Social Media Sentiment Analysis

By

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About Dataset

The Social Media Sentiments Analysis Dataset captures a vibrant tapestry of emotions, trends, and interactions across various social media platforms. This dataset provides a snapshot of user-generated content, encompassing text, timestamps, hashtags, countries, likes, and retweets. Each entry unveils unique stories—moments of surprise, excitement, admiration, thrill, contentment, and more—shared by individuals worldwide.

Key Features

Text:- *User-generated content showcasing sentiments*

Sentiment:- *Categorized emotions*

Timestamp :- *Date and time information*

User :- *Unique identifiers of users contributing*

Platform:- *Social media platform where the content originated*

Hashtags:- *Identifies trending topics and themes*

Likes:- *Quantifies user engagement (likes)*

Retweets:- *Reflects content popularity (retweets)*
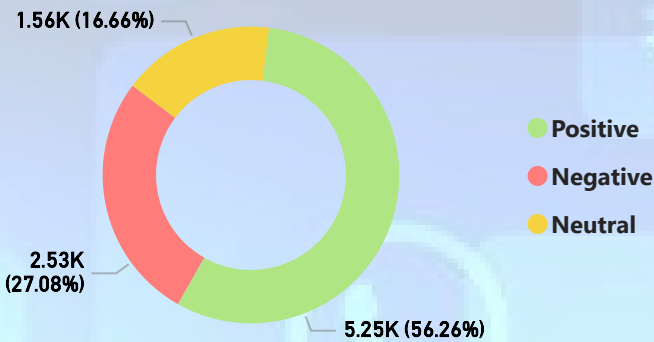
Country:- *Geographical origin of each post*

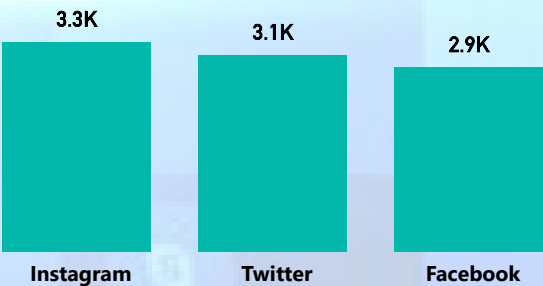**Year:-** *Year of the post*

Month:- *Month of the post*

Day:- *Day of the post*

Hour:- *Hour of the post*

SENTIMENT OVERVIEW

Sentiment View Across All Platforms

1.56K (16.66%)
2.53K (27.08%)
5.25K (56.26%)

- Positive
- Negative
- Neutral

Count of SentimentCategory by Platform

3.3K	3.1K	2.9K
Instagram	Twitter	Facebook

% Of Sentiments Across All Platform

Platform	Negative	Neutral	Positive	Total
Facebook	8.14%	5.73%	17.32%	31.19%
Instagram	9.65%	6.08%	19.78%	35.51%
Twitter	9.28%	4.85%	19.16%	33.29%
Total	27.08%	16.66%	56.26%	100.00%

PLATFORM

- Facebook
- Instagram
- Twitter
- Select all
- Negative
- Neutral
- Positive

SENTIMENT TRENDS OVER TIME

Sentiment Trend On Yearly Basis

2010	2012	2014	2016	2018	2020	2022
24	37	29	26	462	541	730	998	894	891	3476
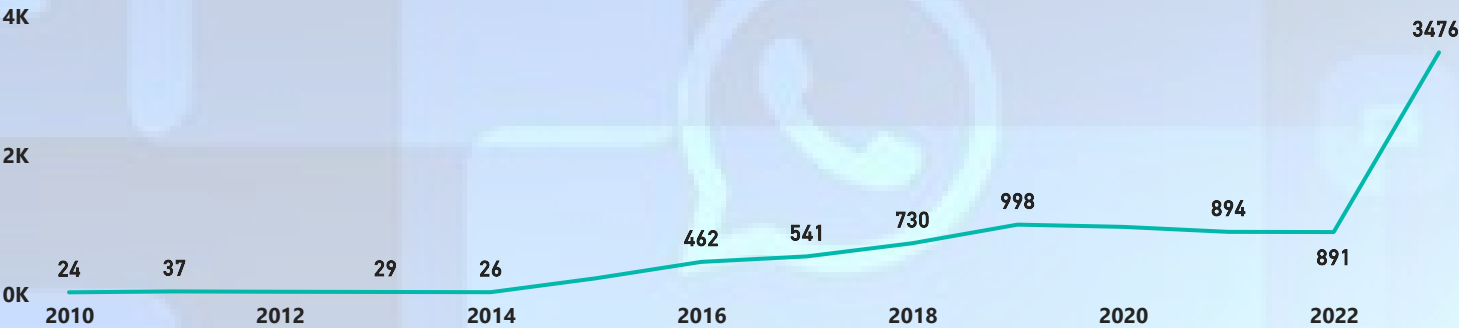
Sentiment Trend On Monthly Basis

