Proof Positive

Can a machine find love on Twitter?

What did you want to know?

Public opinion about SXSW

What can we emphasize?

Do you want to know what went wrong?

Your data

~10,000 tweets were analyzed

The messages were graciously labeled and stored by an outside party: https://data.world/crowdflower/brands-and-product-emotions

Methods

Natural Language Processing

“Count Vectorization”, aka the easy method, worked best

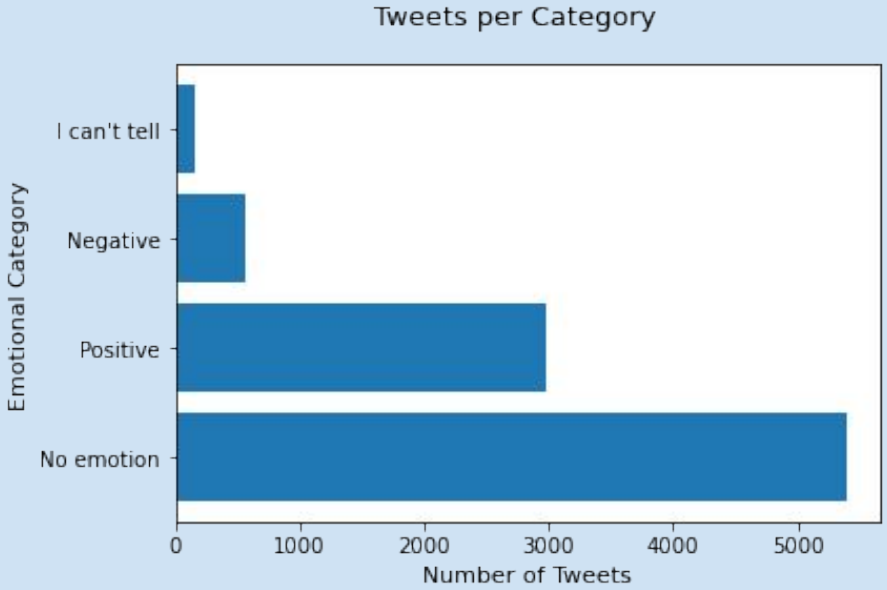
“Signs Point to Yes”

However, there were a couple key limitations

Your data = Proof of concept

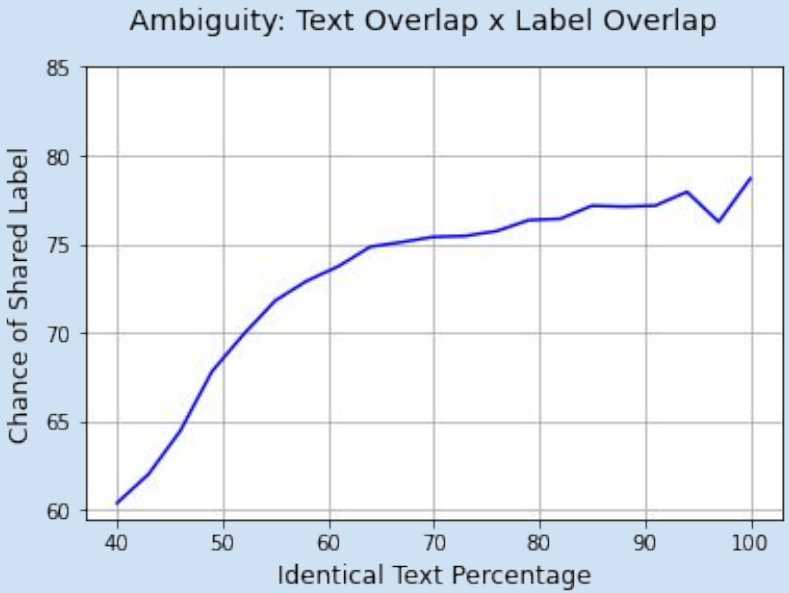
“My reply is no”

The good news: most people liked SXSW



“Reply Hazy, Try Again”

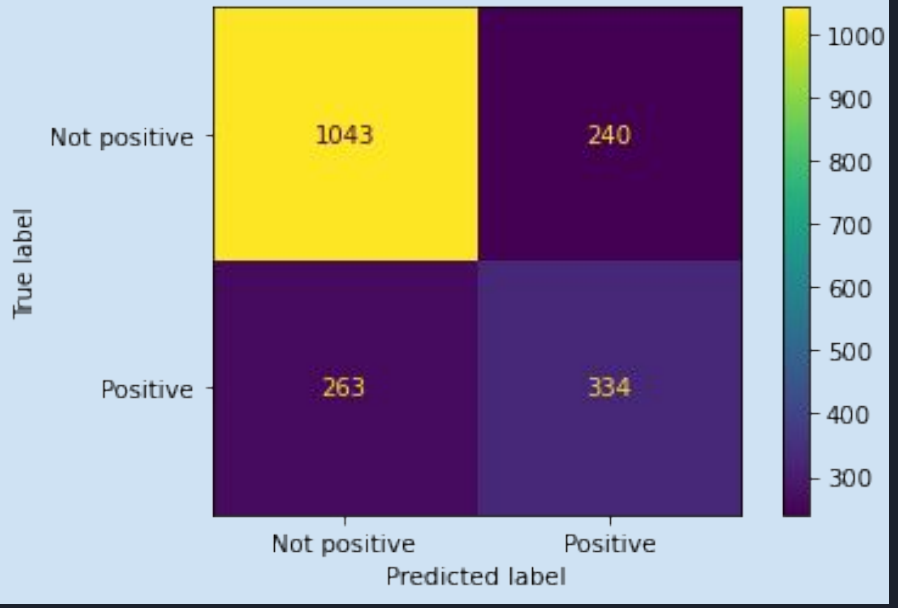
Even identical messages were not always categorized together



Results

The model achieved 73% accuracy on unknown data.

“Positive” = only 30% of the data, but the model correctly labeled nearly 60% of those tweets.



How can we improve? For your team:

Size of the data pool

Tweets as a medium

More reliability in categorization

How can we improve? For you:

See if the goodwill around Marissa Mayer still exists

Avoid new social media ventures, if at all possible

Potential Pitfalls

Resources spent labeling

Human error

Thank you

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