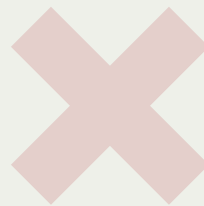


Emotions from Tweets

Diagnosing
Responses from
South By SouthWest

October 24th 2024

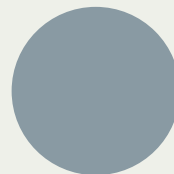
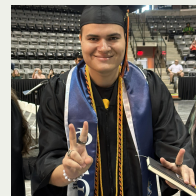




Presented By

Jackson Robbins

<https://github.com/Imanitou>

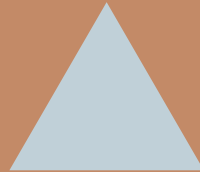




South by SouthWest (SXSW)



- Held in Austin Texas annually in March
- A multimedia convention
- Conference topics talked about on social media





What can we use Social Media To Identify?

Emotion

How users react to news?

Words

How to identify Emotion
from social media?

Products

Which products are
received the best?



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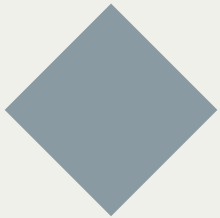
Further Steps

Business Understanding

Business Understanding



The ability to identify emotion from social media can be very beneficial for companies displaying products at different conventions



Data Source

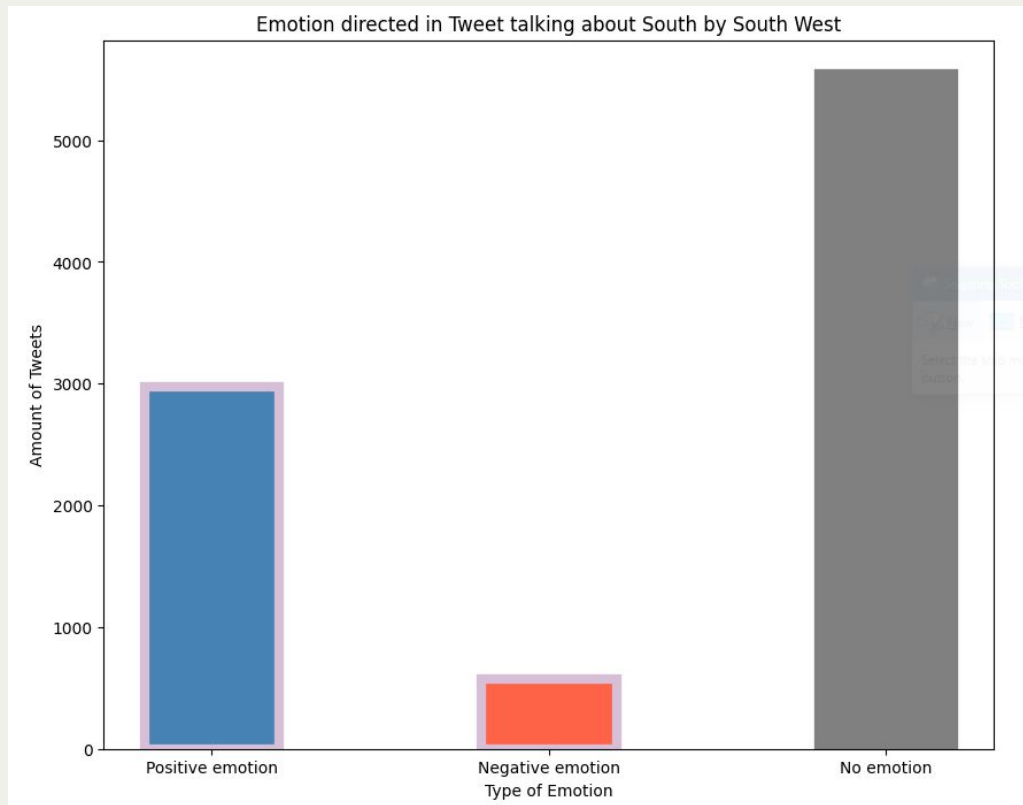
Data Sourced from tweets made in reference to a past SXSW

- Tweets were found if they included SXSW and an Apple or Google product
- Contributors manually evaluated tweets about different brands and products
- They were asked to decide if the tweet expressed positive, negative or no emotion
- If some emotion was expressed, they were asked to say which brand and product

