

Text Mining 2: Sentiment

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Outline

- A Few notes
- Sentiment Analysis landscape
- Hands on in python
- Another example of how ML applications still apply



A few class notes

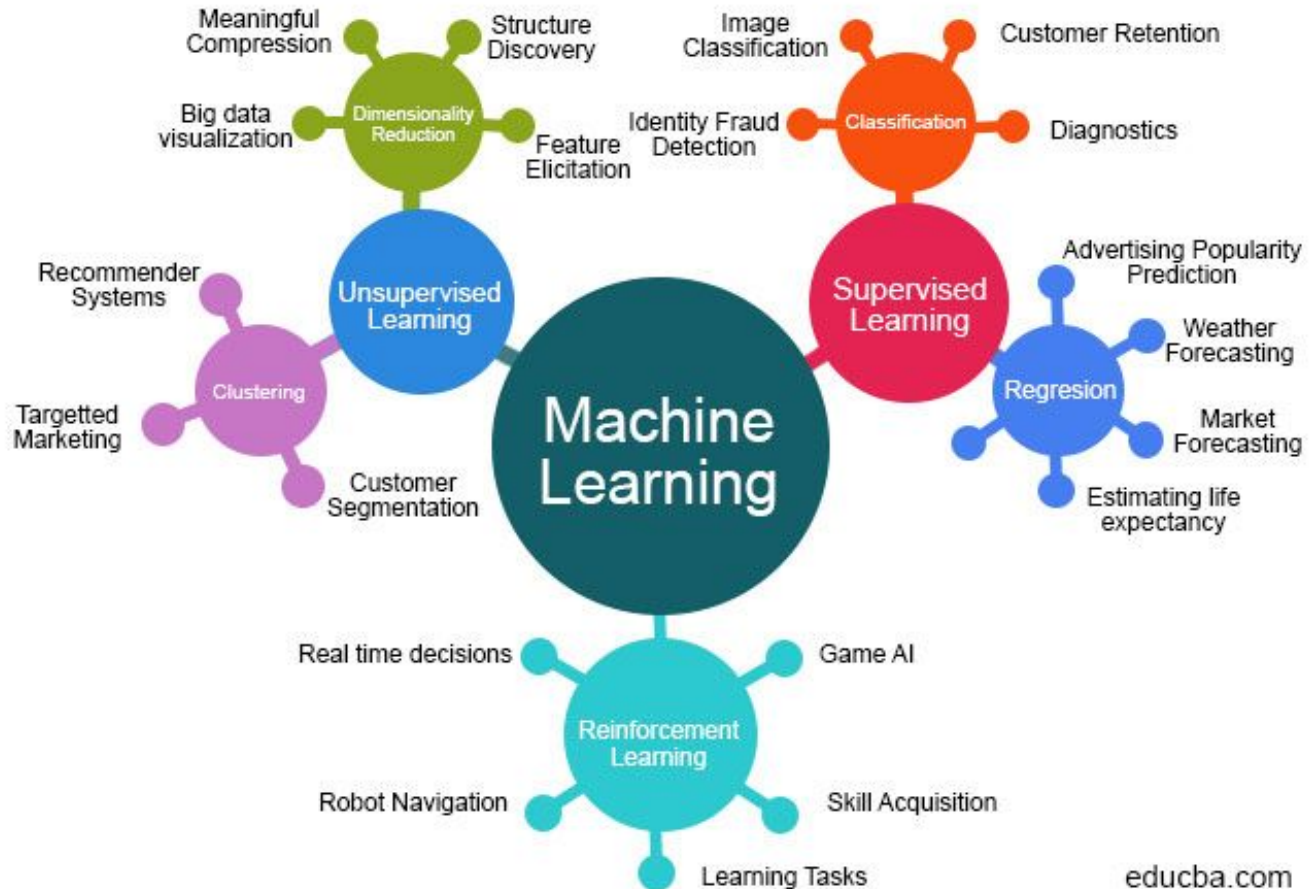
- **Team deliverable 2 via Assignments end-of-day Wednesday 3/3**
- Assignment 2
 - You all have a lot going on in these next two weeks
 - It's now optional
 - If you submit, I will take the average of your two grades
 - If you elect to pass, your grade will be taken from the first assignment
 - If you want feedback to in order to practice, you can submit for review. In this case it's not graded, but I will provide you feedback.
- Team Presentations
 - I will be posting a signup form
 - Two sessions, 10 teams each. Your team will need to stay for the entire session, and think of as a class session
 - You only need to attend 1 class session, the one you are presenting, but if you want to attend both, that works too
 - First-come, first-serve on time slots. I wish there was a better way to handle this.



