RESUMEN

Análisis de sentimientos con Python

Sentiment Analysis



Resumen

En el artículo citado se habla sobre las grandes cantidades de datos que hay en las redes sociales y cómo usarlos para fines comerciales mediante el análisis de sentimientos o también llamado minería de opiniones.

Ideas principales

El artículo se centra en explicar que es el análisis de sentimientos, que tipos hay y pone ejemplos para explicarlo:

¿Cómo funciona el análisis de sentimiento?

El análisis de sentimiento funciona empleando técnicas de procesamiento del lenguaje natural (PLN). El proceso consta de varios pasos:

- o Preprocesamiento del texto
- Tokenización
- Extracción de características
- Clasificación del sentimiento
- o Post-procesamiento
- Evaluación

• Tipos de análisis de sentimiento

- Análisis del sentimiento a nivel de documento
- o Análisis del sentimiento a nivel de frase
- Análisis de sentimiento basado en aspectos
- Análisis de sentimiento a nivel de entidad
- o Análisis comparativo del sentimiento

• Casos prácticos de análisis de sentimiento

- o Monitorización de redes sociales para la gestión de marcas
- o Análisis de productos/servicios
- Predicción del precio de las acciones

Formas de realizar análisis de sentimiento en Python

- Uso del Bloque de Texto
- Usando a Vader

- Uso de modelos basados en la vectorización de bolsas de palabras
- Uso de modelos basados en LSTM
- o Utilización de modelos basados en transformadores

Conclusión

Tenemos grandes cantidades de datos en las redes sociales que podemos explotar haciendo uso del análisis de sentimientos con la herramienta que más nos convenga para nuestro caso de uso.

Comparativa con el artículo anterior

En comparación con el artículo anterior este es más didáctico, te explica muy bien que es el análisis de sentimientos, como se usa y ejemplos de cómo usarlos en Python, para tener una idea de cuan útil es y cómo se podría aplicar a los casos de uso que se le pueda ocurrir al lector.

El anterior artículo se centraba más en explicar que es el análisis de sentimientos y lo útil que sería en ciertos casos de usos, pero no te explicaba bien su funcionamiento para que el lector ya pudieran experimentar cómo se usan estas herramientas.

En conclusión, los dos artículos están bastante bien, el anterior tiene una visión más comercial, para que los lectores entiendan que es el análisis de sentimientos y puedan empezar a investigar más en cómo usar esta herramienta y el actual es más didáctico, a parte de explicarte que es el análisis de sentimientos, te pone ejemplos que podrían ser reales y te explica las diferentes formas de realizar el análisis en Python.

Ejecución de código

Usando Text Blob

Iniciando modelo y definir el dataSet

```
from textblob import TextBlob

text_1 = "The movie was so awesome."

text_2 = "The food here tastes terrible."

text_3 = "The sunrise painted the sky with breathtaking hues."

text_4 = "I regret purchasing this product; it doesn't meet my expectations."

text_5 = "The traffic jam turned my morning commute into a nightmare."

text_6 = "The plain white walls of the room create a minimalist aesthetic."

text_7 = "Her kindness and generosity know no bounds."

text_8 = "I aced my exam and couldn't be happier."

text_9 = "The customer service representative was rude and unhelpful."

text_10 = "The textbook provides a comprehensive overview of the subject matter."

text_11 = "The email contained important information about the upcoming event."

text_12 = "Spending quality time with loved ones always brings immense joy."

text_13 = "The unexpected compliment brightened my entire day."
```

Determinar polaridad v subjetividad

```
p_3 = TextBlob(text_3).sentiment.polarity
p_4 = TextBlob(text_4).sentiment.polarity
p_5 = TextBlob(text_5).sentiment.polarity
p_8 = TextBlob(text_8).sentiment.polarity
p_9 = TextBlob(text_9).sentiment.polarity
p_10 = TextBlob(text_10).sentiment.polarity
p_11 = TextBlob(text_11).sentiment.polarity
p_12 = TextBlob(text_12).sentiment.polarity
p_13 = TextBlob(text_13).sentiment.polarity
s_2 = TextBlob(text_2).sentiment.subjectivity
s_3 = TextBlob(text_3).sentiment.subjectivity
s_4 = TextBlob(text_4).sentiment.subjectivity
s_6 = TextBlob(text_6).sentiment.subjectivity
s_8 = TextBlob(text_8).sentiment.subjectivity
s_11 = TextBlob(text_11).sentiment.subjectivity
s_12 = TextBlob(text_12).sentiment.subjectivity
s_13 = TextBlob(text_13).sentiment.subjectivity
```

