**Davis Busteed – LING 360 – HW #8**

Results

For this assignment, I chose to look at Samsung and their line of smartphones, the Galaxy. I analyzed 1000 tweets containing #Samsung, as well as 141 of those tweets that also made reference to the Galaxy. After calculating the overall sentiment of these tweets, I found that tweets about the Galaxy were a lot more positive than the tweets that were just about Samsung (see the script output below for actual values).

Samsung makes a ton of different products (from TVs to home appliances), so I think that tweets about Samsung might have an overall lower sentiment score because people might talk negatively about one of the numerous products Samsung makes. Also, I’ve noticed that people will “tweet at” a company to complain against their business practices, etc. If someone believes that Samsung uses child labor or something, they are more likely to write a negative tweet with #Samsung instead of particular product (like #Galaxy).

On the other hand, tweets about the Galaxy have a more focused topic, and there seems to be less variability in its sentiment score. I’ve heard Galaxy phones are pretty nice, and people who use them are generally pretty satisfied. Along with this, people are sometimes pretty passionate about their smartphone choice (iOS vs Android) and are probably more likely to say good things about their device.

To investigate the product tweets further, I found the five most frequent words used in positive and negative tweets (see the script output). It appears that the top five words in positive tweets were all tied to giveaways. I don’t use twitter, but it appears that some account was running some contest where they were giving away some Galaxy phones in exchange for “follows,” “likes,” and retweets. Since they are giving away these phones and trying to gain more followers, it is no surprise that these tweets had a very positive sentiment. For example, “Win a free Samsung Galaxy!” has a compound sentiment score of 0.8122.

The top five words from the negative tweets didn’t give a clear conclusion. The words were “skin,” “new,” “phone,” “video,” and “coming.” I know that people like often like to decorate their phones with “skins,” which I think are like back panels that have different designs. My guess is that these skins maybe have issues fitting the phone, or weren’t as expected, so customers complain about them on twitter. As for words like “new” and “phone,” I think they are just common words used when complaining about your phone. I’ve heard that Android phones have a bad camera quality, so maybe that is why “video” is associated with negative tweets. In all these instances, customers who complain about the Galaxy on Twitter will use language that is considered to have a negative sentiment.

Script Output

The following is the console output from “analyze\_tweets.py.”

Sentiment comparisons

-------------

Compound sentiment for "samsung": 0.114

Compound sentiment for "galaxy": 0.267

Sentiment for "galaxy" (the product) is greater than "samsung"

Top 5 words for pos tweets

-------------

win

giveaway

follow

retweet

get

Top 5 words for neg tweets

-------------

skin

new

phone

video

coming