Sentiment Analysis With Machine Learning

Sentiment

Credit to this article for activity idea

Sentiment

There are two aspects of sentiment:

- Polarity
- Subjectivity

Subjectivity

- **Subjectivity** - how much of an opinion vs fact something is
- Some articles are just informational articles. Others are opinion pieces.
- In Textblob, the subjectivity rating will be somewhere between 0 (entirely informational) and 1 (entirely subjective).

Polarity

- **Polarity** - strength of opinion
- These range from -1 (very negative opinion) to 0 (neutral) to 1 (very positive)

Programming

- A Textblob object has the property `sentiment`.
- `sentiment` is also an object.
- The sentiment object has two properties
  - `subjectivity`
  - `polarity`

ACTIVITY

- Find the polarity of the article you loaded
- Save the polarity in a variable
- Print the polarity to the screen
- Find the subjectivity of the article you loaded
- Save the subjectivity in a variable
- Print the subjectivity to the screen
- Print the word “positive,” “neutral,” or “negative” depending on the subjectivity.

DISCUSSION

- Do you think your program was correct in its analysis?
- Share your findings with the class.

ACTIVITY

- Create a list with a bunch of articles on a topic of your choice.
- Store the sentiment of each article in a list.
- Print the sentiment of each article to the screen.
- Figure out what the average sentiment is on this topic based on the articles and print that.
- Print out which articles were positive and how many there were.
- Print out which articles were negative and how many there were.

DISCUSSION

- Was your program more often correct or incorrect?
- Did your findings surprise you?
- What about an article seemed to make it positive or negative?

Exit ticket: Unit 4.02 - Sentiment

Did you generally agree with the program on the subjectivity and polarity of the articles? Where you disagreed, why did you disagree?