January	February	March	April	May	June	July	August	September	October	November	December
765	881	519	690	663	1021	925	1064	1028	635	635	506

Sentiment Trend Over Quarterly

Qtr 1	Qtr 2	Qtr 3	Qtr 4
2.2K	2.4K	3.0K	1.8K

Positive Hashtag
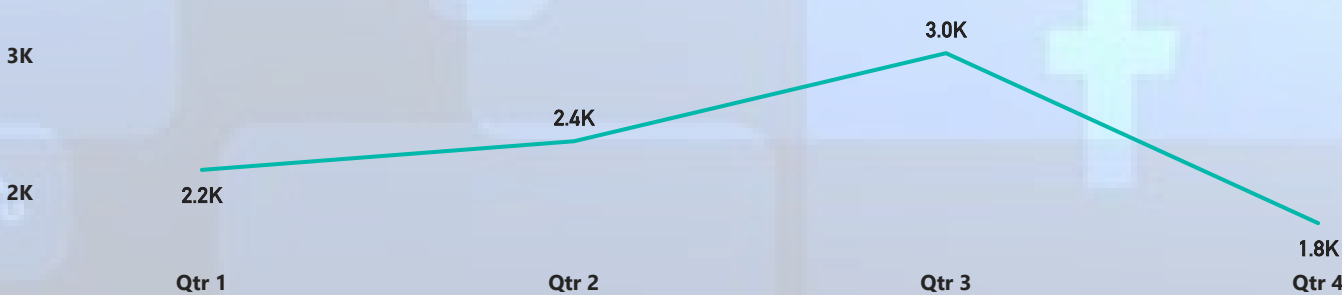
#Productivity #PositiveVibes #MustWatch #LanguageLearning #VRMeetup #FitnessGoals #OutdoorClassroom
#WinterSports #Optimism #FitnessChallenge #ChallengeAccepted #Tournament #MentalHealth #Meditation
#Sunset #SelfCare #Workout #Reading #TeaTime #MovieTime #Gaming #Reflection
#Fun #CoffeeTime #NewBeginnings #Music #Friends #Brunch
#Travel #Inspiration #Gratitude #Celebration #ScenicTrails #Success #Cozy #BikeRide #Cooking #NewPost #Enthusiasm #FurryFriend
#WorkFromHome #Weekend #Career #VR #GalleryExplore #Spring #Fitness #Art #CityExplore #Park #ScenicViews
#RainyDays #Birthday #Accomplished #BookRelease #CozyNight #FamilyTime
#MovieNight #LateNight #Milestone #Nature #PaintingInProgress #FavoriteAuthor #Coding #QuietTime
#HighSchoolExplorer #PersonalGrowth #Dessert #Blogging #HiddenGems #SpecialDinner #NewYear
#NewWeek #ConcertNight #Mindfulness #Gardening #PetAdoption #Workshop
#Future #Adventure #RoadTrip

Neutral Hashtag

#BeachDays #SchoolClubs #Innovation #Teamwork #StudyStrategies
#HighSchoolInterests #HighSchoolReads #HighSchoolIntellect #HighSchoolHobbies #BookClub
#EfficiencyGoals #DebateSkills #CommunityService #HighSchoolJobs #BakingAdventures #HighSchoolConnectivity
#HighSchoolCommunity #HighSchoolVolunteer #Food #AI #EnvironmentalEfforts #Summer
#Tech #CareerDevelopment #Cooking #HighSchoolProjects #PhotographyJourney
#TeamSpirit #HighSchoolSkills #HighSchoolBakes #TechConference #SchoolEvents #HighSchoolScience
#HighSchoolExams #ScienceFair

