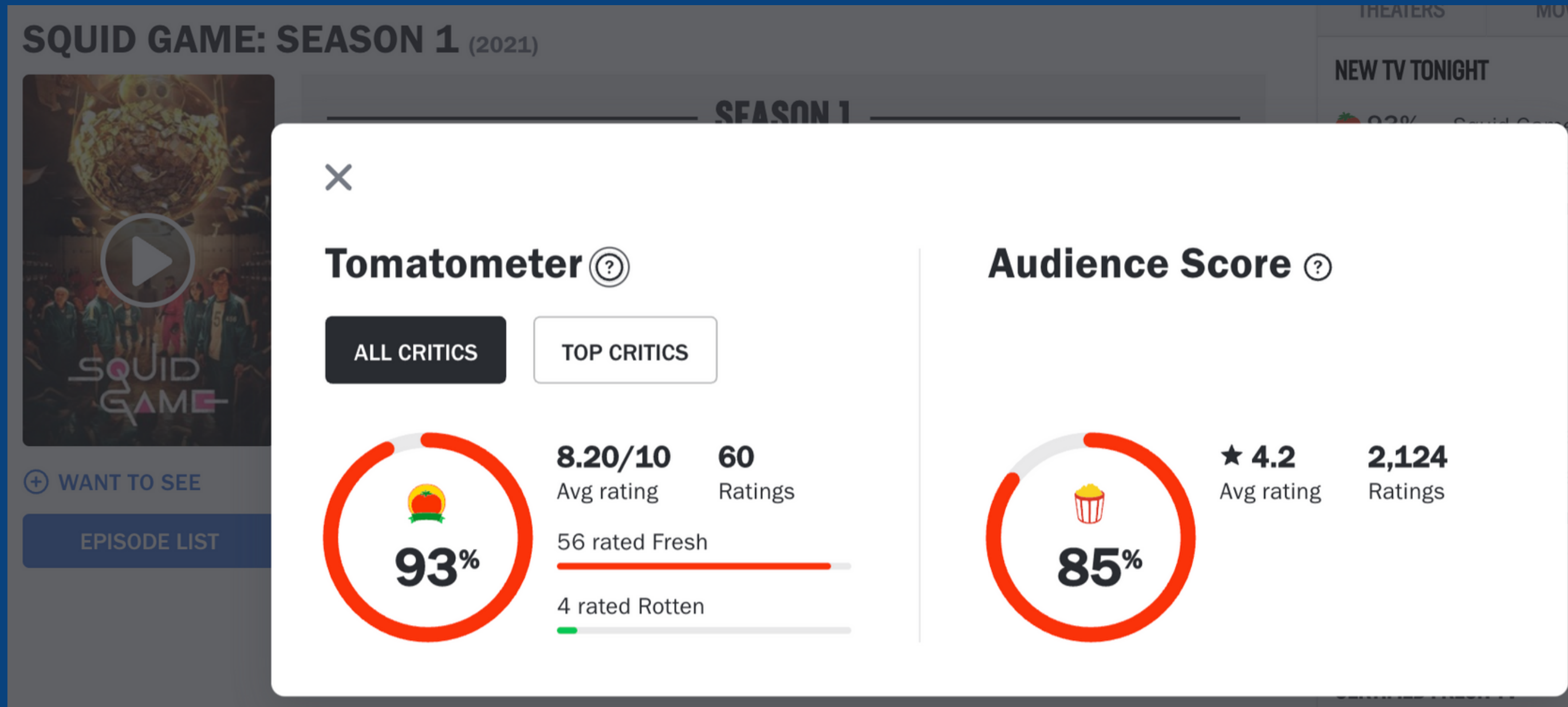


Rotten or Fresh?

Sentiment Analysis of Movie
and TV Show Reviews



Rotten Tomatoes Score Aggregator





A third measurement?

Our hypothesis:

A model can be derived to input opinionated language material written about a film or show, so that it can reliably predict positive or negative sentiment.



The Dataset

50,000 written user reviews from IMDB and their corresponding 'positive' or 'negative' sentiment

25,000 reviews are positive

25,000 reviews are negative



Example Reviews

Positive

'A great ensemble cast! A fond remembrance of younger carefree days. This movie takes me back to when I went to summer camp. Indian Summer, while full of practical jokes and pranks, is about growing up and coming to terms with life with middle-age life. My family & I thoroughly enjoyed this movie.'

