



Clubes de Ciencia  
Perú



# Como lograr reconocer sentimientos en mensajes de Twitter CdeC049



# Hola!

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# Análisis de Sentimientos

- Uso de procesamiento de lenguaje natural, análisis de texto y lingüística computacional para clasificar masivamente documentos de manera automática, en función de la connotación positiva o negativa del lenguaje ocupado en el documento.

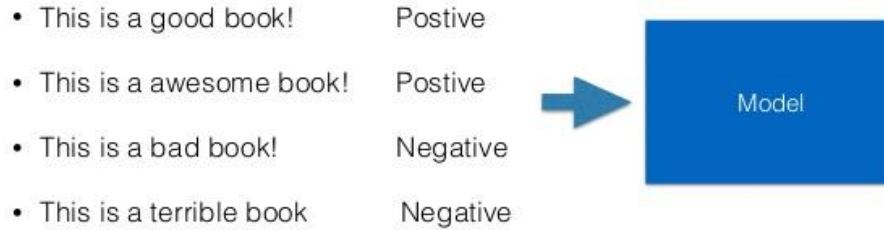
# Para qué sirve?

- Conocimiento sobre el cliente (qué les gusta, qué no les gusta, problemas, etc.)
- Mejora en la gestión de la reputación en redes sociales.
- Analizar el impacto en usuarios de ciertos acontecimientos sociales, culturales, etc.
- Analizar el éxito de un partido político o asociación

# Ventajas

- **Procesamiento automático de multitud de datos.**
- **Decisiones en tiempo real, mejoras en las estrategias de marketing.**

# Cómo realizarlo?





**Identificar el problema**

# Agenda

- **Sábado 16/10 10:00am – 12:00 pm: Presentación del Club y enseñanza y/o refuerzo de los conocimientos de programación general en lenguaje python. Conceptos básicos de Inteligencia Artificial, Machine Learning.**
- **Domingo 17/10 10:00am – 12:00 pm : Conceptos de Procesamiento de Lenguaje Natural. Concepto de Análisis de Sentimientos, cómo ejecutarlo usando un dataset y un algoritmo de clasificación de machine Learning, y un ejemplo del mismo.**




# Agenda

- **Sábado 23/10 10:00am – 12:00 pm : Crear cuenta en twitter, extraer tweets y realizar el análisis de los mismos. Aplicar lo visto en la sesión anterior para el análisis de sentimientos de los tweets.**
- **Domingo 24/10 10:00am – 12:00 pm : Continuar con la sesión anterior. Analizar resultados y realizar conclusiones.**

# Generación claves Twitter

- Ingresar y crear una cuenta <https://apps.twitter.com/>.
- Crear una app
- Obtener los siguientes datos:
  - API Key
  - API secret Key
  - Access token
  - Access token secret

# Generación claves Twitter

 **Developer Portal**

### #ImportantStuff

This part of the application helps us make sure that our data will be handled in accordance with Twitter's Developer Policies.

Our ultimate goal is to keep Twitter a safe and healthy space for public conversation.

### What's not allowed

Some activities (like surveillance) are never allowed on Twitter. Take a look at our restricted uses page. Double-check that your intended use is policy compliant.

### Automation guidelines

If you plan on enabling any sort of automated activity on the platform (like a bot), be sure to review our automation rules.

### Provide thorough answers

We need to fully understand your

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developer.twitter.com/en/portal/petition/standard/intent

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All fields are required unless marked optional

## How will you use the Twitter API or Twitter Data?

### In your words

In English, please describe how you plan to use Twitter data and/or APIs. The more detailed the response, the easier it is to review and approve.

Please be thoughtful and thorough



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## The specifics

Please answer each of the following with as much detail and accuracy as possible. Failure to do so could result in delays to your access to Twitter developer platform or rejected applications.

Are you planning to analyze Twitter data?

Please describe how you will analyze Twitter data including any analysis of Tweets or Twitter users.

Please be thoughtful and thorough

100

Will your app use Tweet, Retweet, Like, Follow, or Direct Message

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Will your app use Tweet, Retweet, Like, Follow, or Direct Message functionality?

☒ Yes

Please describe your planned use of these features.

Please be thoughtful and thorough

100

Do you plan to display Tweets or aggregate data about Twitter content outside Twitter?

☒ Yes

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Please describe how and where Tweets and/or data about Twitter content will be displayed outside of Twitter.

Please be thoughtful and thorough

100

Will your product, service, or analysis make Twitter content or derived information available to a government entity?

☒ Yes

*In general, schools, college, and universities **do not** fall under this category*

Please list all government entities you intend to provide Twitter content or derived information to under this use case.

Please be thoughtful and thorough

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# Material - Código



<https://github.com/MarialsabelLL/AnalisisSentimientosTwitter>

