Sentiment Activity: 6%

The results from the Course Sentiments survey are posted on Canvas as a CSV

Starting today: in teams of 4-5 by your deadline:

➢ **Produce a graphic of the survey results**

➢ **Supply a code file for others to reproduce your graphic**

Next week:

1. **Other teams try to run your code:**

   ➢ **1% to you if they succeed**

   ➢ **1% to you for participating**

2. **Classmates and instructors rate your graphic:**

   ➢ **4% total based on scorecard**

Sentiment Graphic

- **Your task is to create an attractive, informative graphic of the sentiment survey results**

- **Your choices:**
  - ➤ **what you want the graphic to indicate**
  - ➤ **what sort of display you use**

- **We are expecting you to use Google to find out what you might want to do, most likely in R**

- **We want you to be creative: any attractive and informative graphic is acceptable**
  - ➤ **but it must be fully interpretable by itself**
  - ➤ **can include interpretative text**

Who is your audience for the graphic?
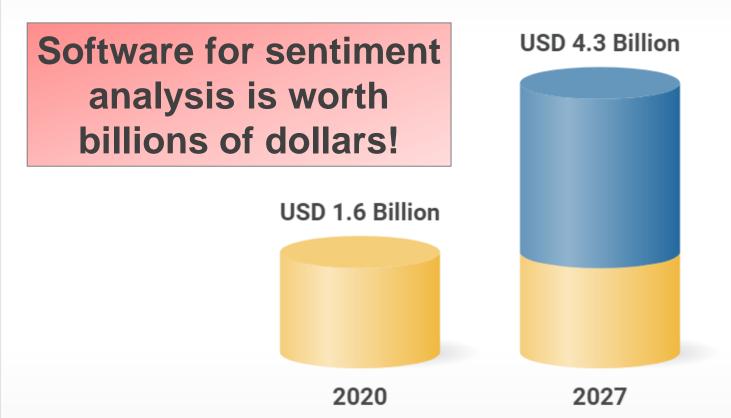
The audience is you!

➢ **The people rating your graphic are just like you**

➢ **If you think your graphic is interesting and interpretable, so will they**

➢ **If you think it's boring, or misleading, or hard to interpret, so will they**

Pro Tip: we want your graphic to be accurate!
Remember to cross-check it against the raw data

Why bother analysing sentiment data?

Global Market for Sentiment Analysis Software

Market forecast to grow at CAGR of 15.5%

Software for sentiment analysis is worth billions of dollars!

USD 4.3 Billion

USD 1.6 Billion

2020

2027

Code and instructions

- **You also need to submit the following (instructions to follow):**

  - ➢ **Your code (most likely in R)**
  - ➢ **A text file (called a README file) with step by step instructions for how to run the code**
  - ➢ **The cleaned-up CSV file your code runs with**
  - ➢ **Make sure your instructions are clear and reproducible!**
  - ➢ **Other teams should be able to recreate your graphic using your instructions in 5 minutes**

Time: 6 to 7 hours

- **After today's session you will need to arrange further meetings with your team-mates**

- **You should each spend 6-7 hours on this activity outside of class: your choice of time spent individually or in your teams**

- **You will need to decide on jobs and roles within your teams**

- **Someone will need to contact all teammates and schedule the first meeting – why not YOU!**

Some things to discuss …

- **Make sure you know how to contact each other, e.g. using Slack**

- **Arrange follow-up meeting times, in person or online (e.g. Zoom)**

- **What sort of graphic would you like to use? What search terms can you try on Google?**

- **How will you clean up / reformat the CSV file?**

- **Some roles to assign: data-cleaning; coding; writing the README; checking everything is ready for the code swap**

Slack: A platform for communication

- **We have a Slack workspace for this stream**
  - ➢ **Allows communication without sharing your personal details**

- **Slack is…**
  - ➢ **A platform for team members to communicate with one another**
  - ➢ **Widely used in the workplace**

- **You can log in via browser, or an app**
  - ➢ **Available on Windows, macOS, Linux, Android, …**

Summary of this week's activities

1. **Sentiment Activity:**

- ➢ **Team activity, 6-7 hours**

- ➢ **Submit 4 items: graphic, CSV, code file, README**

- ➢ **Name files with your teamname:** e.g. Hihi-A-Graphic.pdf, Hihi-A-CleanData,csv, Hihi-A-Code.R, Hihi-A-README.txt
or Ruru-A-Graphic.pdf / Whio-A-Graphic.pdf / Kaka-A-Graphic.pdf / etc

- ➢ **4% for the graphic, 2% for the code swap**

2. **Graduate Profile Self-Assessment:**

- ➢ **1 hour individual exercise, 1%**

- ➢ **Watch for Canvas announcement**

Good luck! ☺