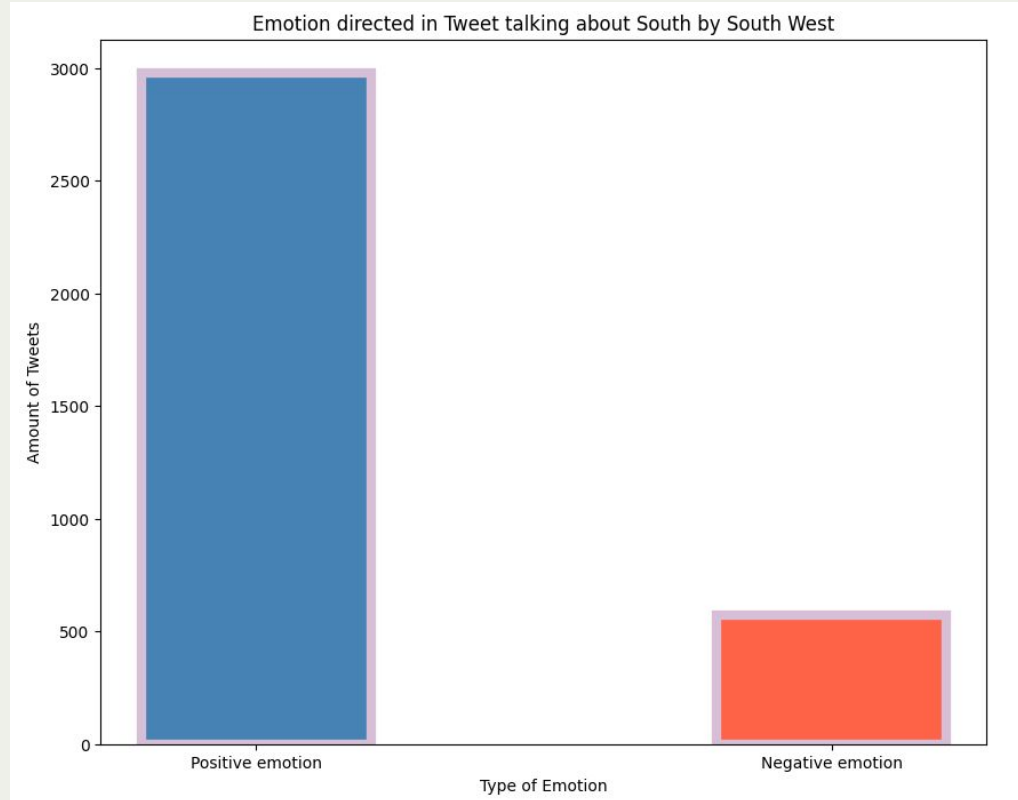
Data Source

Data Understanding

Spread of Tweets



High Number of Positive Tweets



Data Analysis

Positive Words

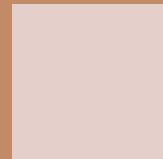


Negative Words





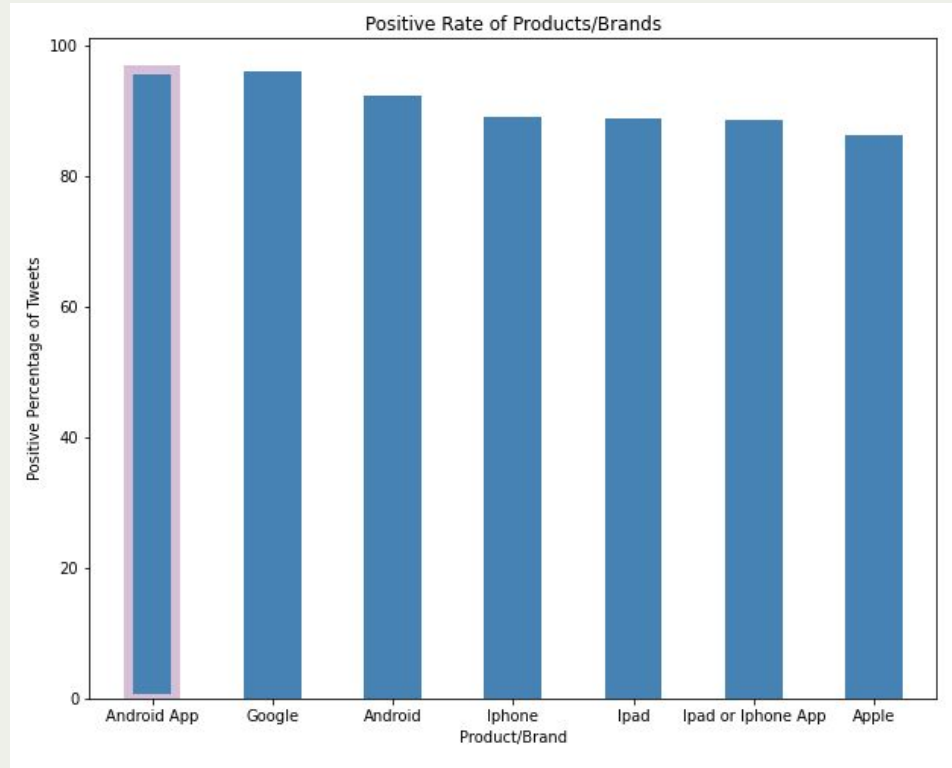
Model Performance



- 32% of Positive Tweets
- 16% of Negative Tweets

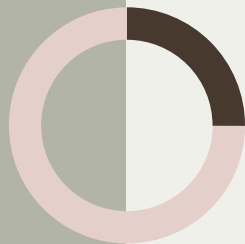


Positive Rates per Tweets



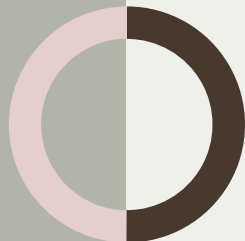
Results

Results



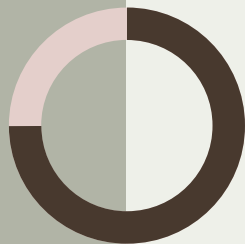
One

Identified different words
to signify emotion



Two

Successful recall score for
positive/negative tweets

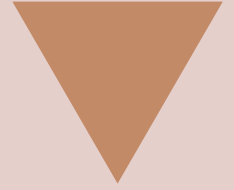


Three

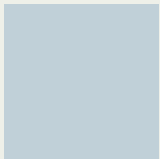
Android tweets had the
most positive sentiment

Further Steps

Further Steps



- See what business practices corresponds with types of tweets
- Look at more than one social media and other conventions/events
- Look into no emotion tweets and research how to convert them to positive ones



Thanks!



DO YOU HAVE ANY QUESTIONS?



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Appendix