Negative Hashtag

Regional Sentiment Analysis
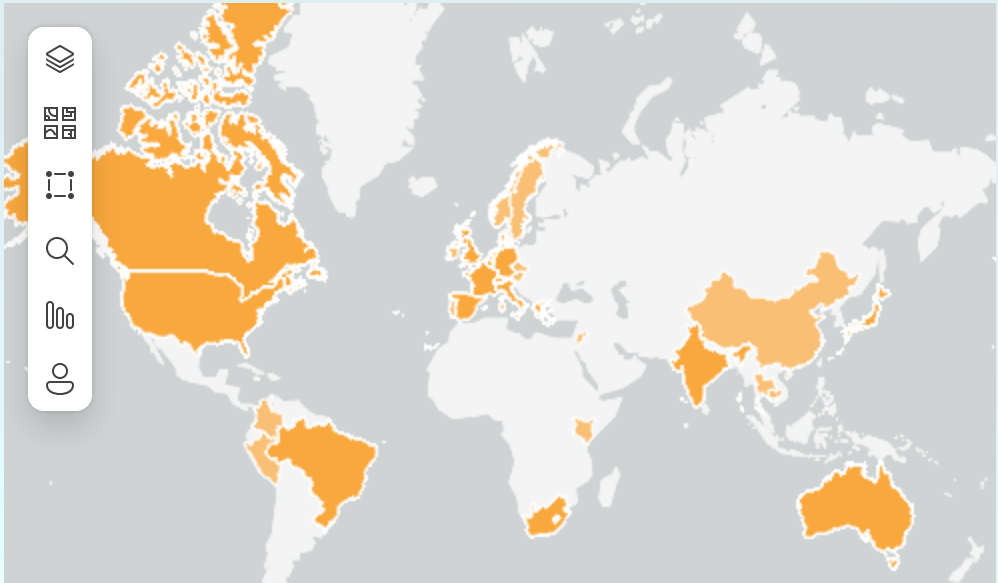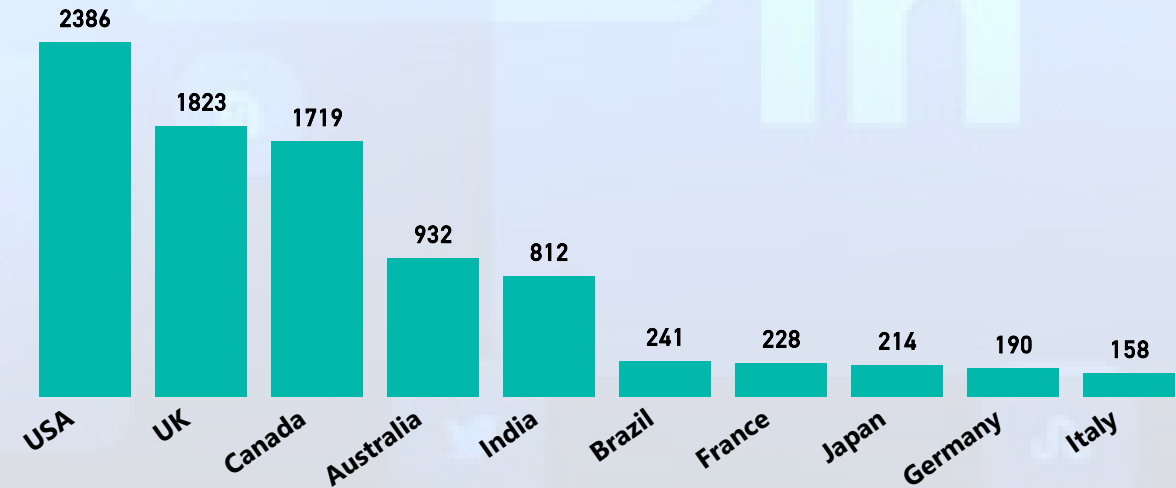

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SENTIMENT

Acceptance
Accomplishment
Admiration
Adoration
Adrenaline
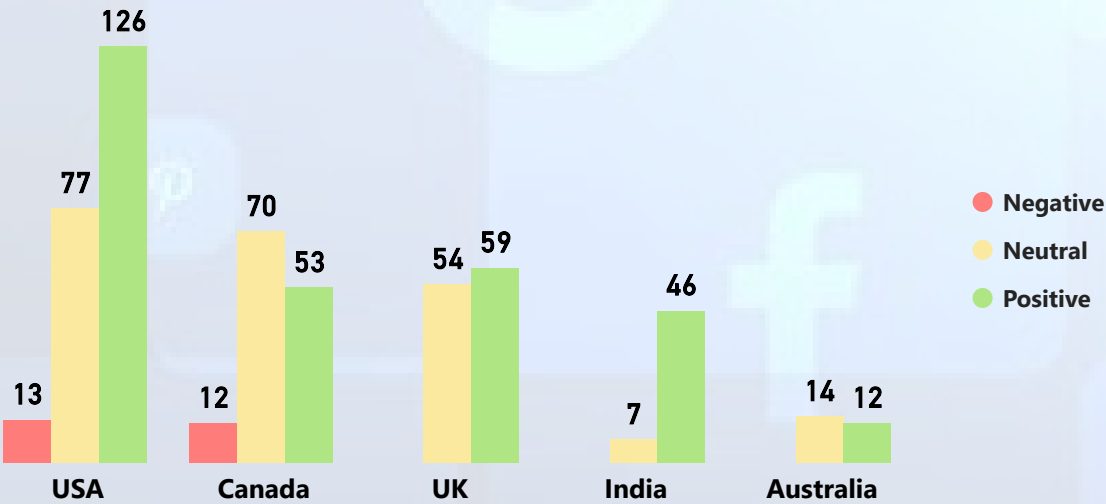Adventure
Affection
Amazement
Ambivalence
Amusement

