# Exhibit\_F\_D

**(d) Track individualized and aggregate sentiment in CMTA mentions.**

## Our interpretation: Determine the sentiment of a single mention and then broadly categorize mentions into sentiments.

## Example: We might have individual sentiments for say, 10 tweets. We need to take that further and determine what that means over all. Our analysis could go deeper than just classifying tweets as just positive or negative. We could use a psychometric score to get six mood categories and then classify the tweets.

## How will we achieve this?

1. Perform sentiment analysis
2. Use psychometric analysis to categorize mentions

## Resources/Tools/References?

A: Papers

1. Modeling Public Mood and Emotion: Twitter Sentiment and Socio-Economic Phenomena

# Sentiment Aggregate Functions for Political Opinion Polling using Microblog Streams

B: Blog posts

1. <https://blog.hootsuite.com/social-media-sentiment-analysis-tools/>
2. https://www.iprospect.com/en/ca/blog/10-sentiment-analysis-tools-track-social-marketing-success/