Let's set the landscape again



Machine Learning Algorithms



educba.com

Sentiment Analysis



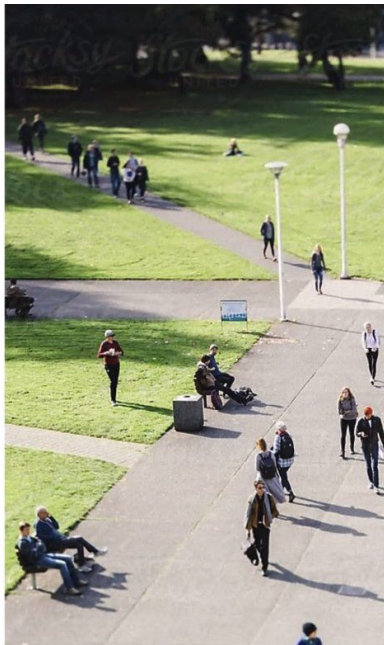
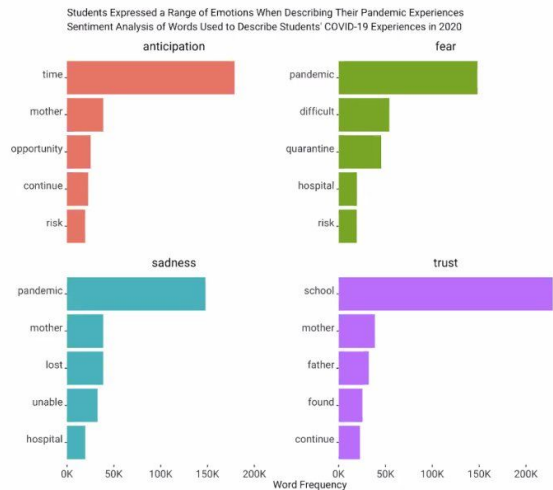
SENTIMENT ANALYSIS



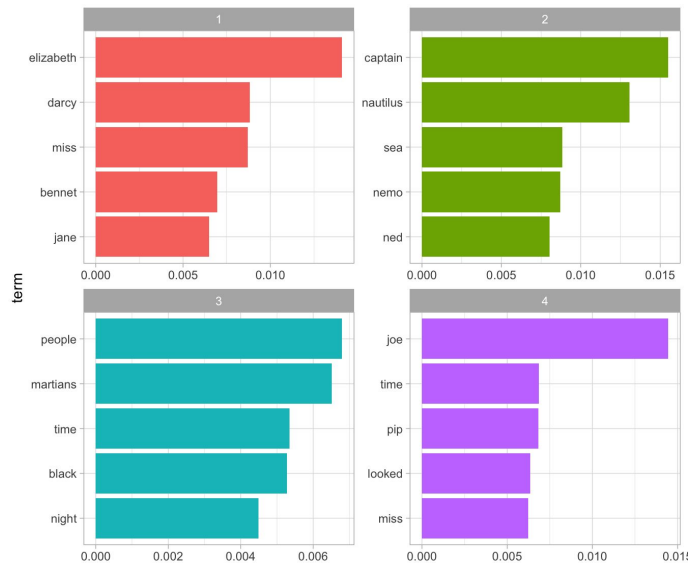
**Discovering people opinions, emotions and feelings about
a product or service**

