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| **What is Sentiment Analysis?**  *“Sentiment Analysis is the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information.” - Wikipedia*   * Sentiment Analysis takes consideration of a language, the jargon within the language, and modern context of phrases to categorize the phrase between a positive, neutral, or negative sentiment | **Sentiment Analysis** |

**Sentiment Analysis in Python**

* NLTK – the Natural Language Toolkit
  + NLTK is a suite of libraries including:
    - Classification
    - Tokenization
    - Stemming
    - Tagging
    - Parsing
* Vader\_lexicon – a library used with NLTK
  + Vader\_lexicon connects the words of a phrase to find the meaning
  + Commonly used when considering social media posts
  + Produces a polarity level of the text
  + Calculates a compound, which is essentially the mean of the values across the polarity and determines the overall sentiment
    - Values range from -1 to 1