# Exhibit\_F\_B

**(b) Identify causes of changes in conversation intensity and tone.**

## Our interpretation: Determine reasons for changes in sentiment during a conversation. This means, it is not enough to simply perform sentiment analysis. Our results from SA have to be interpretable so that they can be inferred from, for future improvement.

## Example: A change in the sentiment or tone can indicate the occurrence of a major event: ex if social media conversations are usually positive/negative experiences a sense of “panic” or “alarm” can indicate an accident or another emergency.

## How will we achieve this?

Perform sentiment analysis and then make sure results are interpretable. This means apart from determining if a tweet/post is positive or negative, we also need to provide reasons as to why this might happen. This requires company/current event research.

## Resources/Tools/References?

A: Papers

1. Sentiment Analysis on social media
2. A Practical Approach for Content Mining of Tweets
3. Event detection in Twitter: A machine-learning approach based on term pivoting

B: Blog posts

1. https://blog.hootsuite.com/social-media-sentiment-analysis-tools/

C: Others