

## Summary of Machine Learning class on 3/22

Class on 3/22 began with a review of the test and upon reflection of my answers, I am convinced that I am ready to work hard and become Assistant Shift Manager at Taco Bell.



### Machine Learning and Twitter Sentiment

Joseph Prussia presented an overview of his work on Machine learning and Twitter. His work consists of examining the contents of tweets and assigning an emotional context to the tweet. The talk began and returned numerous times to the difficulty of:

- obtaining archived tweets versus realtime tweets
- assigning an emotional content to tweets.



Tweets were chosen, because they are short instant messages that, unlike email, are sent out by individuals who are experiencing some emotional response to an event.

A tweet is a string of 142 unstructured data containing slang, abbreviations and emoticons. It was a struggle to identify emotions and he frequently referred to a 'Bag Of Words' that was used to define the structure and emotion of the tweet. Class labels indicated sentiment and the purpose of the tweet. Of concern to the researchers was the use of multiple emoticons and text abbreviations for emotional state.

Numerous methods were used to analyze and create models of the structures. A key concept presented was that the WEKA tool we have been exposed to is good for training and building models, however analysis is best with other tools.