Total Likes
409K

Total Retweets
205K

Count of Sentiment (All) by Top 10 Country

USA	UK	Canada	Australia	India	Brazil	France	Japan	Germany	Italy
2386	1823	1719	932	812	241	228	214	190	158

Count of Sentiment by Country

- ● Negative
- ● Neutral
- ● Positive

	USA	Canada	UK	India	Australia
Negative	13	12			
Neutral	77	70	54	7	14
Positive	126	53	59	46	12

User-Specific Insights

Sentiment	User_ID
Positive	AdventureX
Positive	ArtExplorer
Positive	ArtistInAction
Positive	BikeExplorer
Positive	BirthdayBash
Positive	BloggerX
Positive	BookLover
Positive	Bookworm
Positive	BookwormX
Positive	BrunchBuddy
Positive	CareerMilestone
Positive	ChefAtHome
Positive	CodeEnthusiast
Negative	CommuterX
Negative	DebateTalk
Positive	DessertExplorer
Positive	FamilyTime
Positive	FitJourney
Positive	FitnessChallenge
Positive	FitnessFan
Positive	FitnessWarrior

User Engagement In Terms of Total Likes and Retweets

Instagram: 152K Likes, 76K Retweets
Twitter: 132K Likes, 66K Retweets
Facebook: 125K Likes, 62K Retweets
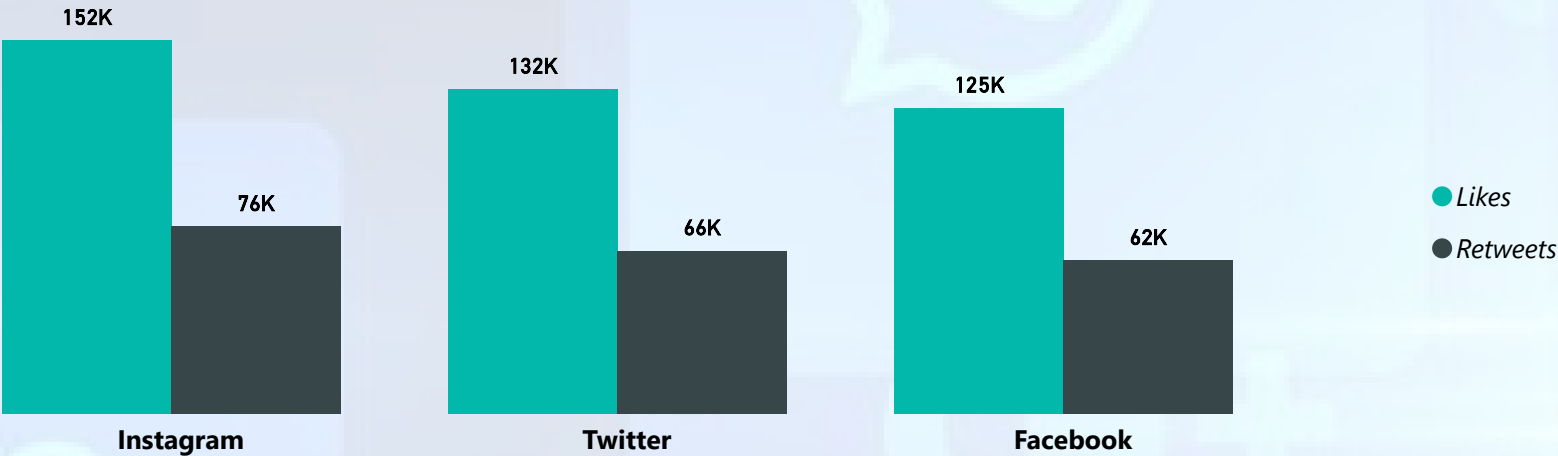
● Likes
● Retweets

Count of User_ID by Demographic & Sentiment

Positive: Australia 12, Canada 53, India 46, UK 59, USA 126
Negative: Canada 12, USA 13

