Phone Sentiment Analysis with Web Crawl Data

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Alert! Analytics

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Agenda

Summary of Findings
- People Like iPhone More
- . . . but the Training Data is Sketchy
- . . . and the Websites Mentioning iPhone are Weird

What We Did?
- Crawl Websites and Count Word Instances
- Modelling

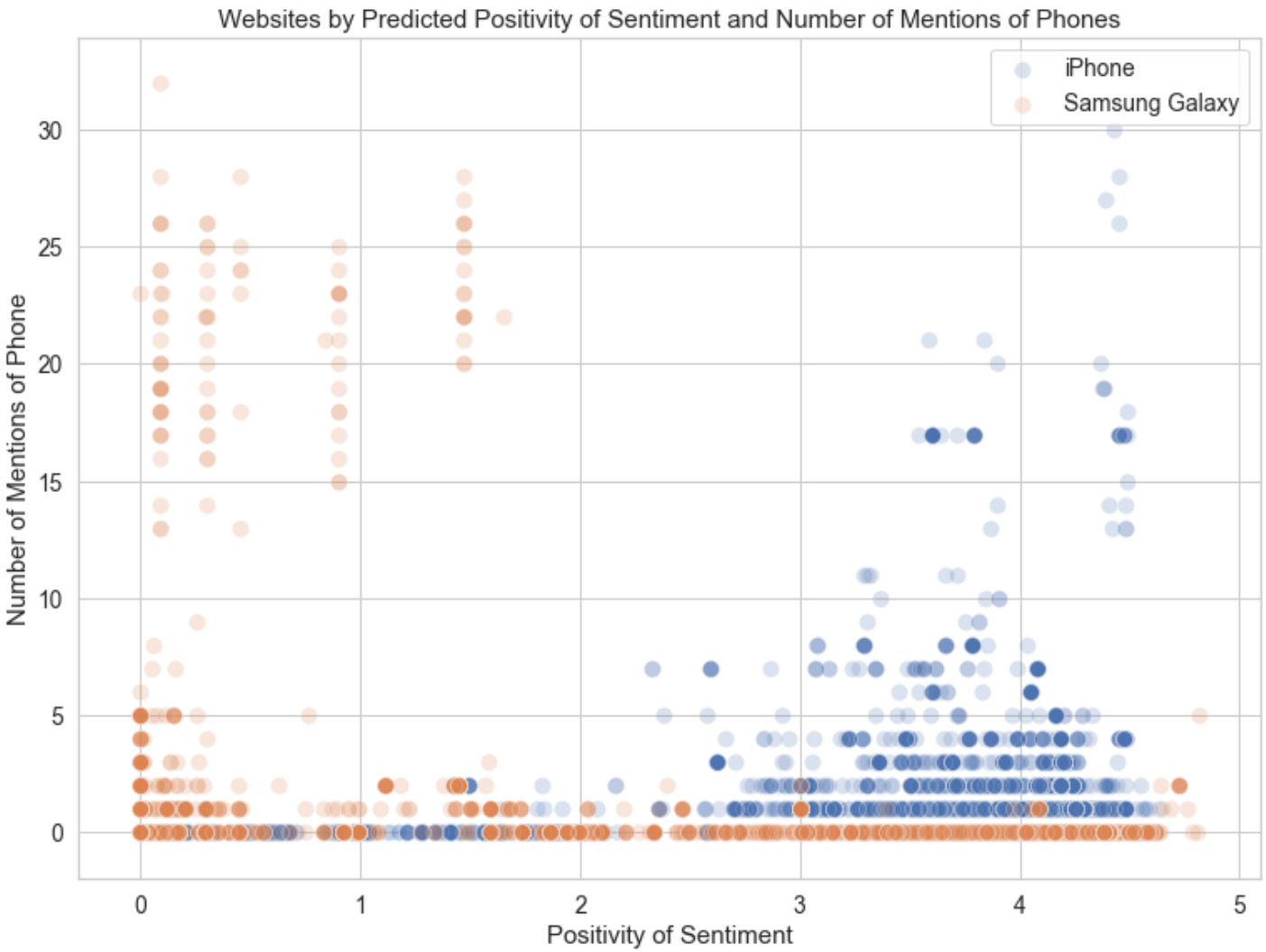
What To Do Better Next Time?
- Better Training Data
- Aggressive Limitations on What Sites to Crawl

