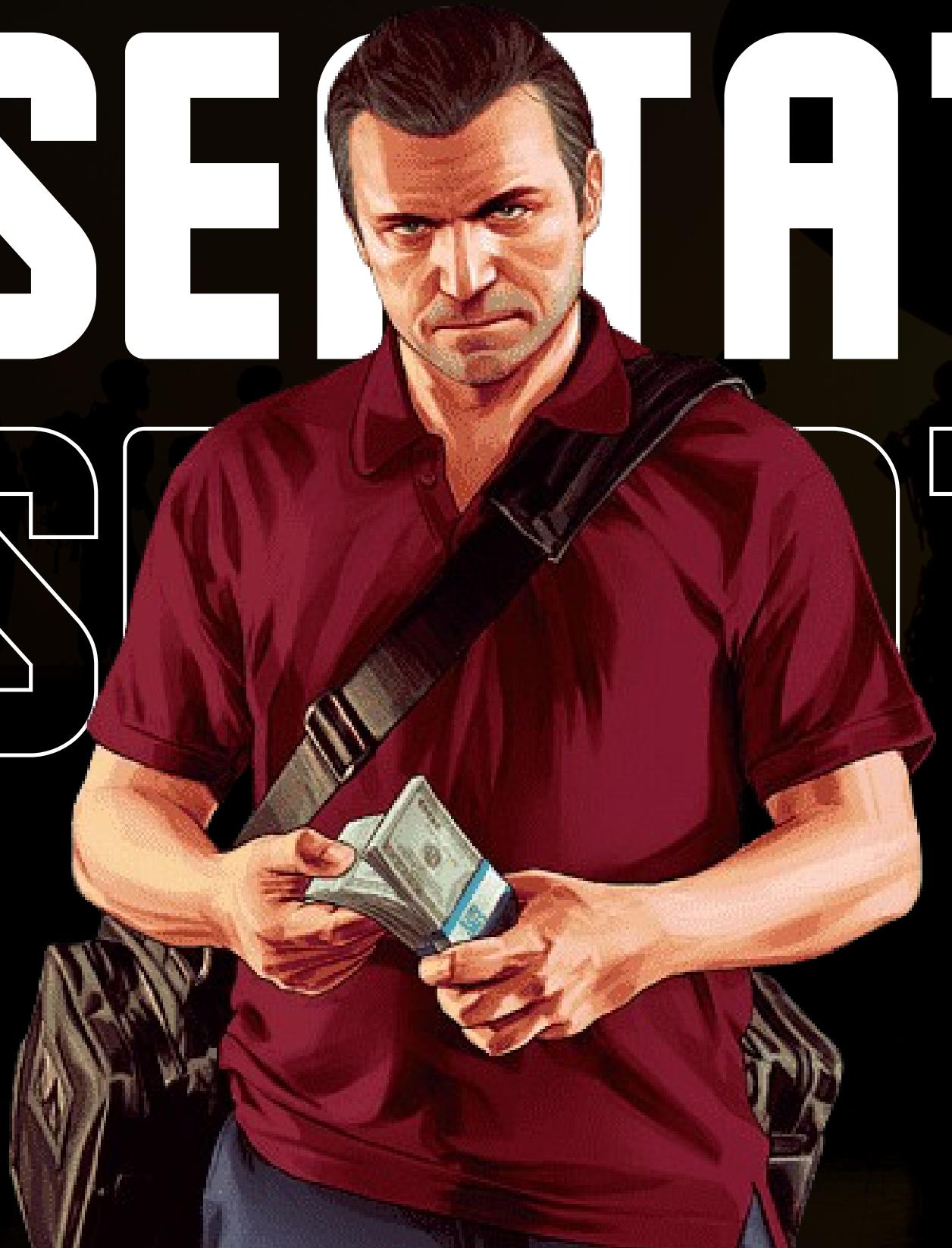




SENTIMENT ANALYSIS ON GRAND THEFT AUTO V REVIEW

PRES ECTION PRES ECTION





WELCOME TO OUR GAME



WAFIQ MISMAN



AMER AKSHAN



NORFARRAH AIREN



MICHELLE DAVE



NAJMI AKMAL





INTRODUCTION

- **What is Sentiment Analysis?**
 - Automated process of identifying and extracting subjective information such as opinions, emotions, and attitudes from text.
 - Categorizes text as positive, negative, or neutral.
- **Why is it important for Gaming?**
 - To determine player satisfaction and dissatisfaction.
 - Identifies popular features and areas for improvement.
 - Helps developers understand community reception to updates, DLCs, and new releases.
 - Provides insights for marketing and community management.
- **GTA V**

A highly popular and enduring title with a massive, active community, making it an ideal subject for sentiment analysis.