This just happened! Why copy/paste code is bad

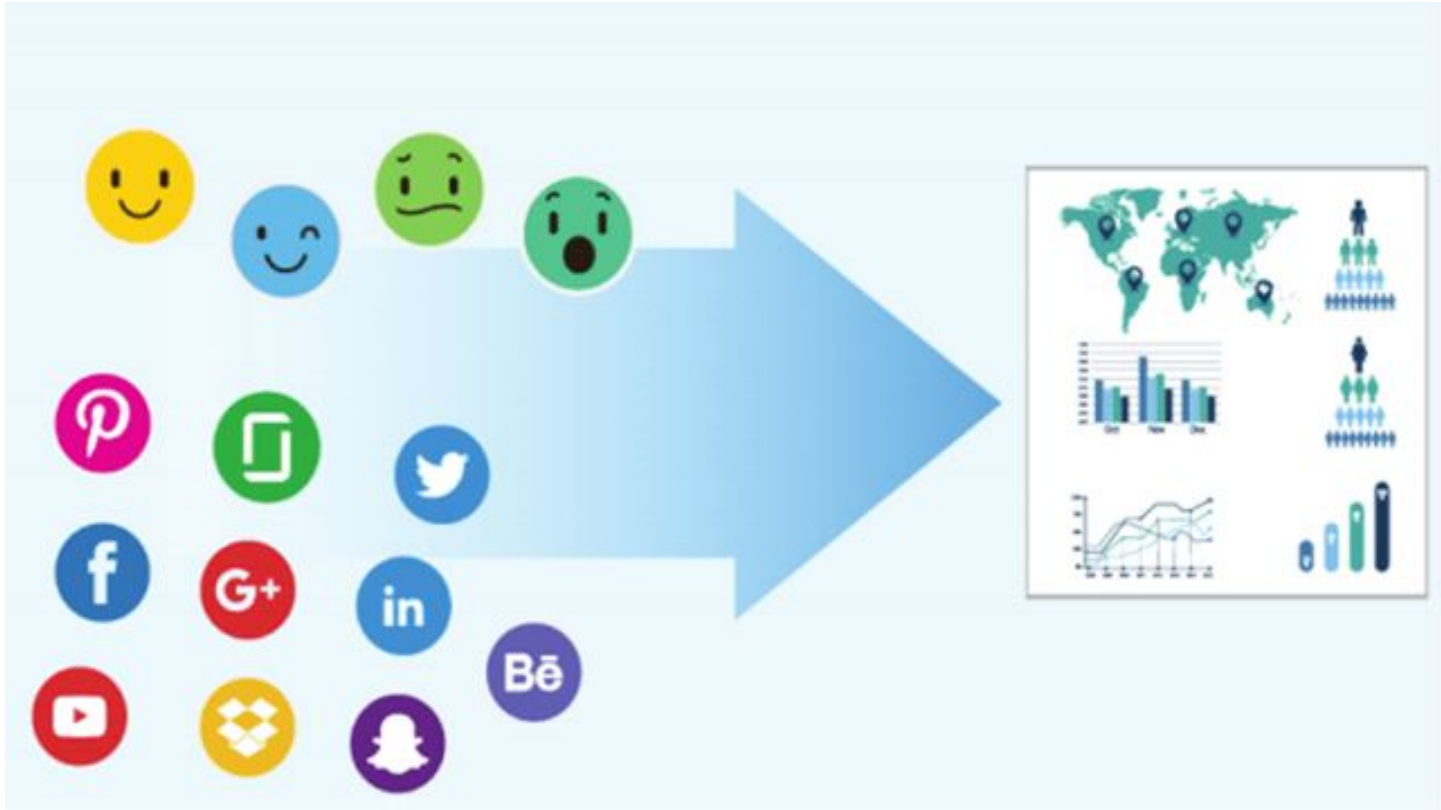
Analyzing Sentiments of Students' COVID-19 Reflections