Imprimir resultados

```
print("Polarity of Text 1 is", p_1)
print("Polarity of Text 2 is", p_2)
print("Polarity of Text 3 is ", p_3)
print("Polarity of Text 4 is ", p_4)
print("Polarity of Text 5 is ", p_5)
print("Polarity of Text 6 is ", p_6)
print("Polarity of Text 7 is ", p_7)
print("Polarity of Text 8 is ", p_8)
print("Polarity of Text 9 is ", p_9)
print("Polarity of Text 10 is ", p_10)
print("Polarity of Text 11 is ", p_11)
print("Polarity of Text 12 is ", p_12)
print("Polarity of Text 13 is ", p_13)
print("Subjectivity of Text 1 is ", s_1)
print("Subjectivity of Text 2 is", s_2)
print("Subjectivity of Text 3 is ", s_3)
print("Subjectivity of Text 4 is ", s_4)
print("Subjectivity of Text 5 is ", s_5)
print("Subjectivity of Text 6 is ", s_6)
print("Subjectivity of Text 7 is ", s_7)
print("Subjectivity of Text 8 is ", s_8)
print("Subjectivity of Text 10 is ", s_10)
print("Subjectivity of Text 11 is ", s_11)
print("Subjectivity of Text 12 is ", s_12)
print("Subjectivity of Text 12 is ", s_12)
print("Subjectivity of Text 13 is ", s_13)
```

Resultados

```
Polarity of Text 1 is 1.0
Polarity of Text 2 is -1.0
Polarity of Text 4 is 0.0
Polarity of Text 5 is 0.0
Polarity of Text 6 is -0.10714285714285714
Polarity of Text 8 is 0.0
Polarity of Text 9 is -0.3
Polarity of Text 10 is -0.16666666666666666
Polarity of Text 12 is 0.5
Polarity of Text 13 is 0.05
Subjectivity of Text 1 is 1.0
Subjectivity of Text 4 is 0.0
Subjectivity of Text 5 is 0.0
Subjectivity of Text 6 is 0.17857142857142858
Subjectivity of Text 7 is 0.0
Subjectivity of Text 8 is 0.0
Subjectivity of Text 9 is 0.6
Subjectivity of Text 11 is 1.0
Subjectivity of Text 12 is 0.6666666666666666
Subjectivity of Text 13 is 0.8125
```

Usando Vader

Iniciando modelo y definir el dataSet

```
from vaderSentiment.vaderSentiment import SentimentIntensityAnalyzer
sentiment = SentimentIntensityAnalyzer()
text_1 = "The book was a perfect balance between wrtiting style and plot."
text_2 = "The pizza tastes terrible."
text_3 = "The sunrise painted the sky with breathtaking hues."
text_4 = "I regret purchasing this product; it doesn't meet my expectations."
text_5 = "The traffic jam turned my morning commute into a nightmare."
text_6 = "The plain white walls of the room create a minimalist aesthetic."
text_7 = "Her kindness and generosity know no bounds."
text_8 = "I aced my exam and couldn't be happier."
text_9 = "The customer service representative was rude and unhelpful."
text_10 = "The textbook provides a comprehensive overview of the subject matter."
text_11 = "The email contained important information about the upcoming event."
text_12 = "Spending quality time with loved ones always brings immense joy."
text_13 = "The unexpected compliment brightened my entire day."
```

Determinar subjetividad

```
sent_1 = sentiment.polarity_scores(text_1)
sent_2 = sentiment.polarity_scores(text_2)
sent_3 = sentiment.polarity_scores(text_3)
sent_4 = sentiment.polarity_scores(text_4)
sent_5 = sentiment.polarity_scores(text_5)
sent_6 = sentiment.polarity_scores(text_6)
sent_7 = sentiment.polarity_scores(text_7)
sent_8 = sentiment.polarity_scores(text_8)
sent_9 = sentiment.polarity_scores(text_9)
sent_10 = sentiment.polarity_scores(text_10)
sent_11 = sentiment.polarity_scores(text_11)
sent_12 = sentiment.polarity_scores(text_12)
sent_13 = sentiment.polarity_scores(text_13)
```

Imprimir resultados

```
print("Sentiment of text 1:", sent_1)
print("Sentiment of text 2:", sent_2)
print("Sentiment of text 3:", sent_3)
print("Sentiment of text 4:", sent_4)
print("Sentiment of text 5:", sent_5)
print("Sentiment of text 6:", sent_6)
print("Sentiment of text 7:", sent_7)
print("Sentiment of text 8:", sent_8)
print("Sentiment of text 9:", sent_9)
print("Sentiment of text 10:", sent_10)
print("Sentiment of text 11:", sent_11)
print("Sentiment of text 12:", sent_12)
print("Sentiment of text 13:", sent_13)
```

