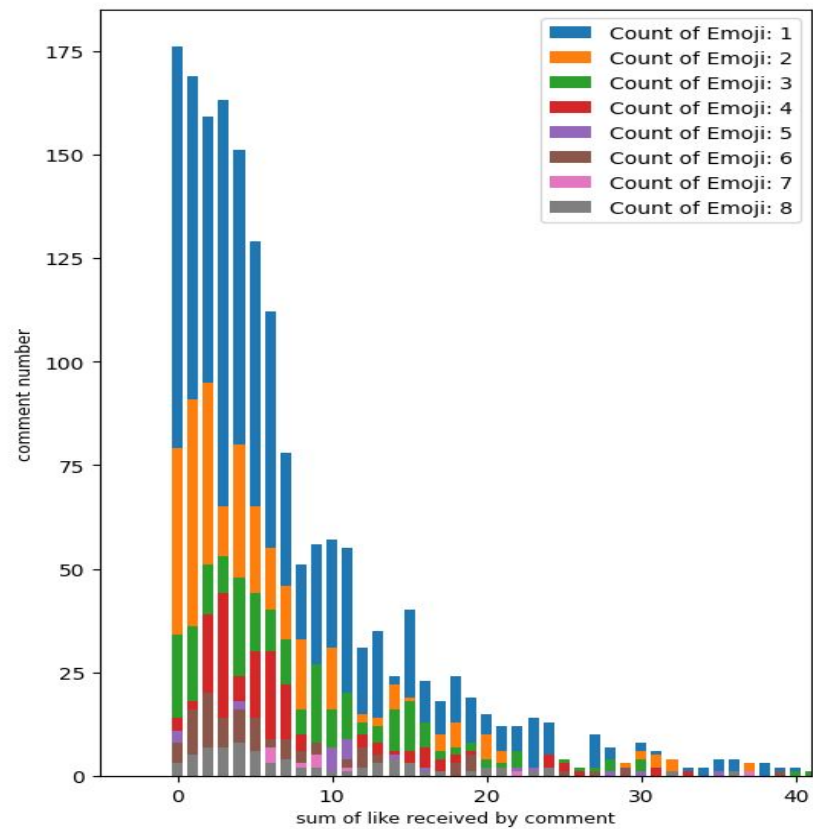
The subjectivity is a float within the range [0.0, 1.0]
where 0.0 is very objective and 1.0 is very subjective.

Correlation

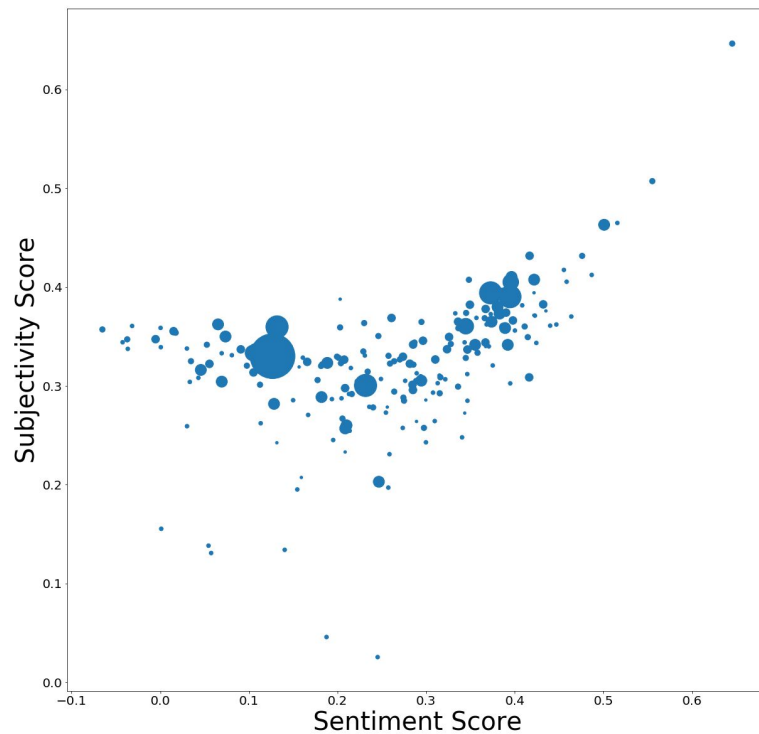


Position

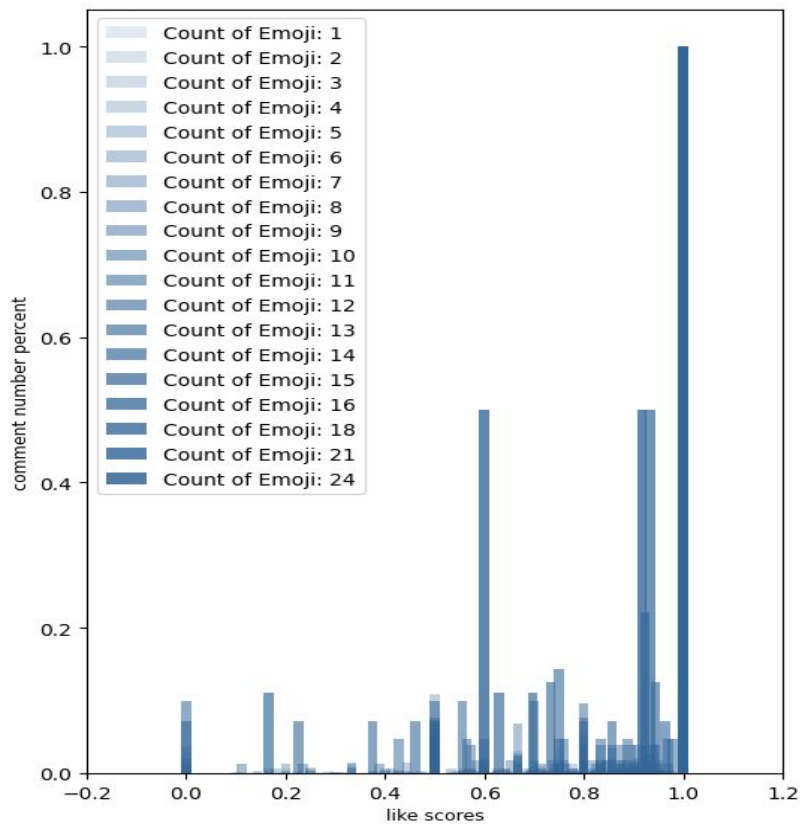




Sentiment Score VS Subjectivity



Number of Emoji VS Like Rate



How Happy Are You at Work Today?