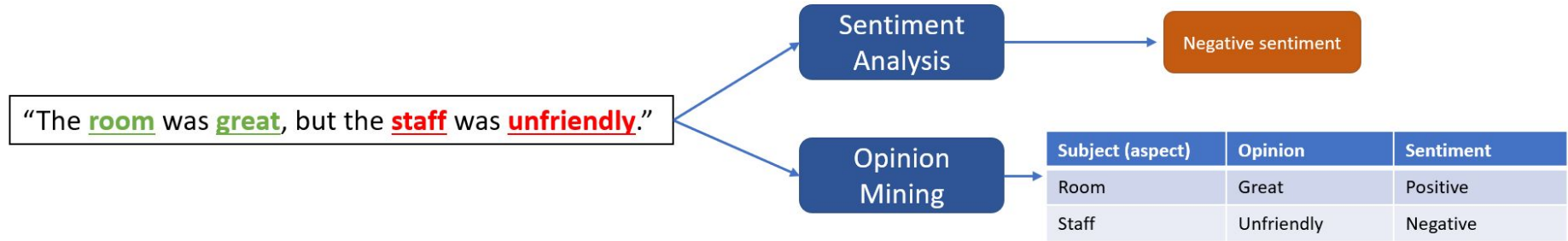
Topic Modeling in R



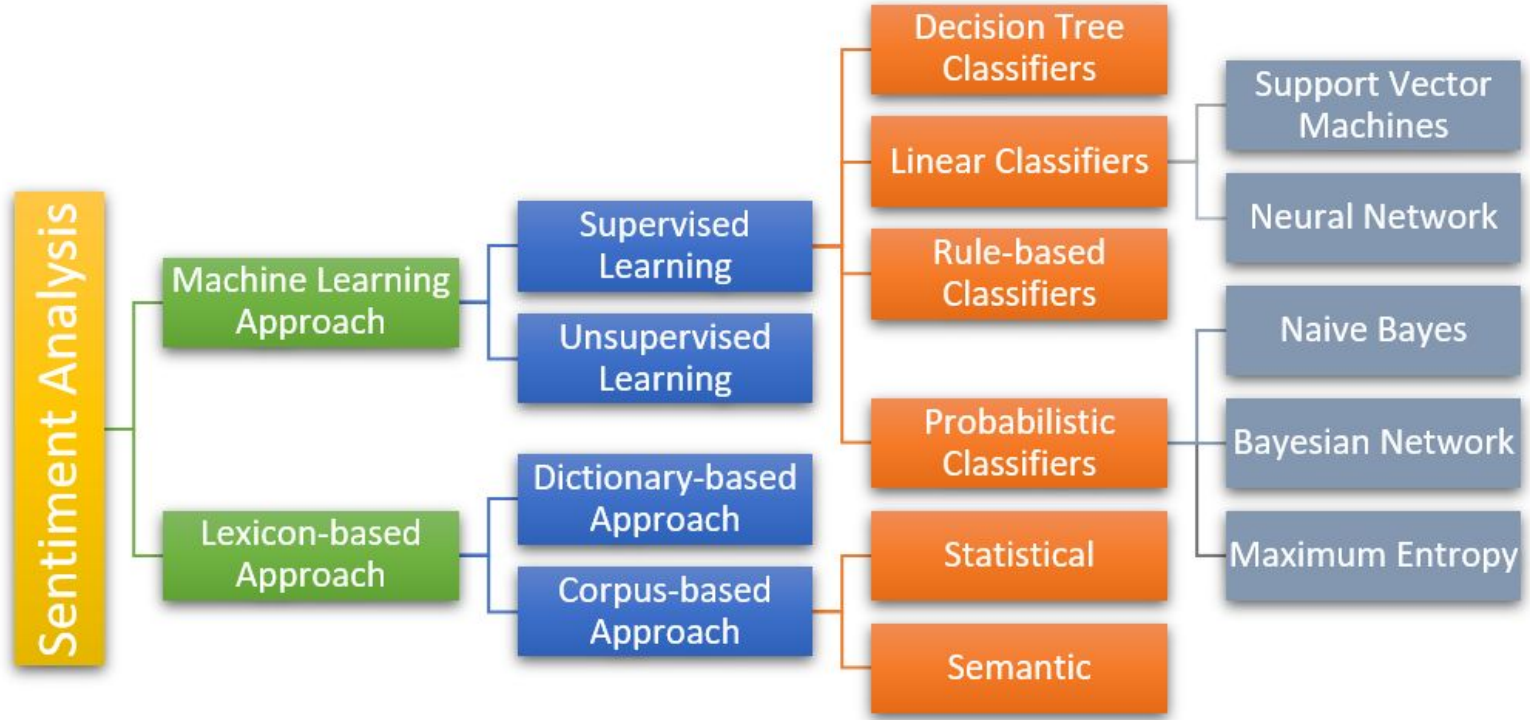
Ultimately, what are we trying to do?