Resultados

```
Sentiment of text 1: {'neg': 0.0, 'neu': 0.73, 'pos': 0.27, 'compound': 0.5719}
Sentiment of text 2: {'neg': 0.508, 'neu': 0.492, 'pos': 0.0, 'compound': -0.4767}
Sentiment of text 3: {'neg': 0.0, 'neu': 0.7, 'pos': 0.3, 'compound': 0.4588}
Sentiment of text 4: {'neg': 0.237, 'neu': 0.763, 'pos': 0.0, 'compound': -0.4215}
Sentiment of text 5: {'neg': 0.0, 'neu': 1.0, 'pos': 0.0, 'compound': 0.0}
Sentiment of text 6: {'neg': 0.0, 'neu': 0.826, 'pos': 0.174, 'compound': 0.2732}
Sentiment of text 7: {'neg': 0.176, 'neu': 0.32, 'pos': 0.504, 'compound': 0.6249}
Sentiment of text 8: {'neg': 0.284, 'neu': 0.716, 'pos': 0.0, 'compound': -0.4168}
Sentiment of text 9: {'neg': 0.3, 'neu': 0.7, 'pos': 0.0, 'compound': -0.4588}
Sentiment of text 10: {'neg': 0.0, 'neu': 0.721, 'pos': 0.279, 'compound': 0.2732}
Sentiment of text 11: {'neg': 0.0, 'neu': 0.816, 'pos': 0.184, 'compound': 0.2023}
Sentiment of text 12: {'neg': 0.0, 'neu': 0.51, 'pos': 0.49, 'compound': 0.8271}
Sentiment of text 13: {'neg': 0.0, 'neu': 0.446, 'pos': 0.554, 'compound': 0.7351}
```

Usando el modelo Bag of Words Vectorization-Based

Cargar el dataSet

```
#Loading the Dataset
import pandas as pd
data = pd.read_csv('data.csv')

✓ 0.7s
```

Preprocesamiento

Parametrización e inserción de datos de entrenamiento

```
#Splitting the data into trainig and testing
from sklearn.model_selection import train_test_split
X_train, X_test, Y_train, Y_test = train_test_split(text_counts, data['Sentiment'], test_size=0.02, random_state=100)

$\sqrt{00}$
```

Entrenamiento

Cálculo y resultado

Usando el modelo LSTM-Based

Importamos las librerías necesarias

```
#Importing necessary libraries
import nltk
import pandas as pd
from textblob import Word
nltk.download('stopwords')
nltk.download('wordnet')
from sklearn.preprocessing import LabelEncoder
from sklearn.metrics import classification_report,confusion_matrix,accuracy_score
from keras.models import Sequential
from keras.utils import to_categorical
from keras.preprocessing.text import Tokenizer
from keras.preprocessing.sequence import pad_sequences
from keras.layers import Dense, Embedding, LSTM, SpatialDropoutID
from sklearn.model_selection import train_test_split

[nltk_data] Downloading package stopwords to /root/nltk_data...
[nltk_data] Package stopwords is already up-to-date!
[nltk_data] Package wordnet is already up-to-date!
```

Cargamos el dataSet

```
#Loading the dataset
from google.colab import drive

drive.mount('/content/drive')
data = pd.read_csv('/content/drive/MyDrive/Master FP IA y BD/SPS/Análisis de sentimientos con Python/code/data.csv')

Drive already mounted at /content/drive; to attempt to forcibly remount, call drive.mount("/content/drive", force_remount=True).
```

Pre-procesamos los datos

```
#Pre-Processing the text
def cleaning(df, stop_words):
    df['sentence'] = df['Sentence'].apply(lambda x: ' '.join(x.lower() for x in x.split()))
    # Replacing the digits/numbers
    df['sentence'] = df['Sentence'].str.replace('d', '')
    # Removing stop words
    df['sentence'] = df['Sentence'].apply(lambda x: ' '.join(x for x in x.split() if x not in stop_words))
    # Lemmatization
    df['sentence'] = df['Sentence'].apply(lambda x: ' '.join([Word(x).lemmatize() for x in x.split()]))
    return df
    stop_words = stopwords.words('english')
    data_cleaned = cleaning(data, stop_words)
```

