Problem Definition and Design Thinking

Phase-1

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Project Name: Sentiment Analysis For

                     Marketing

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Project Title:

SENTIMENT ANALYSIS FOR MARKETING

Project Steps:

Problem Definition:

Abstract:

Purpose – The explosion of internet-generated content, coupled with methodologies such as sentiment

analysis, present exciting opportunities for marketers to generate market intelligence on consumer attitudes

and brand opinions. The purpose of this paper is to review the marketing literature on online sentiment

analysis and examines the application of sentiment analysis from three main perspectives: the unit of

analysis, sampling design and methods used in sentiment detection and statistical analysis.

Design/methodology/approach – The paper reviews the prior literature on the application of online

sentiment analysis published in marketing journals over the period 2008-2016.

Findings – The findings highlight the uniqueness of online sentiment analysis in action-oriented marketing

research and examine the technical, practical and ethical challenges faced by researchers.

Practical implications – The paper discusses the application of sentiment analysis in marketing

research and offers recommendations to address the challenges researchers confront in using this technique.

Originality / value – This study provides academics and practitioners with a comprehensive review of the

application of online sentiment analysis within the marketing discipline. The paper focuses attention on the

limitations surrounding the utilization of this technique and provides suggestions for mitigating these challenges.

Overview of sentiment analysis:

While reviewing the literature, it is apparent that a misunderstanding often exists about

what constitutes sentiment analysis. To provide conceptual clarity, sentiment analysis

first needs to be distinguished from the broader literature on online text mining. With

text-mining applications, researchers structure a large body of data from various online

sources into numerous topics or themes which emerge from the body of textual data. In

this regard, text mining is similar to traditional content analysis, since it allows

researchers to efficiently extract, classify and manage a large body of data to identify

hidden patterns or trends.

In contrast, sentiment analysis refers to the application of machine learning techniques to

evaluate and classify attitudes and opinions on a specific topic of interest . Sentiment analysis focuses on extracting emotions from the online text but

classifies specific problem areas into predefined mutually exclusive categories.

These categories imply bi-polar classifications of emotions (positive and negative) and are

typically represented by numeric codes for subsequent statistical analyses

Characteristics of the marketing articles reviewed

The authors selected the 22 marketing articles and evaluated them on four criteria:

(1) utilized sentiment analysis and not text mining or other social media analytics;

(2) applied sentiment analysis in the study of marketing-related issue / s from the

perspective of the consumer, business or both;

(3) published in a peer-reviewed academic journal; and

(4) empirical in nature, with a large body of data and utilized statistical

Thank you