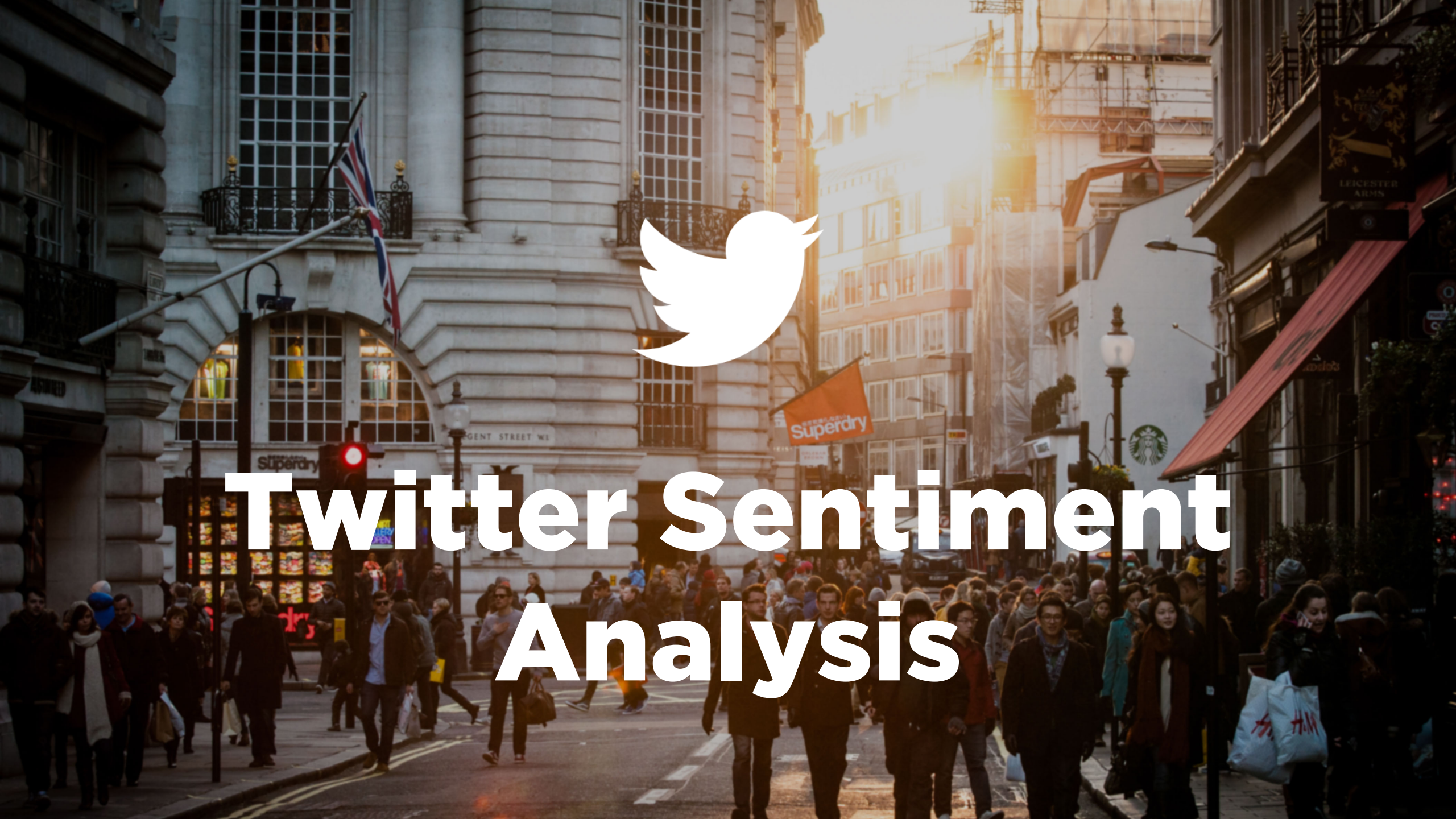


Twitter Sentiment Analysis

Hi!

I am Ibrahim

4th Year Comp.Sci. student

Overview

- What is it?
- How can it be used?
- My approach

What is it?

- Computers know how you feel?
- YES! Using NLP, text analysis.
- Best target:
  - User generated content and Social Media

The Problem

- Brand X, Politician Y, Advertiser Z
- Enormous amount of content!
- How are all these people feeling about my…

It is Useful!

- New product? Do people like it?
- Elections? What do people think of the candidates?
- How to improve ROI on advertising?

The Twitter Feed

- Twitter feed is cluttered & noisy
- Parsing manually:
  - Time consuming
  - Unrelated topics
- BUT! Freedom of Expression!

