

SENTIMENTAL ANALYSIS TRENDS.

Done By
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ABOUT THE PROJECT

This project focused on analyzing the 2016 US Presidential Debate using sentiment analysis. By studying transcripts and social media, it revealed public emotions and the polarizing nature of both candidates.

Clinton's focus on unity earned positive reactions, while Trump's assertive remarks drew both support and criticism from the audience.

Analyzing sentiment helps understand political communication, assess messaging effectiveness, and gauge its impact on public opinion.



SCOPE OF THE TASK

The task involved analyzing the 2016 US Presidential Debate to assess how Clinton and Trump's statements influenced public sentiment. The goal was to evaluate the effectiveness of their messaging by examining debate transcripts and social media reactions.

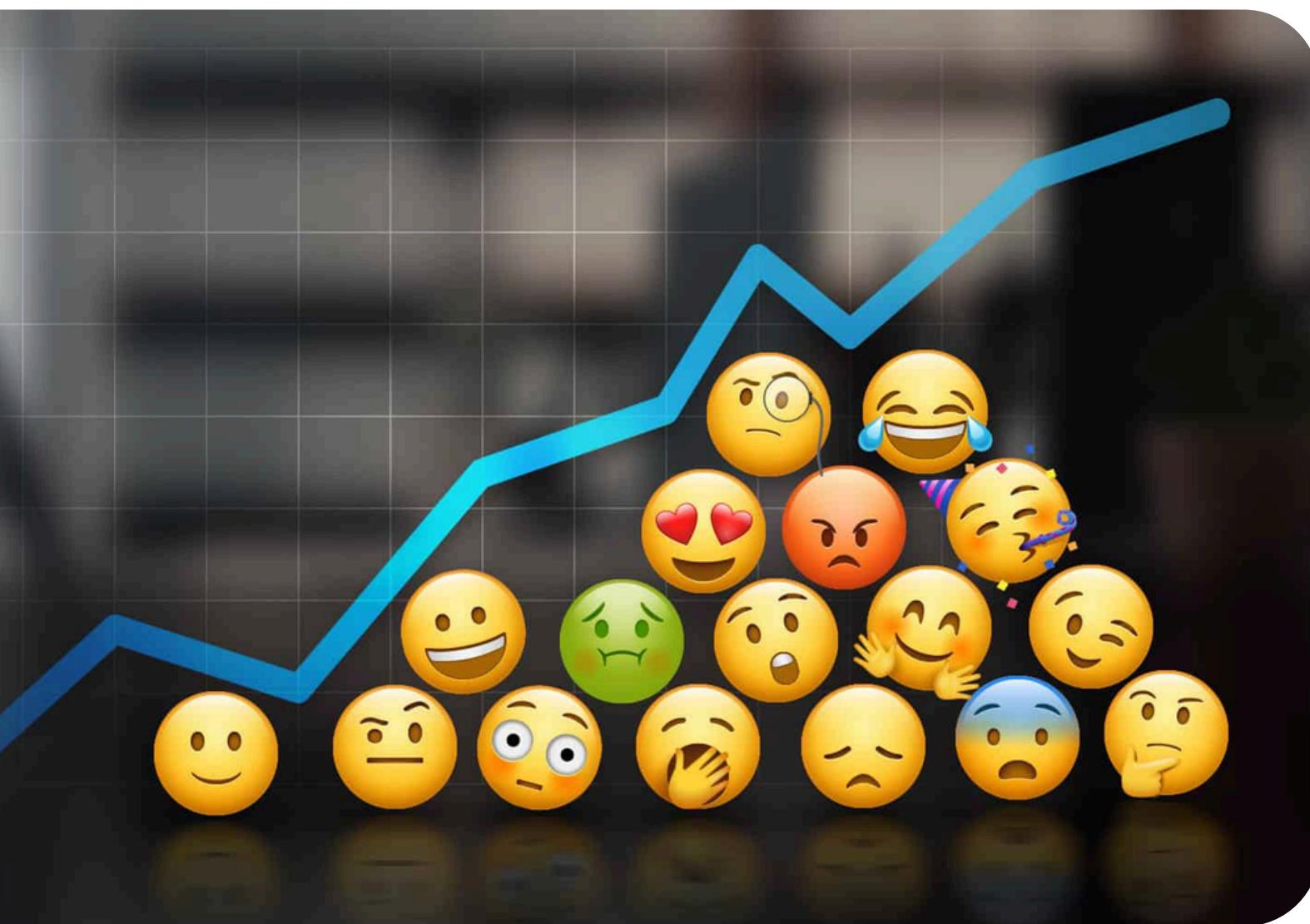
Additionally, the analysis used R to explore real-time emotional responses on social media, providing insights into how public opinion evolved during the debate and uncovering the role of communication in shaping political discourse.

