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# 1 - Introduction

## 1.1– Background

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

**Define & Reference**

Sentiment analysis has been defined in multiple ways, opinion mining (Pang & Lee, 2008), **(Get more definitions)**

**(What does it do?)**

Sentiment analysis includes, ‘brand monitoring,’ ‘buzz monitoring’ and ‘online anthropology,’ to ‘market influence analytics,’ ‘conversation mining’ and ‘online consumer intelligence’ (Pang & Lee, 2008).

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?)**

**What is the problem to be solved – why is it done**

By us

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

## 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 – Deliverables

* 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.

## 1.5 – Project Phases?

# References

Pang, B. & Lee, L., 2008. Opinion mining and sentiment analysis. *Foundations and Trends in Information Retrieval,* 2(1-2), pp. 1-135.

Silge, J. & Robinson, D., 2019. *Text Mining with R.* 1 ed. s.l.:O'Reilly Media.

Taboada, M. et al., 2011. Lexicon-Based Methods forSentiment Analysis. *Computational Linguistics,* 37(2), pp. 267-307.