



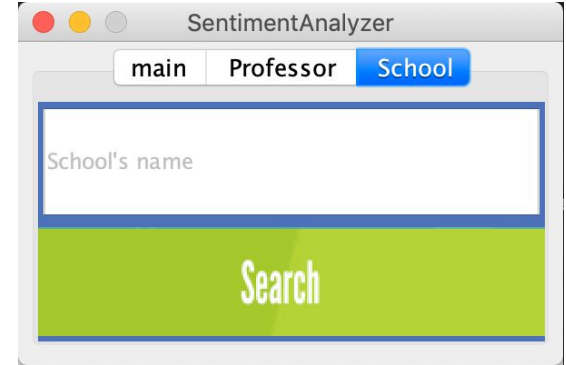
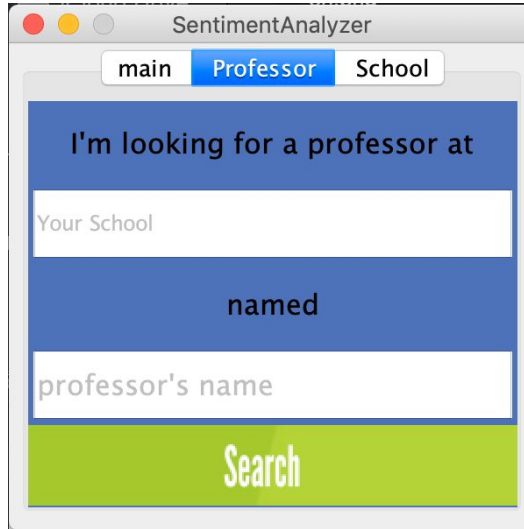
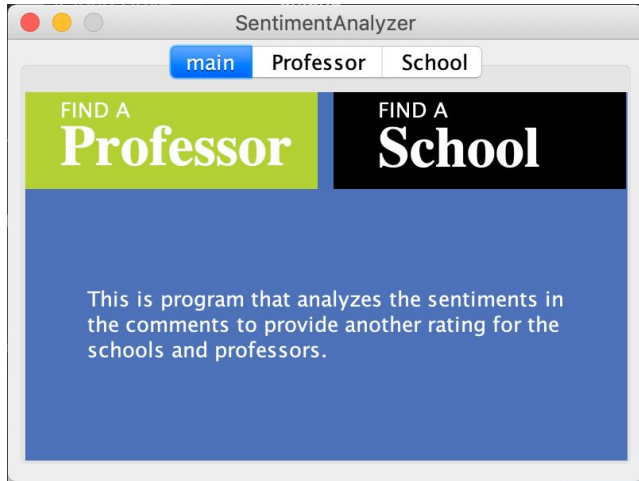
RMP Sentiment Analyzer

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Background

- How many of you have used RateMyProfessor.com (RMP)?
- A review website which allows college students to rate campuses and professors of American, Canadian, and UK institutions.
- Includes information about more than 8,000 institutions, 1.7 million professors, and over 19 million ratings.

Application & Motivation



As a result...

- The application inspects the comments for a given institution or professor and identifies the predominant emotional opinion within the text.
- Returns score of sentiment indicating overall emotional tendency.
- Returns magnitude of sentiment indicating overall strength of emotion.



Google Cloud Natural Language API

- Reveals structure and meaning of text.
- Uses pretrained machine learning models in a REST API.
- Uses custom models built with AutoML Natural Language ^{BETA}.

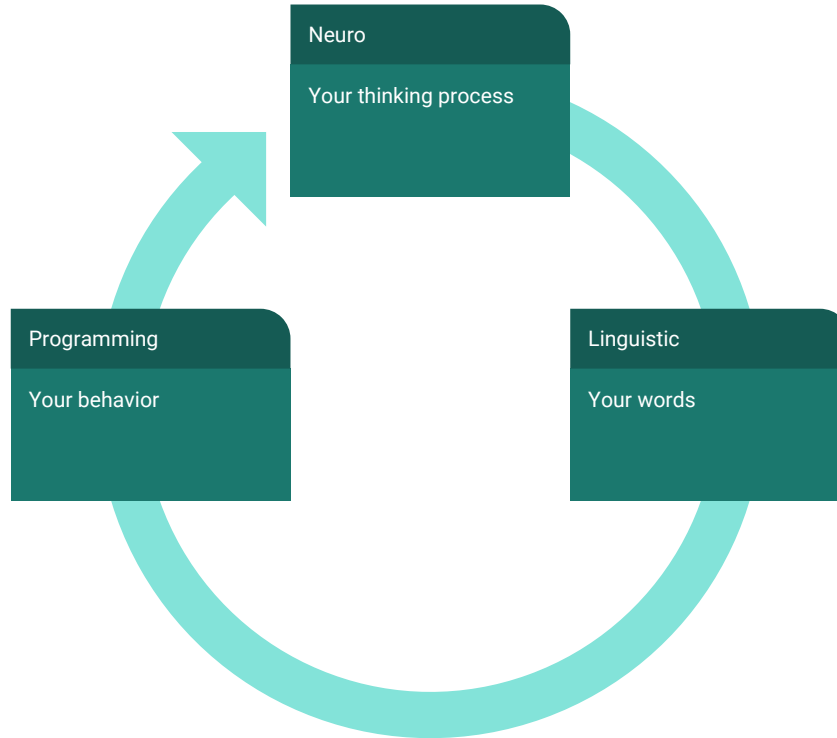


Google Cloud

The Idea Behind NLP

- Analyzing, understanding, and deriving meaning from human language.
- Understanding of how words in text are linked together to create meaning.
- Applications in automatic summarization, sentiment analysis, relationship extraction, machine translation, etc.

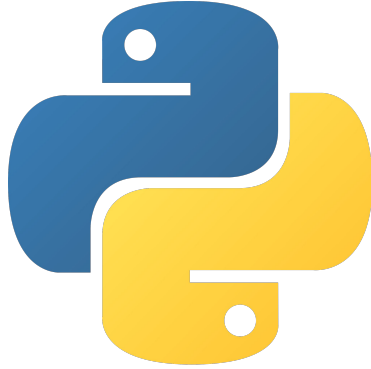
The Idea Behind NLP



Possible Outcomes

Score $\in [-1,1]$	Magnitude $\in [0,+\infty)$	Meaning
-0.8	38	Very negative with high strength of sentiment.
-0.1	0	Neutral.
0.7	3	Very positive with low strength of sentiment.

Technologies



Google Cloud Platform

DEMONSTRATION!