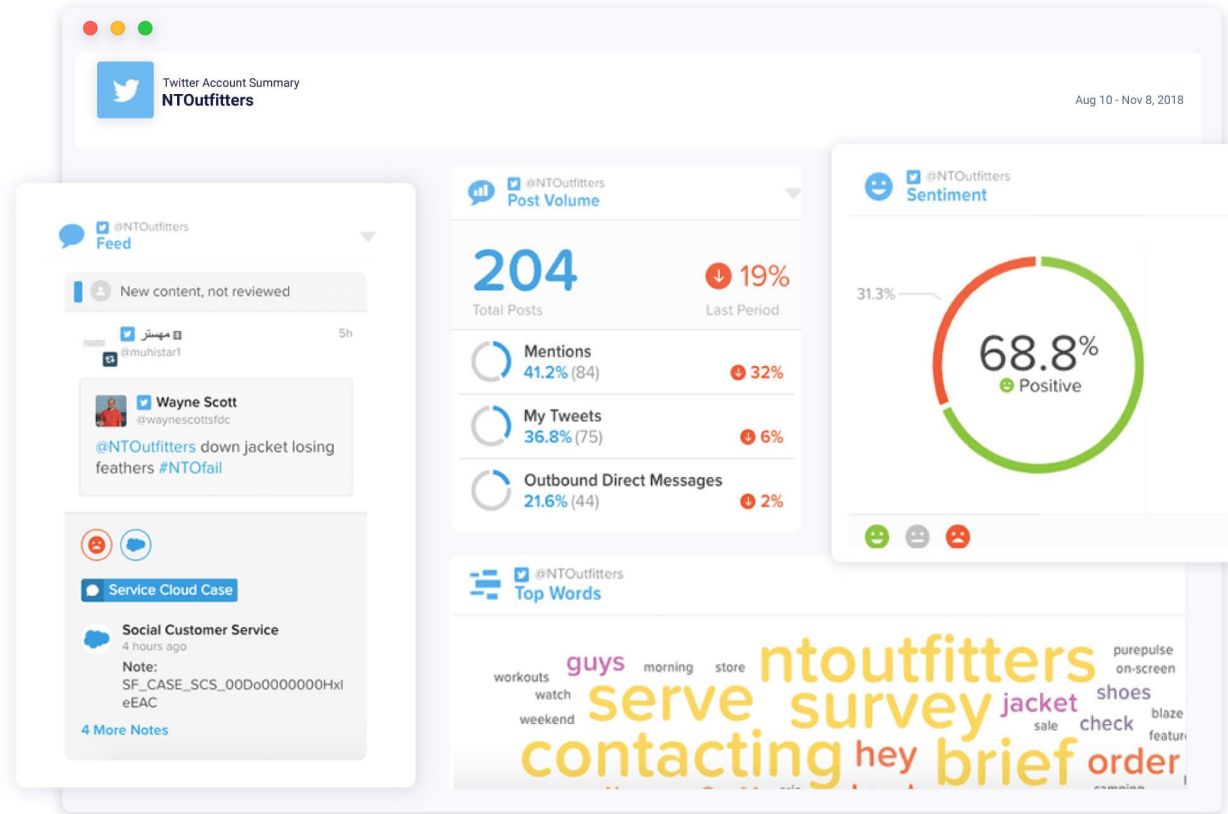
An example of breaking down text



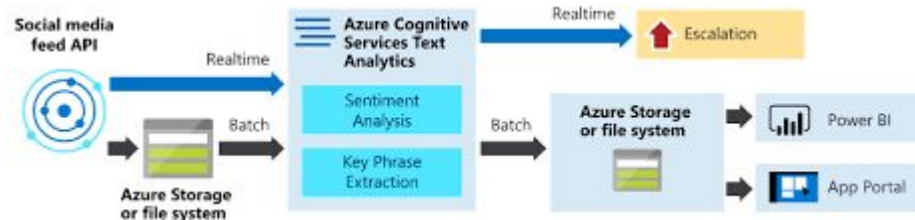
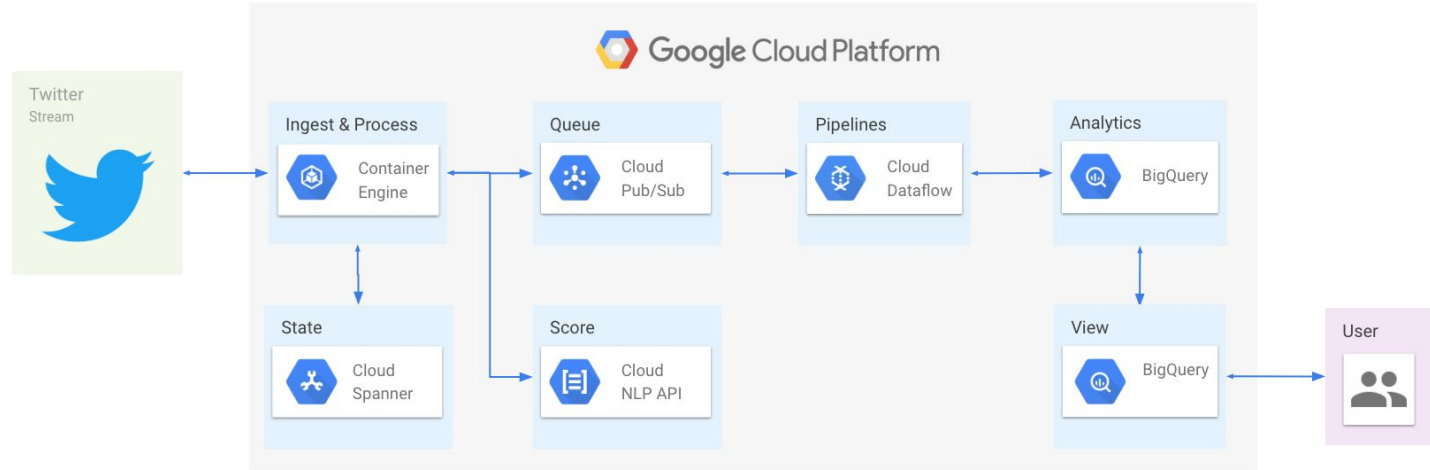
Various approaches



\$\$\$\$ Software (Just one example)



Cloud Services/Tools/API (just two below)



Text Analytics: Sentiment

