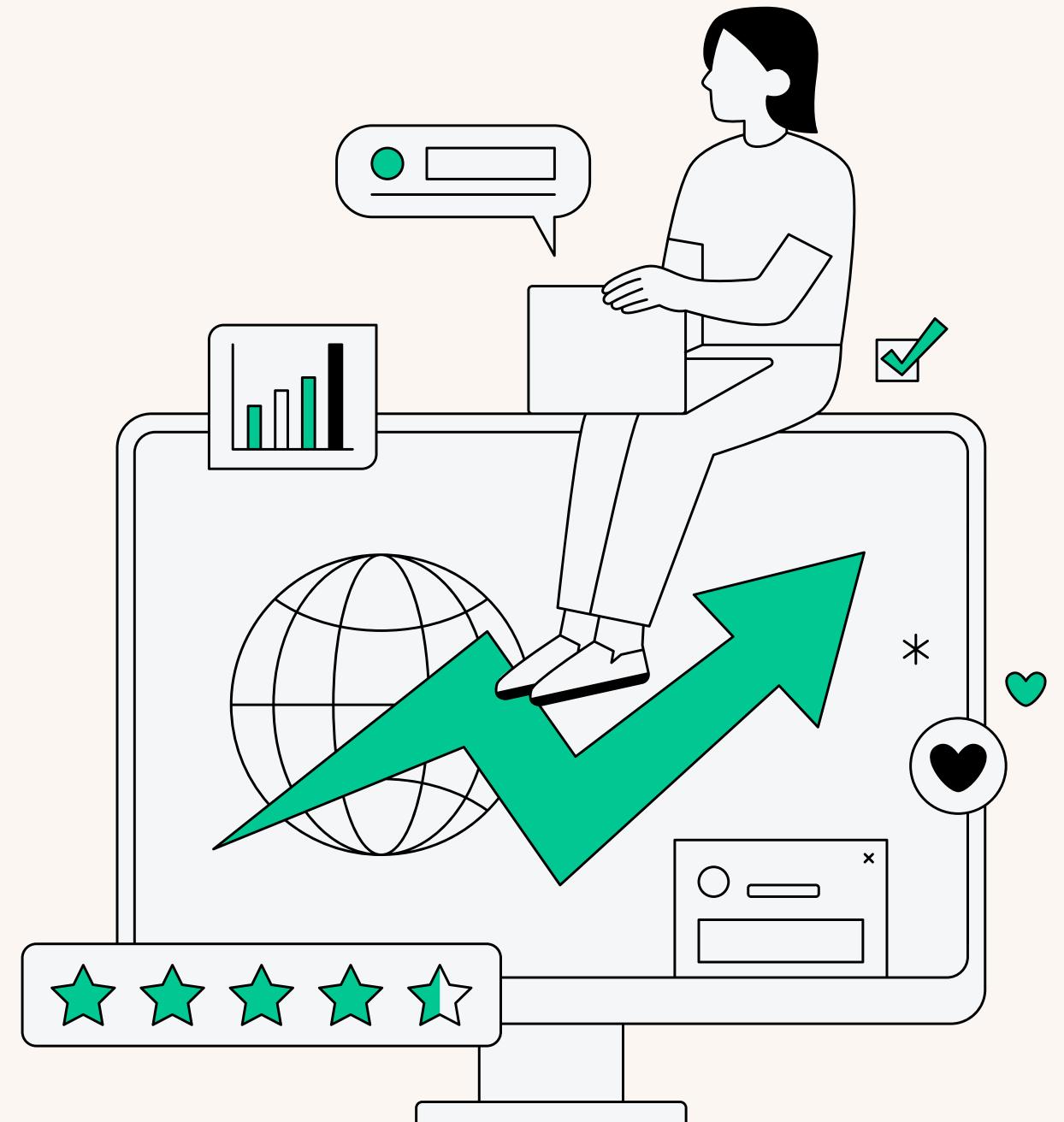


SENT[▶]EMENT TUBE

Sentement-Tube

Understanding Audience Feedback Effectively





Problem Statement

A Sentiment Analysis tool for social media posts on a particular topic categorising them as positive, negative or neutral.





Importance of understanding sentiments



Analyzing sentiments in comments provides valuable insights into audience reactions, preferences, and opinions, which can be beneficial for content creators, marketers, and platform administrators.