MY APPROACH

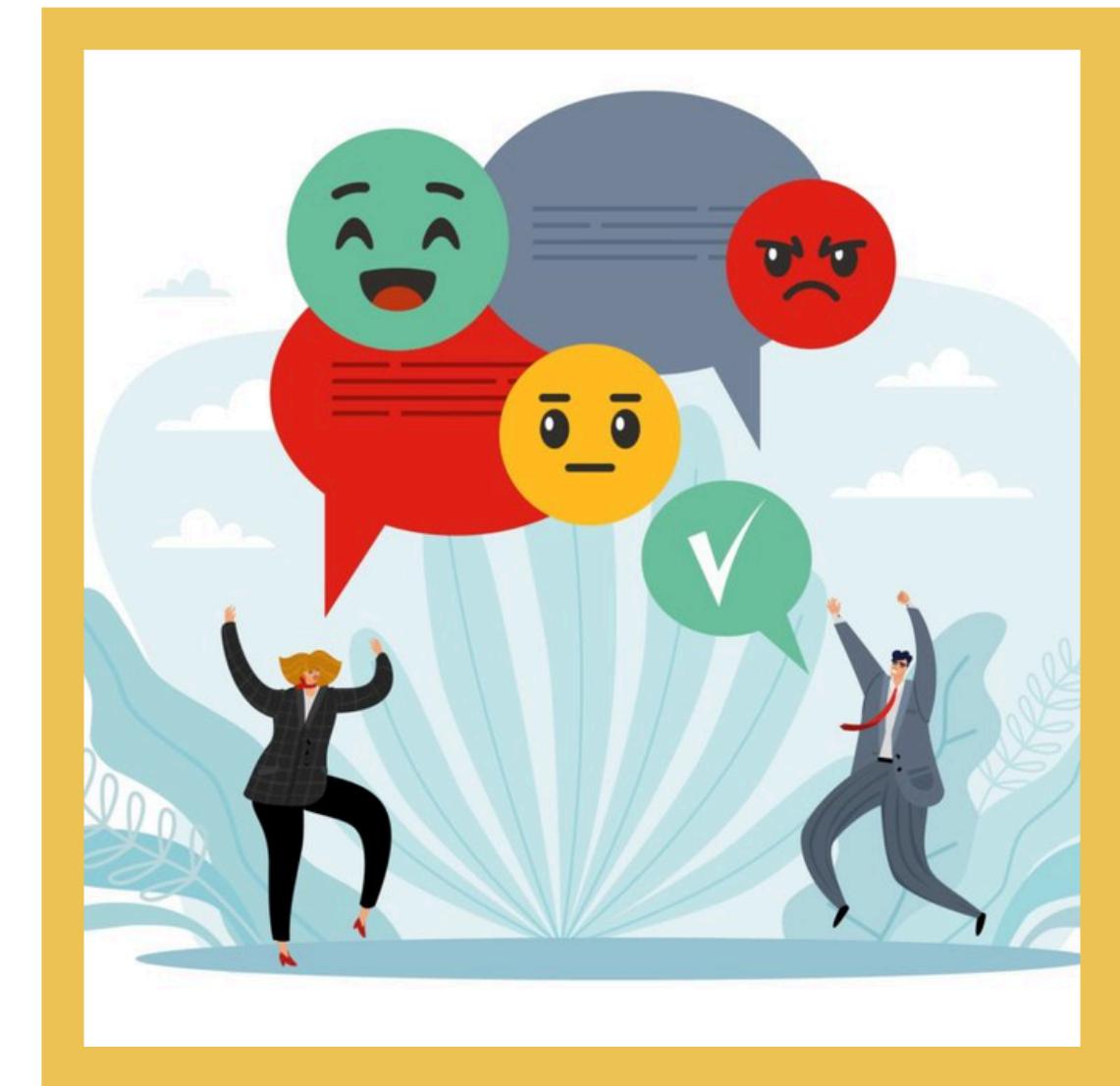
For sentiment analysis, I used R and focused on specific libraries: **tidyverse** for data manipulation, **tidytext** for text mining, and **wordcloud** for visualizing the results. I began by gathering the debate transcripts and social media data, followed by text preprocessing, which included removing stop words and cleaning the text.

