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Project Abstract – CKME136

A lot of work has been done in identifying sentiment in social media posts based on text analysis. However, much social media communication is image-based, and classifying sentiment from these images has proved to be a larger challenge, in part due to the difficulty in obtaining sufficient training data.

I propose to develop an unsupervised image sentiment classifier based on crawled Twitter data. In order to classify image sentiment, I will generate a sentiment label based on text-based sentiment analysis, taking into account social/graph-based input (i.e., the text analysis will not be solely based on the original poster of an image, but also on retweets, responses, etc.).

Using the categories generated above, I will implement a Neural-Network based predictor on the images retrieved from my Twitter crawl. The final predictor will be tested against images that have been sentiment-scored by crowd sourcing.[[1]](#footnote-1)

1. Hopefully, the testing data used by Arizona State’s Wang, Wang, Tang et al, in their article “Unsupervised Sentiment Analysis for Social Media Images,” though I’m not sure if that meets Ryerson’s criteria yet. [↑](#footnote-ref-1)