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# 1 - Introduction

## 1.1– Background

**What is your project about – What will be done**

This project will look at sentiment analysis and see if the sentiment of a television show, reflects with the reviewer ratings. This will involve some data analysis and manipulation to find out if there are any real correlations.

**Define & Reference**

Sentiment analysis has been defined as, opinion mining Pang & Lee (2008) and sentiment analysis. Throughout this project I will refer to it as Sentiment Analysis.

Sentiment analysis is used to look at the “decision-making process of people” Feldman (2013) so that we can better understand them. Sentiment analysis has also been used in many types of areas, referring to it as ‘brand monitoring,’ ‘buzz monitoring’ and ‘online anthropology,’ to ‘market influence analytics,’ ‘conversation mining’ and ‘online consumer intelligence’ Pang & Lee (2008).

**(What does it do?)**

Sentiment analysis is a method of analysis which looks at the emotion of a word with the positivity and negativity of the said word. This style of analysis is used in marketing to measure the reviews of a service or product with the product reviews Taboada, et al., (2011).

**(Why do sentiment analysis?)**

Sentiment analysis is way for companies to get up-to-date feedback about their product or service in real-time so they can see what’s working and what isn’t working Feldman (2013).

**What are the benefits if the project is successful?**

If the project is successful, this document can be used to help demonstrate how sentiment analysis is used in this particular way and how it can be used for other areas. With the growing aspects of big data with the Internet of Things (IOT) there is already a mass of data out there and more to be collected in the future. With analysis this data can help to understand human behaviour and train Artificial Intelligence (AI) Nair (2017).

## 1.2 – Aims

The aim of this project is to create a script which will look at the sentiment of an episode of a TV show and the viewer ratings and see if there is a link between them.

## 1.3 – Objectives

* To perform a literature review of sentiment analysis.
* To investigate the sentiment of a TV show, per episode/season.
* To investigate the viewer rating of a TV show from reviewer websites.
* To investigate if there is a link between both results.

## 1.4 – Deliverable

* Dissertation
* R-Script which will be created to do the sentiment analysis.
* User manual which will be created to guide other people through the script.