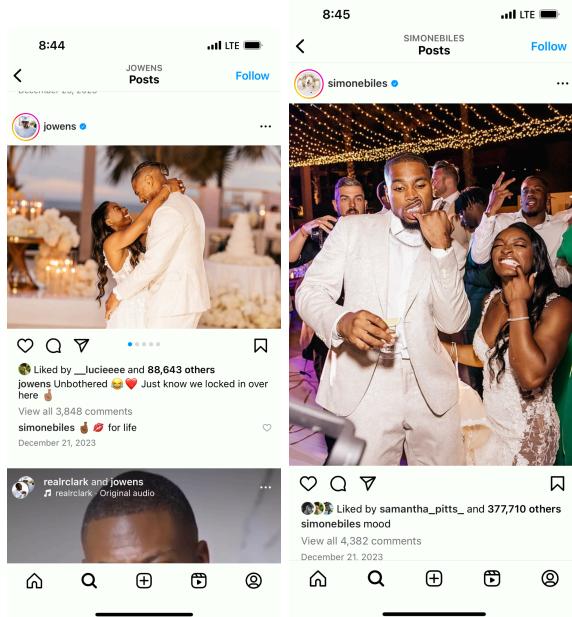


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DS 4002

Using Sentiment Analysis to Analyze Social Media Comments



Social media's rising accessibility and presence in our society prohibits everyone from having as much privacy as previous generations may have had. In a world where every scroll, like, and share leaves a digital footprint, harnessing the power of social media can be powerful. A controversial interview by Jonathan Owens angered lifelong fans of Simone Biles. The recently married couple has been under a microscope due to Simone Biles and her decorated career as a gymnast, however, recent posts have taken off in regards to her husband. On *The Pivot* in December, Owens claimed that he was the “catch” and that he did not know who Biles was when they began dating. Thousands and thousands of comments were made over platforms such as Instagram, X, and Reddit on both of these athletes’ profiles. While Biles has defended Owens, her fan base is not so willing to forgive. Above are the first posts after the podcast was released. Use these comments to your advantage and determine their sentiment using the resources in the Github repository.

The Deliverable:

Today, you are a data scientist tasked with scraping comments from a social media platform to analyze the sentiment around each comment. X, formerly known as Twitter, has updated some policies which make it difficult to scrape posts, so I suggest using Instagram for this analysis. You will be able to use the Google Chrome extension “Instagram Comment Scraper” to learn a new skill, or you can opt for the data provided. Once you have data from both athletes, you will need to determine the sentiment surrounding the comments under their respective posts. Run analyses, build word clouds, and get creative by looking at rows other than the comments to draw conclusions!