Generamos los Embeddings

```
#Generating Embeddings using tokenizer
tokenizer = Tokenizer(num_words=500, split=' ')
tokenizer.fit_on_texts(data_cleaned['Sentence'].values)
X = tokenizer.texts_to_sequences(data_cleaned['Sentence'].values)
X = pad_sequences(X)
```

Construimos el modelo

```
model = Sequential()
    model.add(Embedding(500, 120, input_length = X.shape[1]))
    model.add(SpatialDropout1D(0.4))
    model.add(LSTM(704, dropout=0.2, recurrent_dropout=0.2))
    model.add(Dense(352, activation='LeakyReLU'))
    model.add(Dense(3, activation='softmax'))
model.compile(loss = 'categorical_crossentropy', optimizer='adam', metrics = ['accuracy'])
    print(model.summary())
Model: "sequential_7"
     Layer (type)
                                   Output Shape
                                                              Param #
     embedding 7 (Embedding)
                                   (None, 51, 120)
                                                               60000
     spatial_dropout1d_7 (Spati (None, 51, 120)
     alDropout1D)
                                                               2323200
     dense_10 (Dense)
                                                               248160
     dense_11 (Dense)
                                                               1059
    Total params: 2632419 (10.04 MB)
    Trainable params: 2632419 (10.04 MB)
    Non-trainable params: 0 (0.00 Byte)
    None
```

Parametrización e inserción de datos de entrenamiento

```
#Splitting the data into training and testing
y=pd.get_dummies(data['Sentiment'])
X_train, X_test, y_train, y_test = train_test_split(X,y, test_size = 0.3, random_state = 42)
```

Entrenamos el modelo

```
#Model Training
    model.fit(X train, y train, epochs = 20, batch size=32, verbose =1)
Epoch 1/20 Epoch 1/20
                                       ====] - 282s 2s/step - loss: 0.9511 - accuracy: 0.5488
    129/129 [=
                                   ======] - 274s 2s/step - loss: 0.8068 - accuracy: 0.6407
                                        ===] - 278s 2s/step - loss: 0.7265 - accuracy: 0.6807
    129/129 [==
    Epoch 4/20
    129/129 [=:
                                         =] - 277s 2s/step - loss: 0.6844 - accuracy: 0.6914
    Epoch 5/20
                                         = ] - 278s 2s/step - loss: 0.6389 - accuracy: 0.7154
    129/129 [=:
    Epoch 6/20
                                   =] - 280s 2s/step - loss: 0.5961 - accuracy: 0.7338
    129/129 [==
    Epoch 8/20
    129/129 [==
                                         =] - 279s 2s/step - loss: 0.5754 - accuracy: 0.7350
    Epoch 9/20
                                         ==] - 276s 2s/step - loss: 0.5370 - accuracy: 0.7457
    Epoch 10/20
    129/129 [==
                                          =] - 276s 2s/step - loss: 0.5189 - accuracy: 0.7600
    Epoch 11/20
    129/129 [==
                                         = ] - 274s 2s/step - loss: 0.4988 - accuracy: 0.7590
                                      =====] - 278s 2s/step - loss: 0.4857 - accuracy: 0.7770
    129/129 [===
    Epoch 13/20
    129/129 [===
                                   ======] - 278s 2s/step - loss: 0.4585 - accuracy: 0.7811
    129/129 [===
                                         =] - 276s 2s/step - loss: 0.4420 - accuracy: 0.7915
                                        ==] - 276s 2s/step - loss: 0.4368 - accuracy: 0.7910
    Epoch 16/20
                                  ======] - 277s 2s/step - loss: 0.4172 - accuracy: 0.8087
    129/129 [===
    Epoch 17/20
    129/129 [==
                                         = ] - 279s 2s/step - loss: 0.4112 - accuracy: 0.8027
    Epoch 18/20
                                   ======] - 276s 2s/step - loss: 0.3889 - accuracy: 0.8078
    129/129 [===
    Epoch 19/20
    129/129 [===:
                                  =======] - 276s 2s/step - loss: 0.3841 - accuracy: 0.8131
    Epoch 20/20
    129/129 [==:
                                        ===] - 278s 2s/step - loss: 0.3690 - accuracy: 0.8242
    <keras.src.callbacks.History at 0x7e567eb3bc10>
```