Conclusions

Summary of Findings

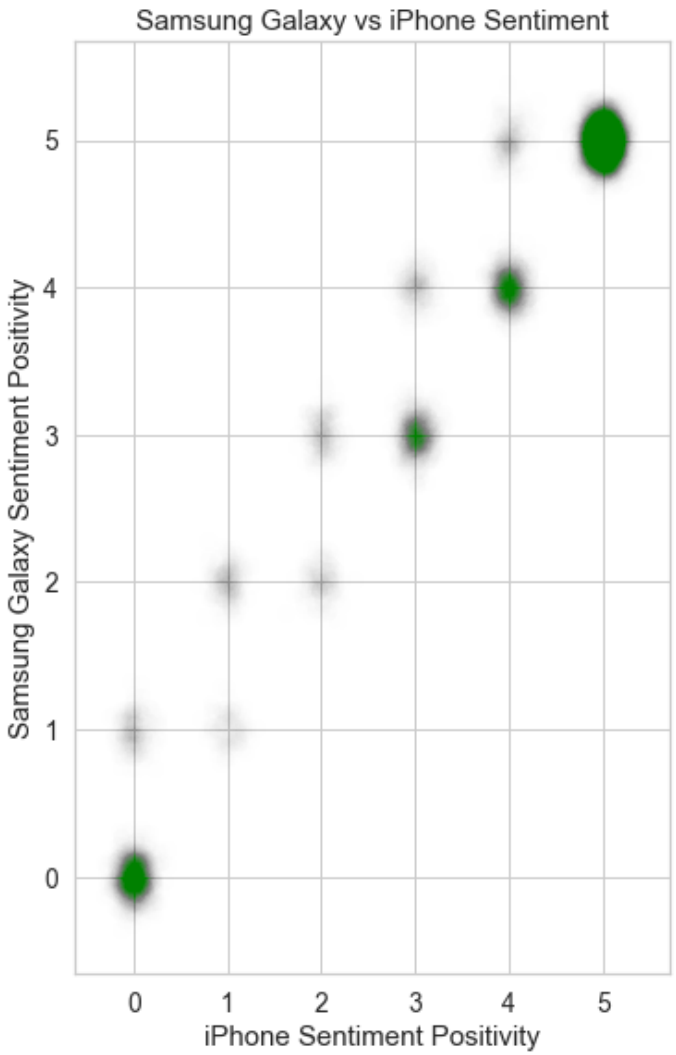
People Like iPhone More

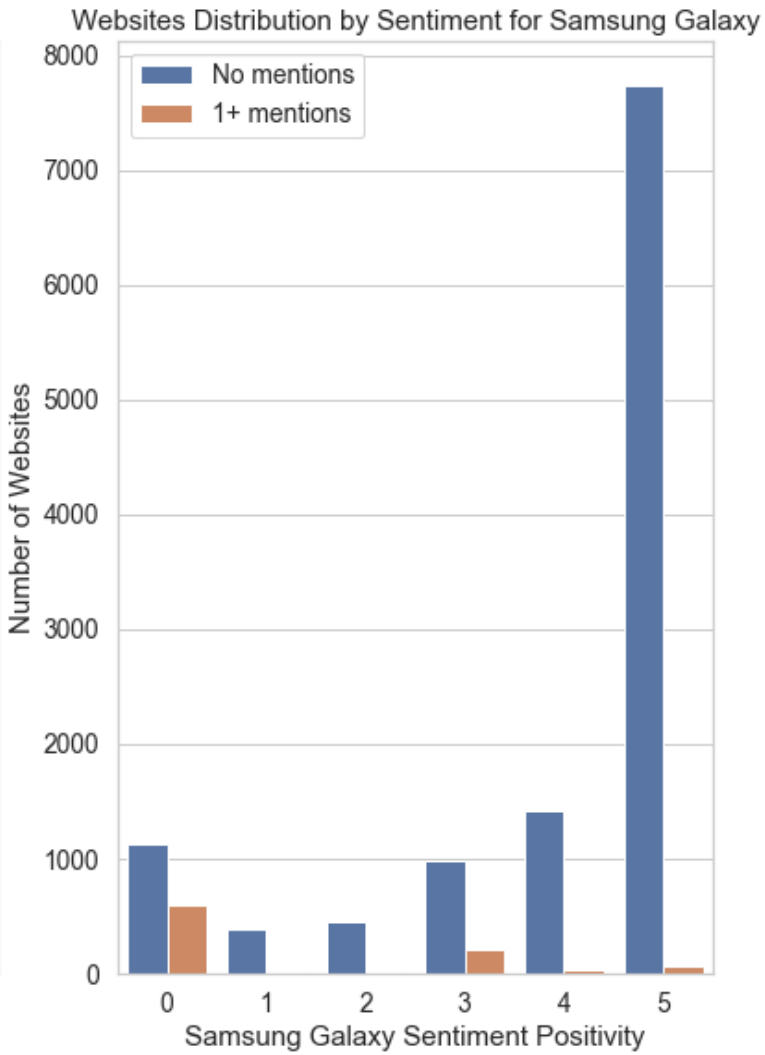
- When the sites actually mention the phones, iPhone sentiment is much more positive



. . . but the Training Data is Sketchy

- Sentiment labels for Samsung Galaxy might be derived from iPhone





. . . and the Websites Mentioning iPhone are Weird

- Danhostel is a danish hotel chain
- http://brazoriacountytexas.tk/ is hyperlink maze without any real content

What We Did?