Negative

'- Bad Stuff: This movie is real crap. Bad stunts for one thing, they looked so fake I thought this was "The Twilight Zone". The flashbacks are pretty much useless. One part of the movie he thinks taking his anger out on a window will make his life better. I wanna know the casting director and if he was high because the acting, even from the adults was horrid. A kissing scene in this movie even sucked. This movie killed the book. The book was great. I highly do not recommend this movie. Not even for educational purposes.

- Good Stuff: I don\'t know what I can say really. There is some suspense parts that get you going, but they are quickly shot down by the bad stunt work and acting.

- My Verdict: Do not watch.'



Text Cleaning



Modeling



Feature Importance



Text Cleaning

- `

`- Good Stuff: I don\'t know what I can say really.



Modeling

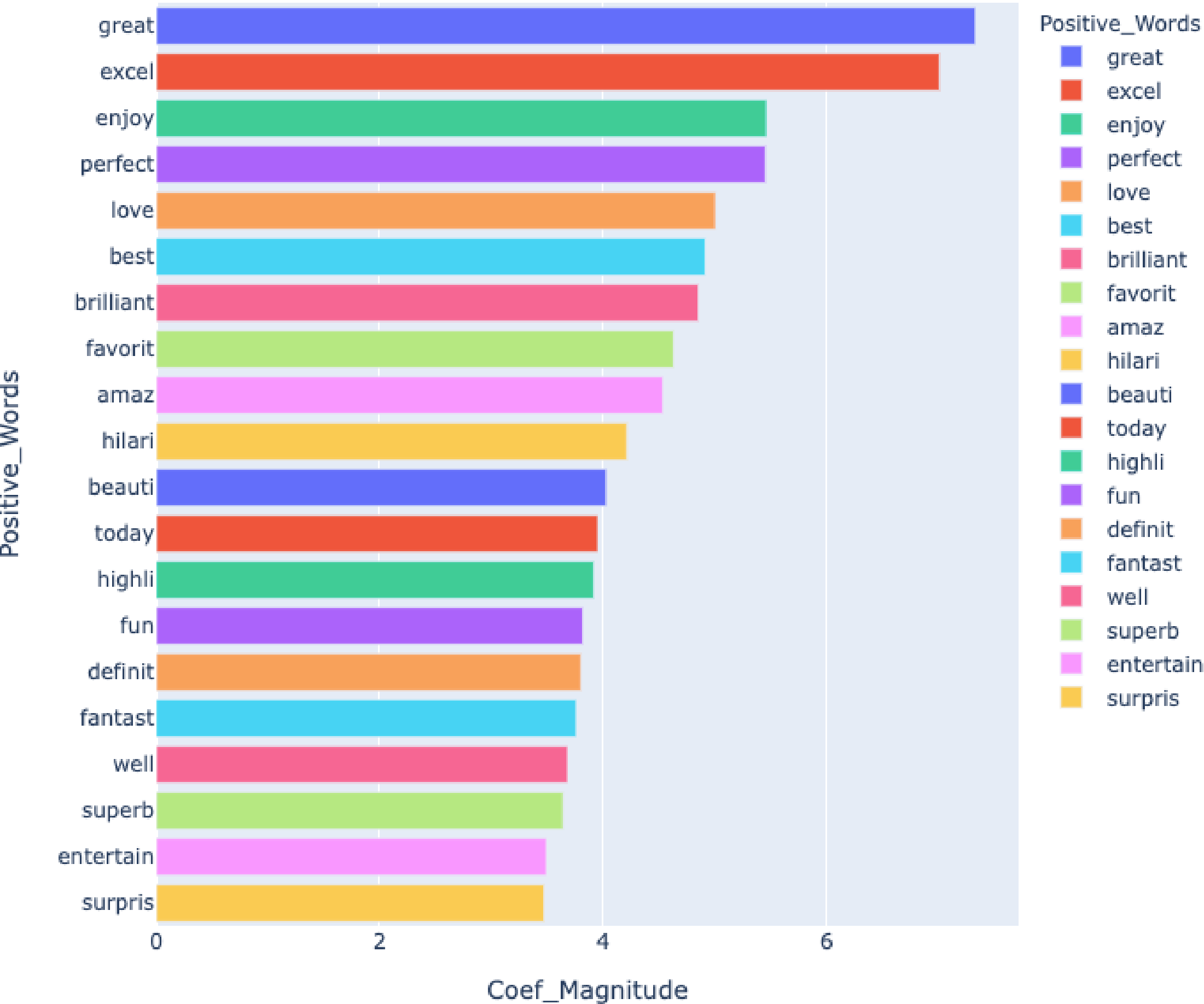
- Predict correct sentiment at 89.3% rate