Resultado

Usando el modelo Transformer-Based

Instalamos Transformers

Importamos transformers y definimos el dataSet

```
import transformers
from transformers import pipeline
    "It was the best of times.",
   "Despite market challenges, XYZ Corporation is poised for growth and increased profitability.",
"TechInnovate's groundbreaking technology has revolutionized the industry, earning widespread acclaim.",
"A series of unfortunate events led to a decline in $ABC's market share and investor confidence.",
   "XYZ Pharma's commitment to research and development resulted in a breakthrough drug, positively impacting its stock value.", "Global economic uncertainties and trade tensions create a negative outlook for investors.",
   "XYZ Airlines faces operational challenges, leading to a decline in customer satisfaction and stock value.", 
"In response to consumer demand, XYZ Retailers introduces sustainable practices, earning positive reviews.",
   "Despite concerns about inflation, $ABC Financials reports strong quarterly earnings, exceeding expectations.",
"In a surprising turn, $XYZ's innovative approach to cybersecurity earns positive recognition from industry experts.",
   "Positive economic indicators and strong corporate earnings contribute to a bullish market outlook.",
"XYZ Biotech faces regulatory hurdles in the approval process for a crucial drug, causing a temporary setback.",
   "Rising interest rates and inflation concerns contribute to a negative outlook for the real estate sector.", "TechPioneer's commitment to diversity and inclusion initiatives receives positive recognition.",
    "In a bold move, XYZ Energy Corp. invests $200 million in renewable energy projects, earning positive reviews.",
    "Despite a temporary dip in stock prices, $ABC's long-term growth prospects have investors feeling optimistic.", 
"ABC Inc. faces continued financial challenges, leading to concerns among stakeholders about its stability.",
    "Market analysts predict a stable quarter for $XYZ, with a neutral outlook on the company's performance.", 
"GreenTech Solutions announces a major breakthrough in renewable energy research.",
    "In response to changing consumer preferences, XYZ Fashion rebrands and introduces sustainable fashion lines.",
    "XYZ Motors faces production delays, leading to a decrease in stock value and concerns among shareholders.",
   "Despite challenges in the automotive industry, XVZ Motors reports a steady increase in sales.",
"Amidst geopolitical tensions, the TechSummit attracts top industry leaders, fostering discussions on global technological col
"After a successful merger, XVZ PharmaCorp streamlines operations, resulting in a 15% increase in efficiency.",
   "Despite a challenging economic climate, $ABC announces strong Q3 earnings, defying expectations.",
"An unexpected legal victory for $XYZ boosts investor confidence, leading to a positive market response and an increase in sto
    "TechInnovate's CEO resignation sends shockwaves through the industry, impacting the company's stock negatively.", "Market analysts remain cautiously optimistic as $XYZ announces plans for expansion into emerging markets.",
    "XYZ Aerospace secures a lucrative government contract for the development of advanced drone technology."
```

Insertamos el dataSet en el modelo y nos muestra el resultado

```
sentiment_pipeline(data)

$\sigma \text{to model was supplied, defaulted to distilbert-base-uncased-finetuned-sst-2-english and revision af0f00b (https://huggingface.co/distilbert-base-uncased-finetuned-sst-2-english)

Using a pipeline without specifying a model name and revision in production is not recommended.

All PyTorch model weights were used when initializing TFDistilBertForSequenceClassification.

All the weights of FFDistilBertForSequenceClassification were initialized from the PyTorch model.

If your task is similar to the task the model of the checkpoint was trained on, you can already use TFDistilBertForSequenceClassification for predictions without further training.

(['alabel': 'POSITIVE', 'score': 0.9994564028014514),

([label': 'POSITIVE', 'score': 0.999456913841125),

([label': 'POSITIVE', 'score': 0.99945972198480),

([label': 'POSITIVE', 'score': 0.99945972198480),

([label': 'POSITIVE', 'score': 0.99945983927080),

([label': 'POSITIVE', 'score': 0.99945983927080),

([label': 'POSITIVE', 'score': 0.999459839208077385),

([label': 'POSITIVE', 'score': 0.9994598391067985),

([label': 'POSITIVE', 'score': 0.999489873280948),

([label': 'POSITIVE', 'score': 0.99948987328096738),

([label': 'POSITIVE', 'score': 0.9994898891067985),

([label': 'POSITIVE', 'score': 0.999489873280969),

([label': 'POSITIVE', 'score': 0.999489873280969),

([label': 'POSITIVE', 'score': 0.9994898893328069),

([label': 'POSITIVE', 'score': 0.999489833238069),

([label': 'POSITIVE', 'score': 0.999489833232806),

([label': 'POSITIVE', 'score': 0.9994879736333113),

([label': 'POSITIVE', 'score': 0.9994879736333113),

([label': 'POSITIVE', 'score': 0.9994879736333215),

([label': 'POSITIVE', 'score': 0.9994879736333215),

([label': 'POSITIVE', 'score': 0.99948797363332397),

([label': 'POSITIVE', 'score': 0.99
```