● Australia
● Canada
● India
● UK
● USA

Showing sentiment scores for different Likes or Retweets

Sentiment trend related To Retweets & Likes
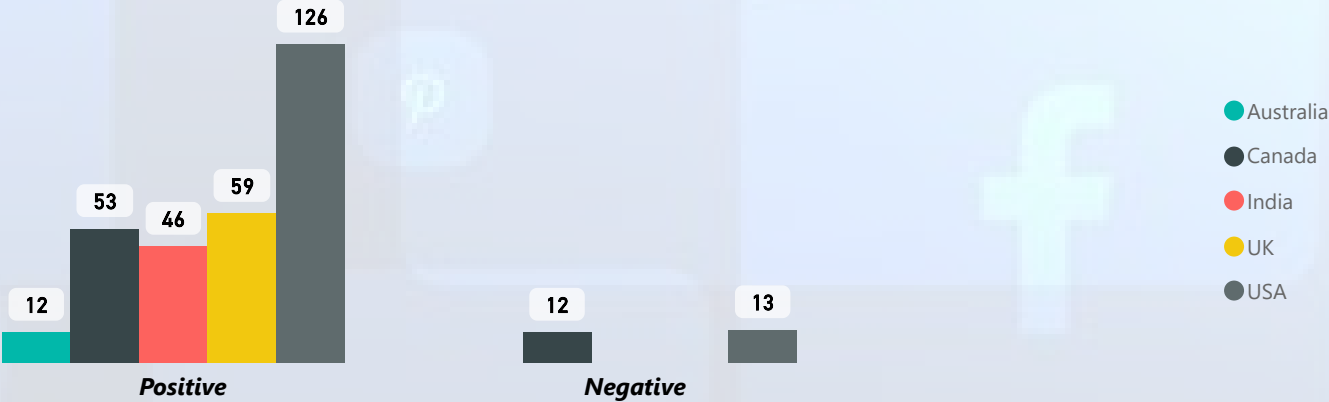
Likes	Weighted Sentiment Score Likes
16	-18.00
41	-14.64
22	-14.00
33	-14.00
31	-12.00
20	-9.37
26	-7.31
15	-7.22
27	-7.00
24	-5.73
25	-4.22
10	-3.27
36	-0.90
37	-0.64
43	-0.59
28	-0.07
18	0.00
39	0.00
47	0.00
49	0.00
51	0.00
30	1.62
32	2.10
40	4.40
35	5.42

Retweets	Weighted Sentiment Score Retweets
11	-14.00
8	-11.61
10	-9.37
13	-7.31
12	-4.70
7	-4.41
5	-3.27
9	0.00
14	0.54
16	0.95
15	1.33
20	3.61
18	4.05
26	6.19
27	6.26
22	7.15
25	7.24
21	7.81
28	8.57
30	9.43
19	11.16
40	11.17
35	11.23
17	12.99
23	21.35

Select all

Negative

Neutral

Positive

Weighted Sentiment Score

0.00   7.03   14.06

Sentiment Score and Count of Retweets by Day

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

● Sentiment Score ● Count of Retweets
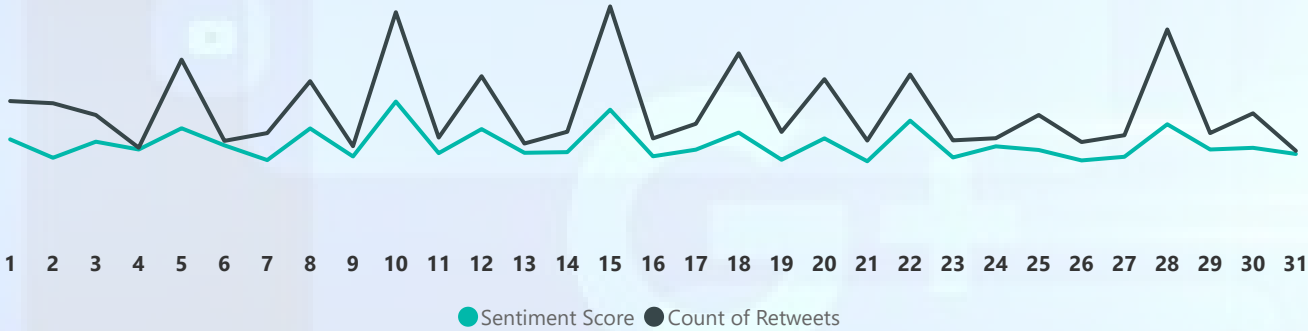
Sentiment Score and Count of Likes by Month Name

JUL   JUN   AUG   APR   FEB   NOV   May   MAR   DEC   OCT   JAN   SEP

● Sentiment Score ● Count of Likes