Key Features

- Exclusive Focus

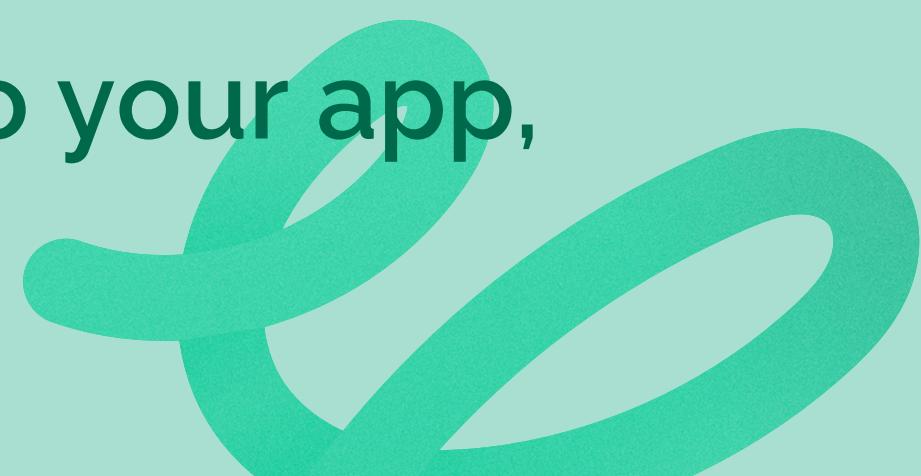
Tailored for YouTube comments, our tool eliminates the need for image and video filtering

- Relevance Assurance

Extracting comments from topic-related videos ensures precise sentiment analysis.

- Deployment

Seamless mobile deployment for instant access to your app, anytime, anywhere.





Key Features

- Topic Flexibility:

Accommodates specific requests while offering real-time analysis on any given topic

- Real-time Responsiveness:

Equipped for immediate sentiment analysis, enhancing adaptability.

- Labelled Data Creation

Effortless labeled data generation for enhanced model training and accuracy.





Key Features

- Pertinent Data Extraction:

Ensures our model receives only relevant information by extracting comments from related videos.

- Data Visualisation

Data can be visualised in various different graphs, pie charts and diagrams according to needs.

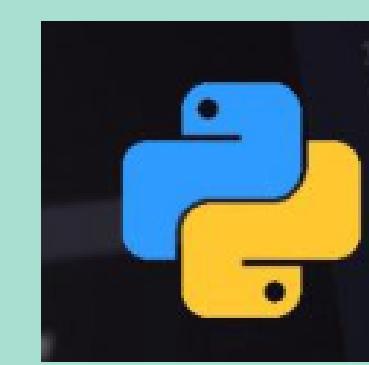
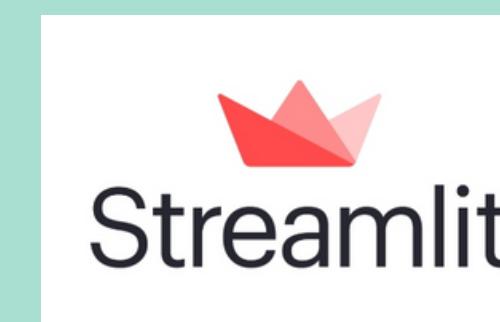
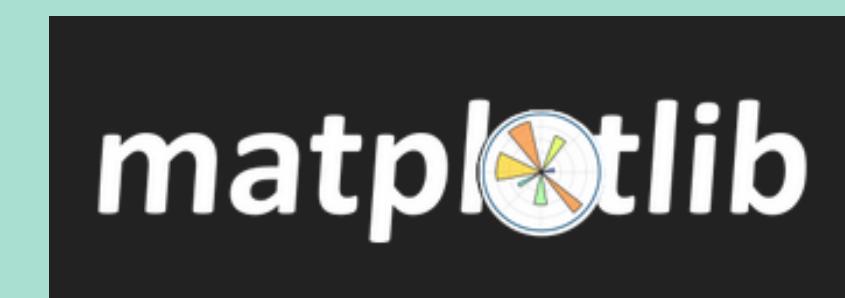


Data Collection

The data collection process involved scraping comments from various YouTube videos across different genres.



Technologies used





Future Scope

- Multilingual Capability

Future scope involves using sentiment analysis on multiple languages focusing but not limited to Hindi.

- Emotional Depth

Enhancing emotional to cover six emotions- sadness, joy, love, anger, fear and surprise





Future Scope

- **Integration with Analytics**

Exploring integration with platforms like SocialBlade and other YouTube analytics sites for detailed insights, including viewer ethnicity and more specific channel information extraction.





Goal

Our goal is to empower content consumers and creators through sentiment analysis, providing valuable insights into the emotional tone of their content. Through sentiment analysis, we aim to bridge the gap between creators and consumers, fostering meaningful connections and elevating the overall content experience.



Research papers referred

Sentiment Analysis on Twitter Data of World Cup Soccer Tournament Using Machine Learning

Ravikumar Patel and
Kalpdrum Passi

Target-dependent Twitter Sentiment Classification

Long Jiang, Xiaohua Liu
Mo Yu², Tiejun Zhao²
Ming Zhou

Combining Strengths, Emotions and Polarities for Boosting Twitter Sentiment Analysis

Felipe Bravo-Marquez,
Marcelo Mendoza,
Barbara Poblete

Thank
you!