I then performed sentiment analysis by applying sentiment lexicons from **tidytext**, categorizing the text into positive, negative, and neutral sentiments. Finally, I visualized the sentiment trends and word frequencies using **wordcloud** and **ggplot2**.

WHAT IS SENTIMENT ANALYSIS



Sentiment Analysis is also called as Opinion Mining implies extracting opinions, emotions and sentiments from data.



It is widely used to track attitudes and behaviour , used for performance and analysis of products, sevices and brands.



FOCUS AREA

The project focused on analyzing the 2016 US Presidential Debate to evaluate how candidates' rhetoric influenced public sentiment through transcripts

RESEARCH GOALS

The research aimed to analyze public sentiment during the 2016 US Presidential Debate by examining transcripts. It sought to understand how rhetoric influenced audience reactions and identify patterns.

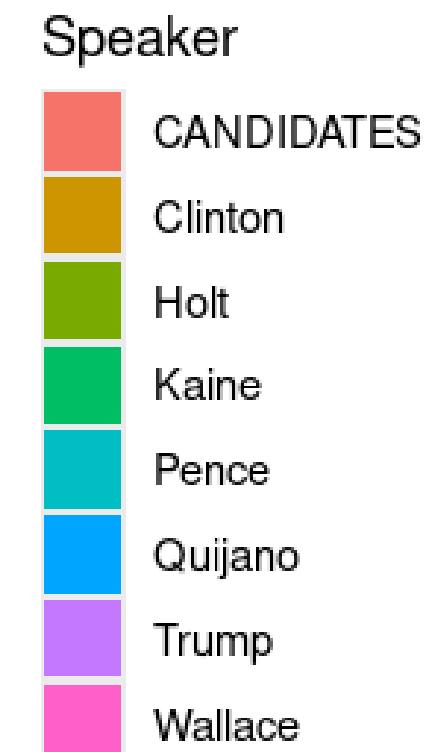
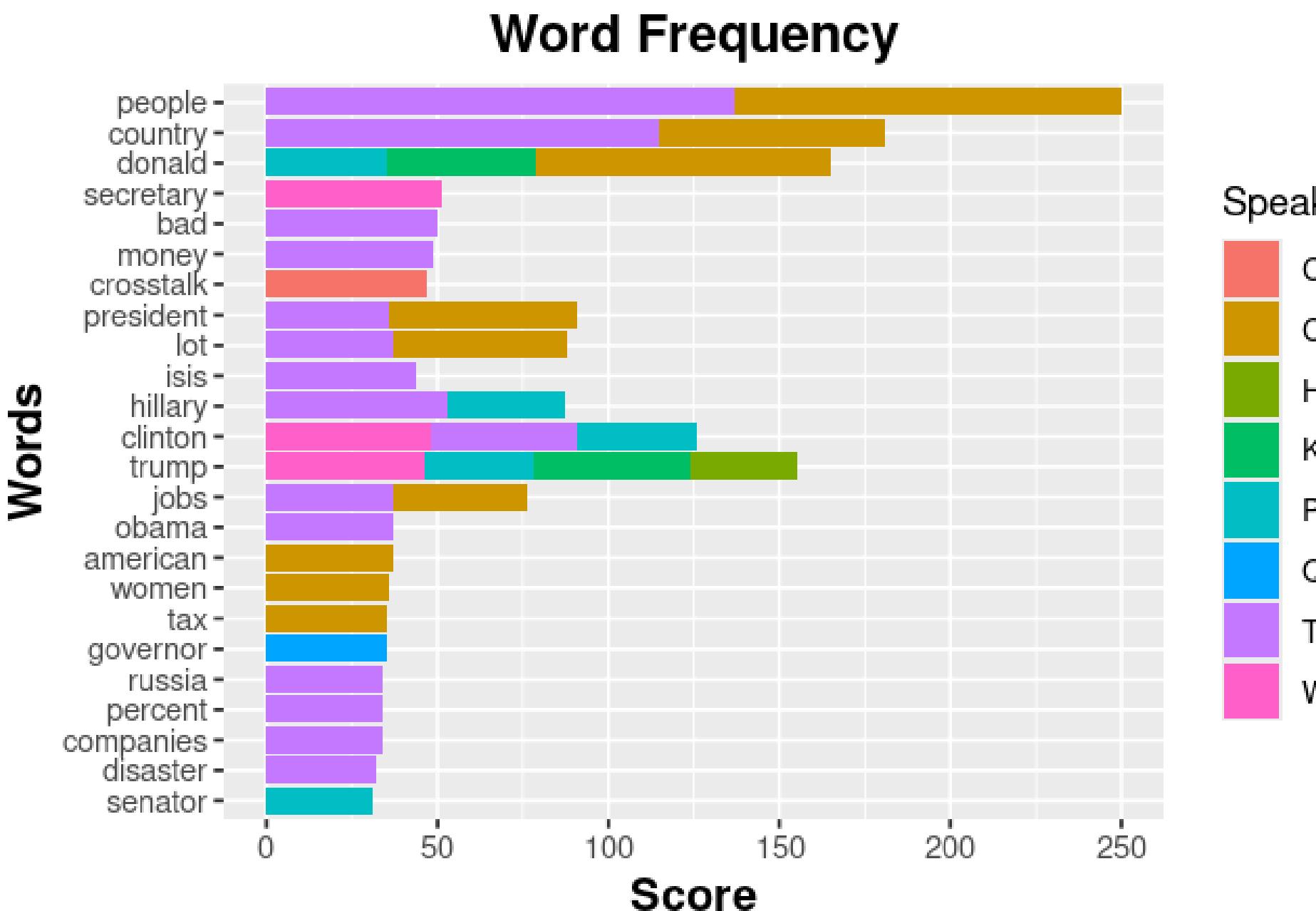