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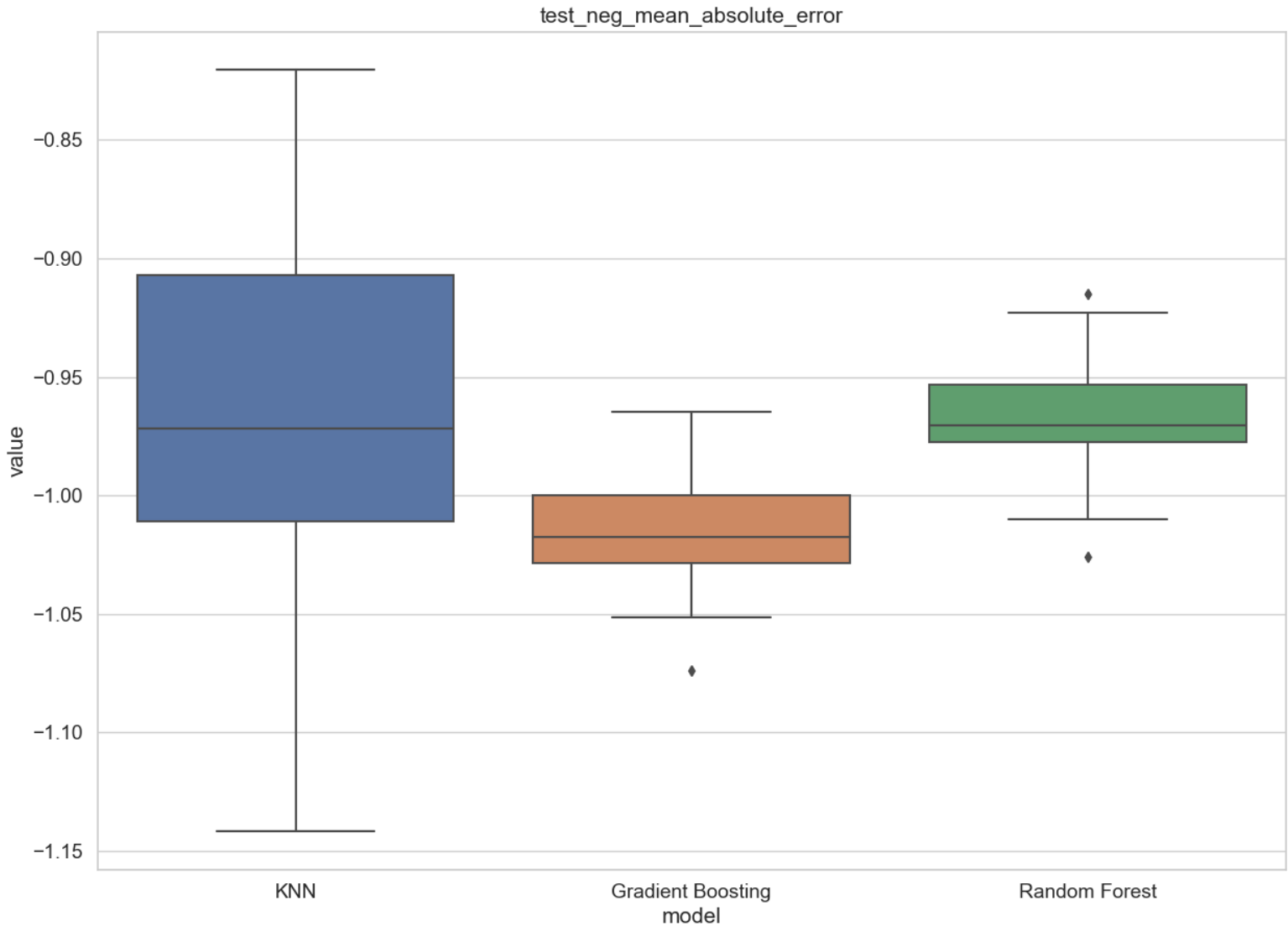
4. Predict the manually labeled sentiments from the number of word instances

Modelling

- Random Forest model perform accurately and is very stabile



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2. Check for Errors
   - Why are the sentiment almost identical for the two phones?
   - How can sites that don't mention phones have sentiments about them?

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   - Manually visiting the sites

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2. More carefully documented labeling and data creation process in the future
3. Web crawling should be more targeted

The End

Questions?