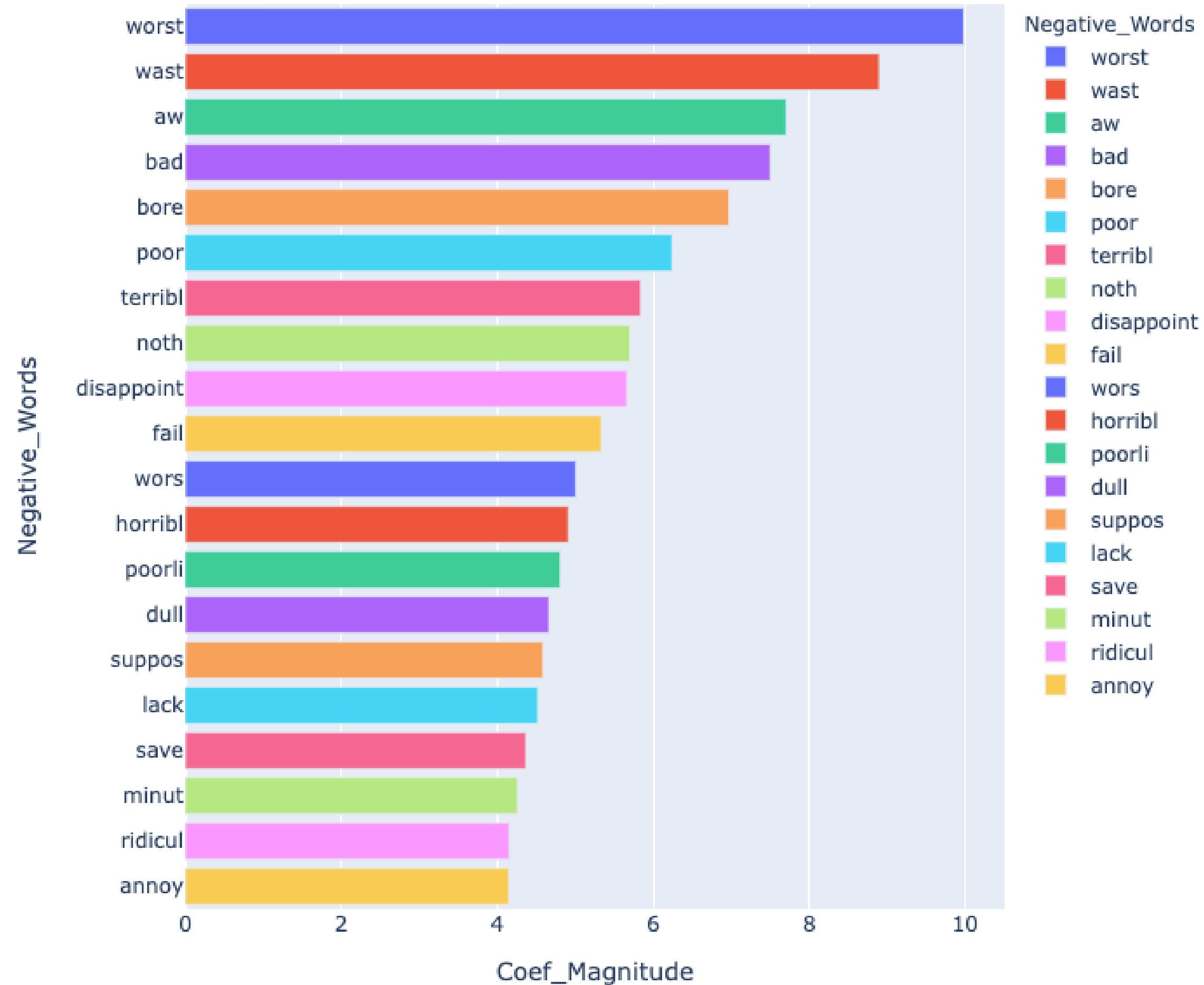
Feature Importance

- Key vocabulary

Influential Words in Positive Reviews



Influential Words in Negative Reviews



Original Hypothesis

'A model can be derived to input opinionated language material written about a film or show, so that it can reliably predict positive or negative sentiment.'

- Predict correct sentiment at 89.3% rate
- Key words indicating sentiment:
great, excellent, enjoy, worst, waste, awful





Thank You!