ANALYSIS HIGHLIGHTS



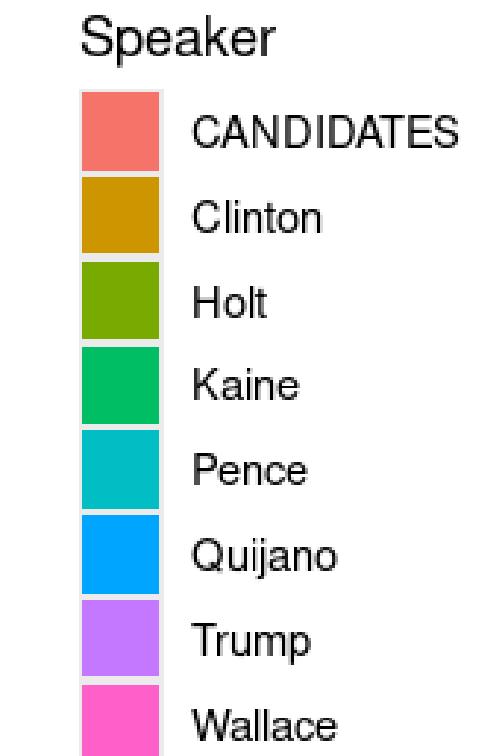
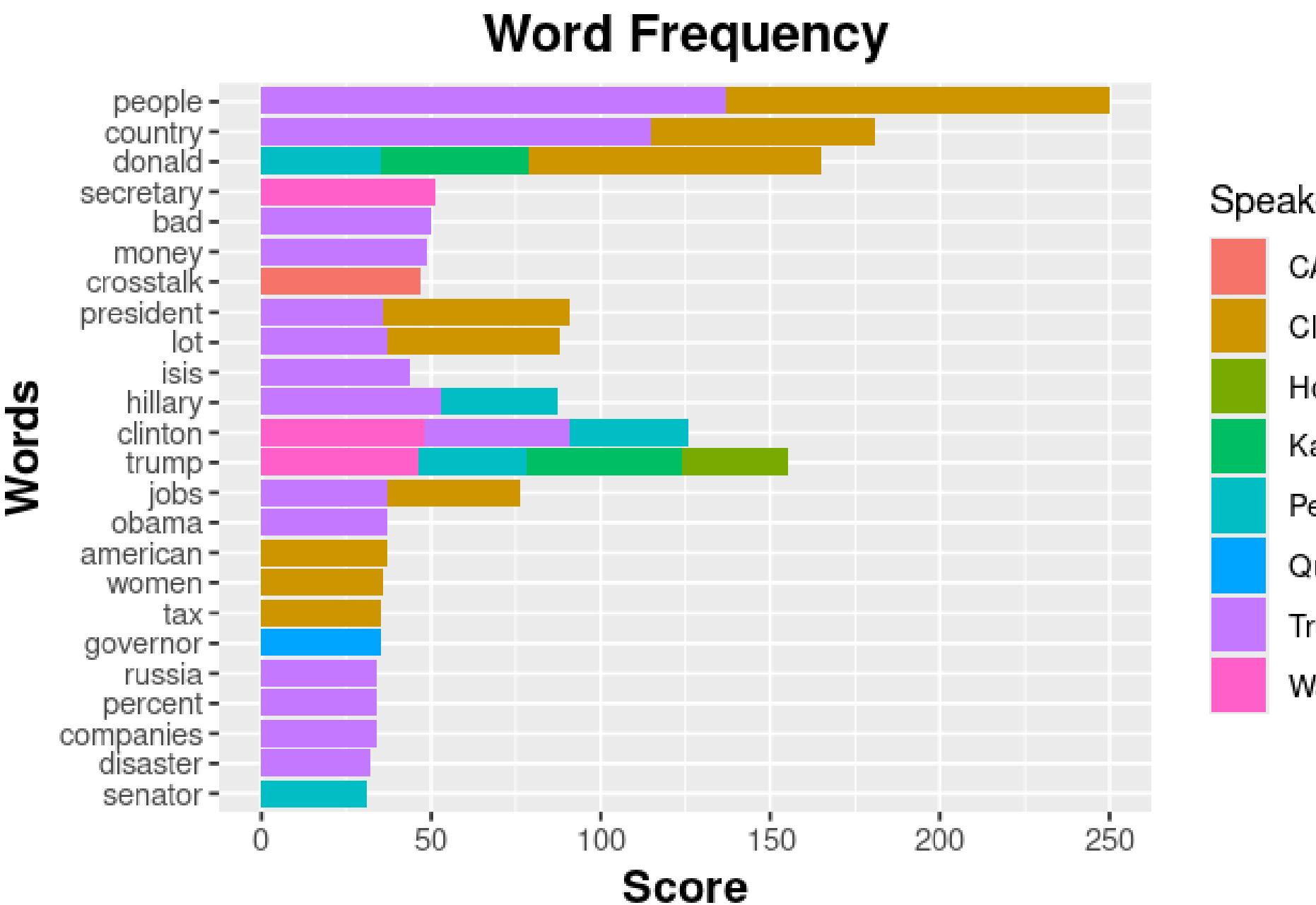
WORD FREQUENCY OF SPEAKERS.

"**People**," "**country**," and "**Donald**" were the most frequently used words, with Donald Trump prominently emphasizing these terms.

