**Sentiment analysis of K-Pop music video comments**

*CSOC20010 Assignment 5 – Samuel Dornan*

It would appear that BTS and Twice receive a higher number of comments with a positive sentiment, while Blackpink and EXO receive a higher number of comments with a negative sentiment (Figure 1, Figure 2), however based on the distribution of the sentiment of 1000 comments shown in Figure 2, and the mean sentiment of 200 comments shown in Figure 1, it could be argued that in general, most of the comments on all of the videos tend towards being more positive in nature, as opposed to being more negative.

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| Band name | Mean sentiment |
| Blackpink | 0.475 |
| BTS | 0.655 |
| EXO | 0.44 |
| Twice | 0.79 |

*Figure 1: Mean sentiment of comments for each band*

Chart, histogram

Description automatically generatedChart, histogram

Description automatically generatedChart, histogram

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*Figure 2: Distribution of sentiment for 1000 comments for each band*

This in mind however, it may be worth noting that the programme which was used to detect the sentiment of the comments (SentiStrength) is not perfect, and mischaracterized a very small number of comments on each video. Taking the comment in Figure 6 with a sentiment of minus two as an example, the programme may have misinterpreted the context which implies the commenter is impressed with the way Sana dances, and thus focused on the use of the words, “totally overwhelmed,” which on their own would imply that the comment is negative.

Likewise, the use of the crying emoji in the comment with a sentiment of plus two (Figure 2) may have reduced the overall sentiment of that comment, despite the fact that it could be interpreted as an indicator of positive sentiment. This shows that, while the use of sentiment analysis tools such as SentiStrength can provide a reliable indicator of the sentiment of a piece of text, they are not perfect and can occasionally make mistakes.

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| [1] GUYS KEEP ON STREAMING!!!!! Lets GET that 40 MILLION!!!! We may not break records but WE WILL BE Making a NEW RECORD for a DEBUT song to reach 40M the FASTEST in a SHORT TIME :) GUYS a DEBUT SONG? When others made it in a comeback, BP DID it on their DEBUT :) Be Proud Black Pink |
| [-1] This song and whistle is REALLY growing on me. Ive been listening to this and whistle ALL FREAKING DAY LONG. |

*Figure 3: Comments on the Blackpink video BOOMBAYAH*

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| [2] *\*MIN YOONGI GRADUATED\** yoongi majored in broadcasting performing arts at global cyber university of korea and he graduated already. I'm so proud of him 😭👏 |
| [-2] if u are ever upset, then remember that the world is more than 4 billion years old, yet you still lived in the same time period as BTS ❤❤❤❤❤ |

*Figure 4: Comments on the BTS video Blood Sweat & Tears*

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| [2] anyone here from the fine bros? |
| [-2] Watch GOT7's Hard Carry MV i dont think there is any rude comments about got7 |

*Figure 5: Comments on the EXO video CALL ME BABY*

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| --- |
| [3] yes why? this is song is very good though |
| [-2] SANAAAA omg the way she dances. Totally overwhelmed by her charisma |

*Figure 6: Comments on the Twice video SIGNAL*