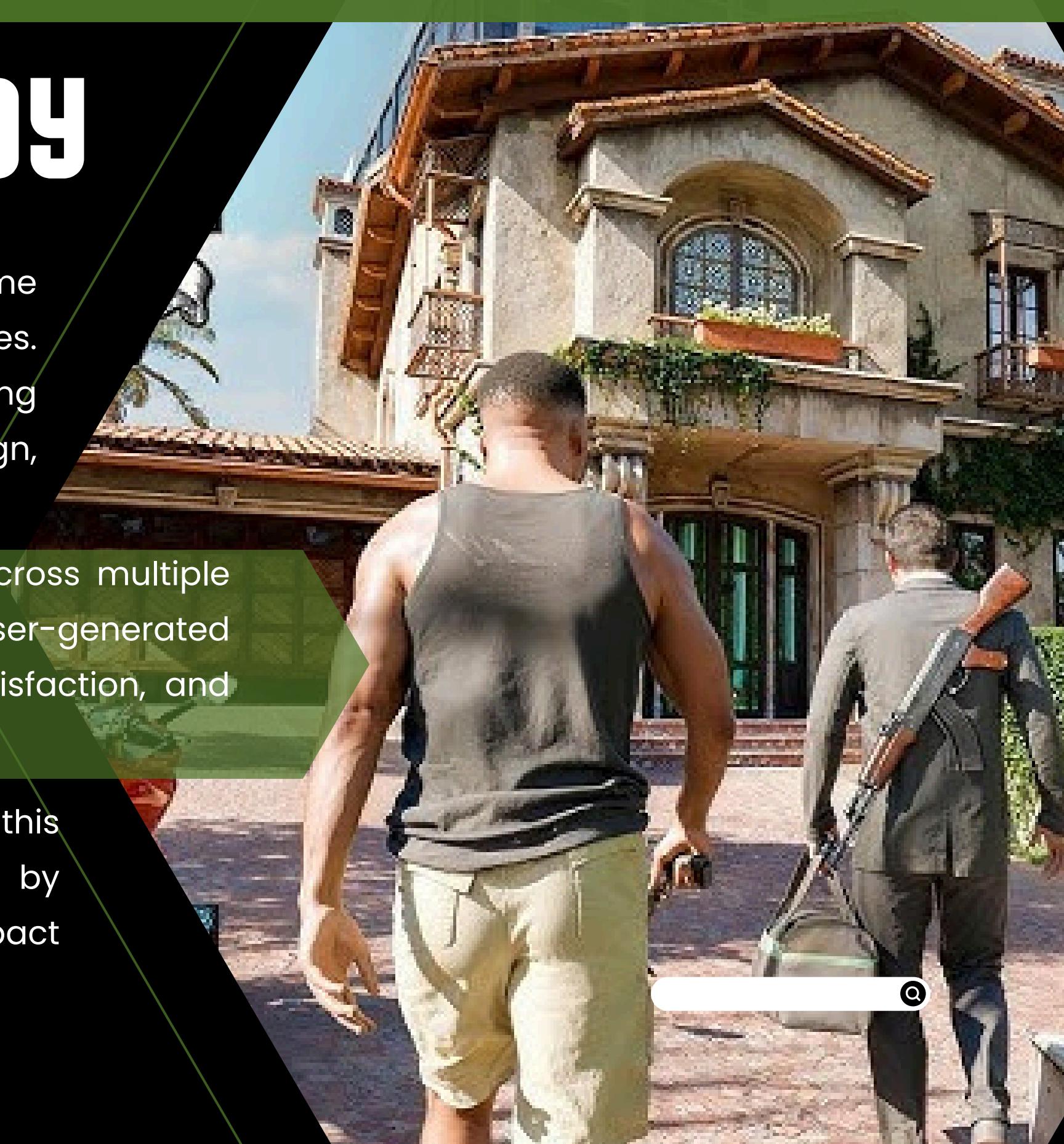
BACKGROUND OF STUDY

Grand Theft Auto V (GTA V) is an action-adventure video game developed by Rockstar North and published by Rockstar Games.

- Released in 2013, the game has become one of the best-selling video games of all time, known for its open-world design, storytelling, and online multiplayer mode

The game has received millions of reviews and discussions across multiple online platforms, including Steam, Metacritic, and IGN. These user-generated reviews provide valuable insights into player experiences, satisfaction, and criticism.

Based on user-generated evaluations of Grand Theft Auto V, this study aims to better understand the sentiments expressed by players regarding the game's content, updates, and overall impact on the gaming community.





Game Presentation

OBJECTIVES

Objective 1

To do sentiment analysis based on the collected data of GTAV review

Objective 2

To evaluate the most effective sentiment model based on the user's review rating.