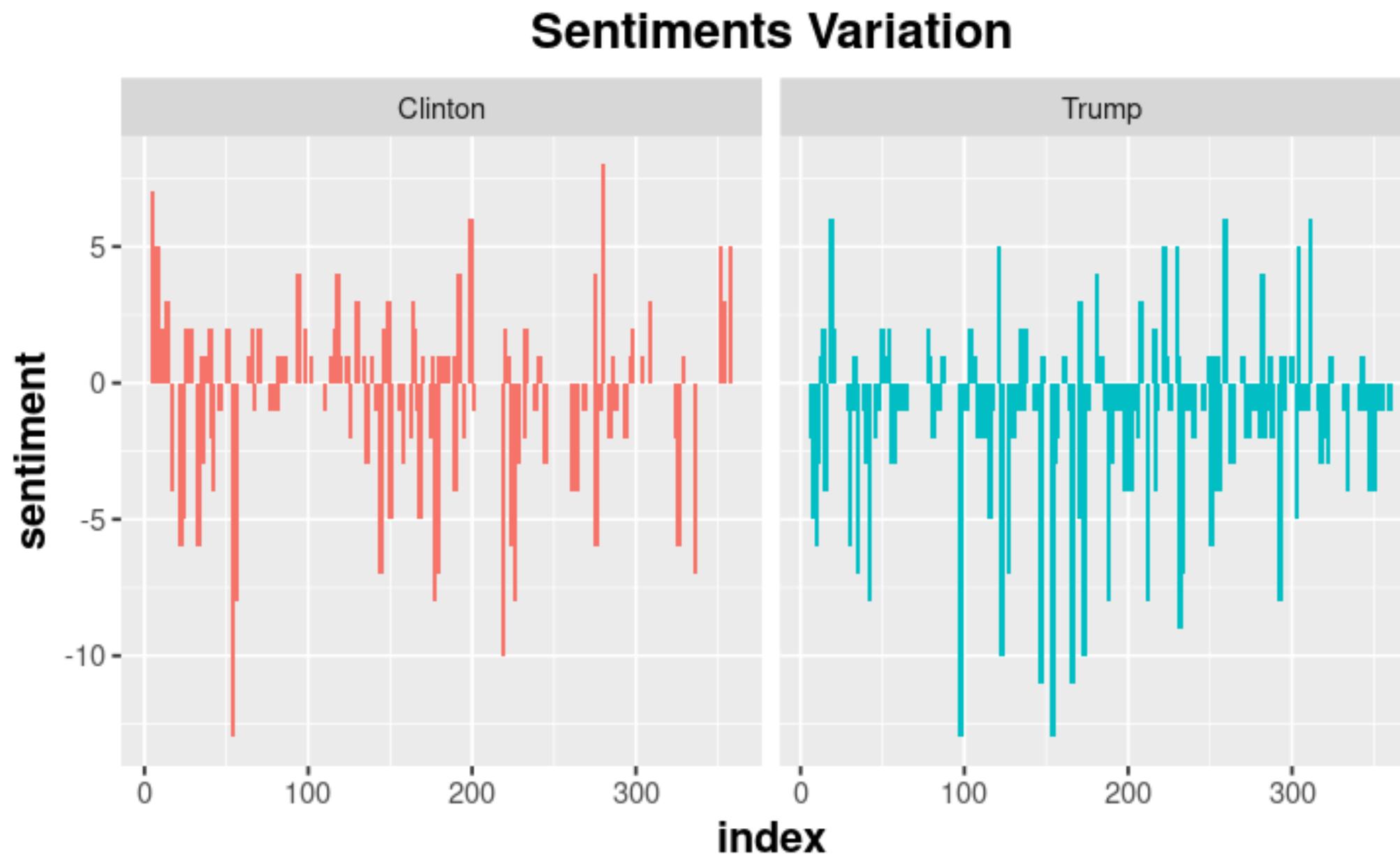


WORD FREQUENCY OF SPEAKERS.

Trump and **Clinton** more than anyone else have more word frequencies.



SENTIMENTS VARIATION



Clinton maintained a **steadier emotional tone**, while Trump's sentiment pattern shows more **volatility**, reflecting the differing rhetorical strategies of the candidates.