Twitter Sentiment Analysis

* http://www.businessinsider.com/lockheed-martin-stock-down-trump-tweets-f-35-costs-out-of-control-2016-12

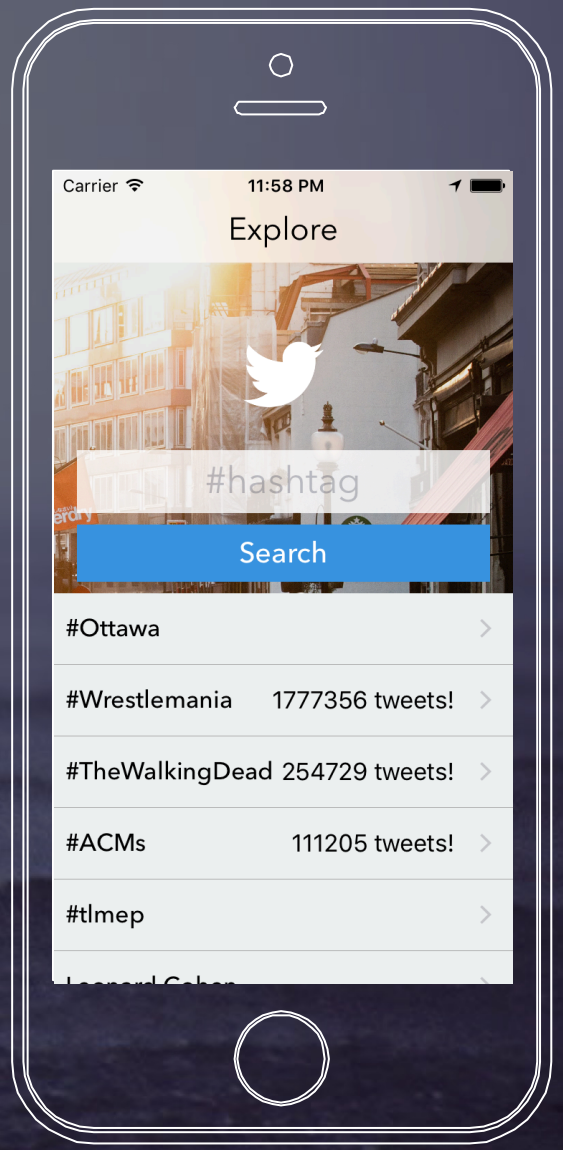
Motivation

We are computer scientists!

1. Big amount of data to sift through.
2. Return & visualize meaningful results
3. Put results to use!

Solution

- User-friendly mobile application
- Real time analysis of sentiment
- Visualize overall sentiment on a per keyword basis



Building Blocks

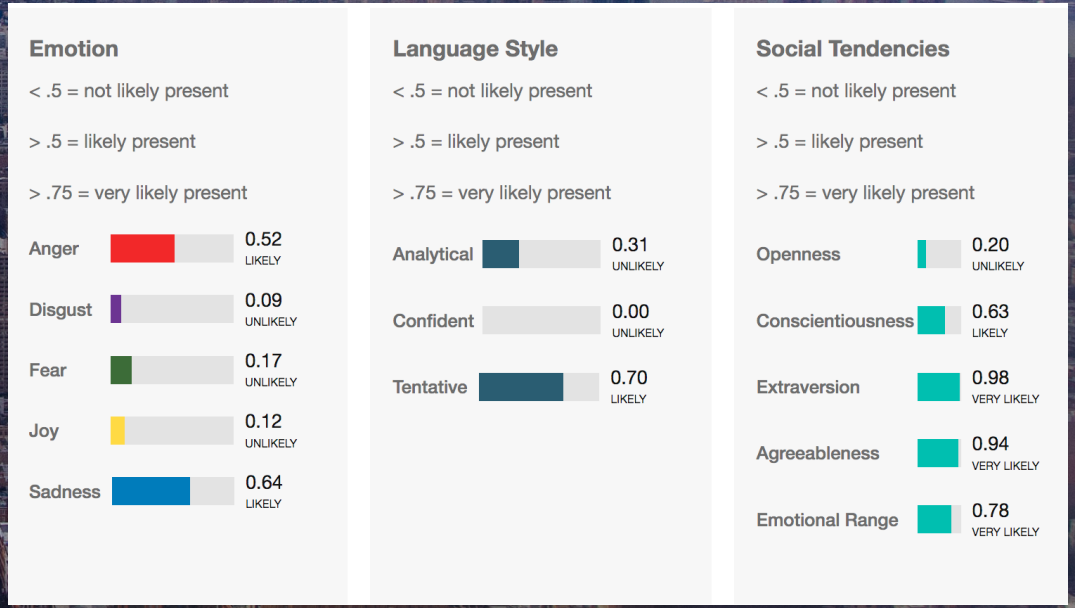
- Real time analysis
  - Scored keywords: AFINN-165*
  - Added emojis! 😃 😩 😡 😂
- Node.js, MongoDB, and iOS

*http://www2.imm.dtu.dk/pubdb/views/publication_details.php?id=6010

Demo

Conclusion

- Tone Analysis
- Rich Data
  - Location, action, profile, influence
- Artificial Intelligence



Thank You!

Any questions?