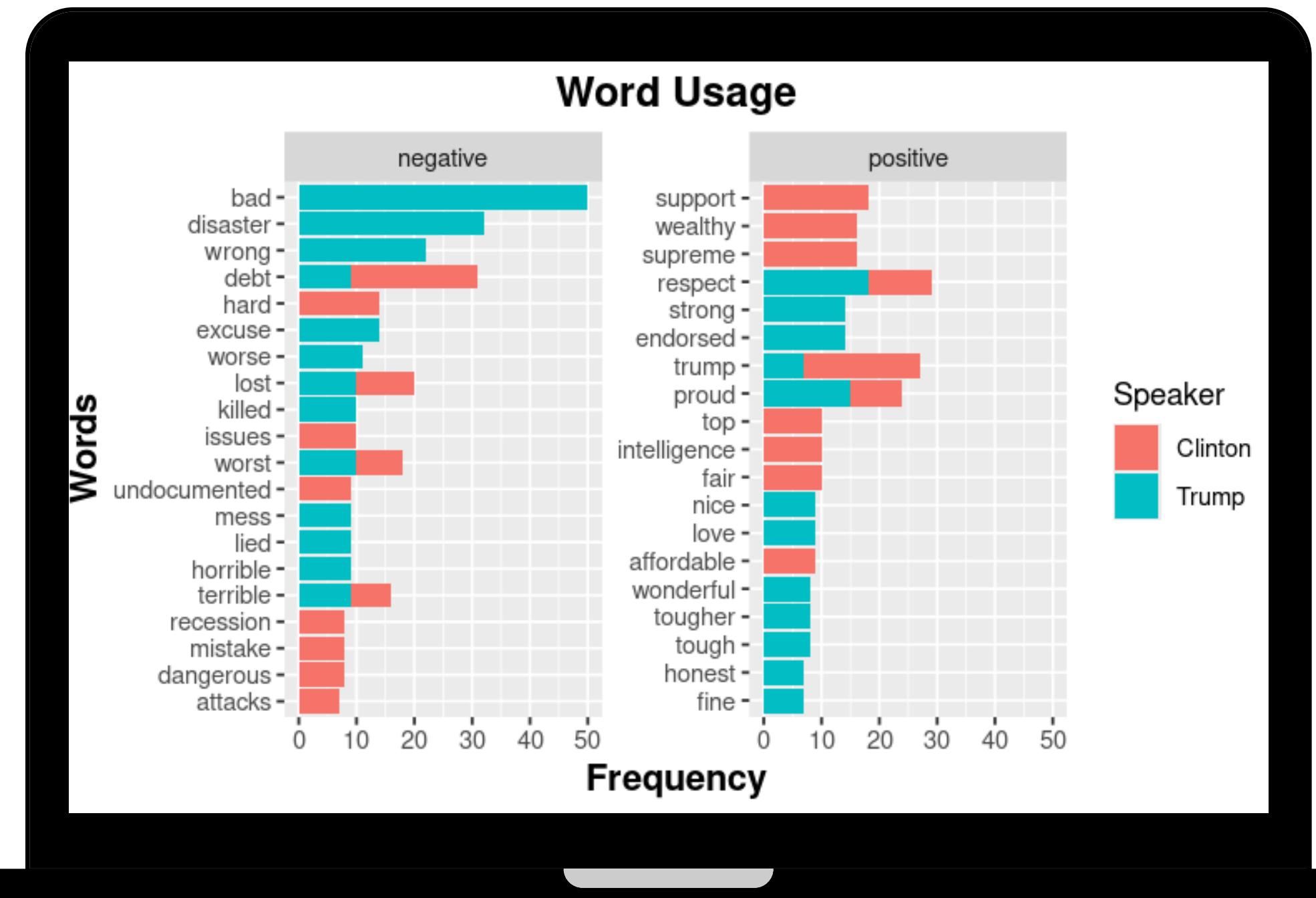


POSITIVE VS NEGATIVE WORDS

Trump more frequently **used negative words** such as disaster, bad, and horrible compared to Clinton.

Clinton's speeches leaned on **more positively connotated terms** like support, supreme, and respect.

Trump's higher frequency of negative terms suggests a narrative of dissatisfaction and change, while Clinton's emphasis on positive language reflects a message of continuity, respect, and unity.



WORD CLOUD





THANK YOU
