# What is Sentiment Analysis?

Sentiment essentially relates to feelings; attitudes, emotions and opinions. Sentiment Analysis refers to the practice of applying Natural Language Processing and Text Analysis techniques to identify and extract subjective information from a piece of text. A person’s opinion or feelings are for the most part subjective and not facts. Which means to accurately analyze an individual’s opinion or mood from a piece of text can be extremely difficult. With Sentiment Analysis from a text analytics point of view, we are essentially looking to get an understanding of the attitude of a writer with respect to a topic in a piece of text and its polarity; whether it’s positive, negative or neutral.

In recent years there has been a steady increase in interest from brands, companies and researchers in Sentiment Analysis and its application to business analytics. The business world today, as is the case in many data analytics streams, are looking for “business insight.”

In relation to sentiment analysis, I am talking about insights into consumer behavior, what customers want, what are customers like and dislike about the products, what their buying signals are, what their decision process looks like etc because in the end of the its the customers for whose satisfaction these businesses work for.

#getting emotions using in-built function

mysentiment\_google<-get\_nrc\_sentiment((google\_text))

mysentiment\_amazon<-get\_nrc\_sentiment((amazon\_text))

mysentiment\_facebook<-get\_nrc\_sentiment((facebook\_text))

mysentiment\_tech<-get\_nrc\_sentiment((tech\_text))

#calculationg total score for each sentiment

Sentimentscores\_google<-data.frame(colSums(mysentiment\_google[,]))

Sentimentscores\_amazon<-data.frame(colSums(mysentiment\_amazon[,]))

Sentimentscores\_facebook<-data.frame(colSums(mysentiment\_facebook[,]))

Sentimentscores\_tech<-data.frame(colSums(mysentiment\_tech[,]))

names(Sentimentscores\_google)<-"Score"

Sentimentscores\_google<-cbind("sentiment"=rownames(Sentimentscores\_google),Sentimentscores\_google)

rownames(Sentimentscores\_google)<-NULL

names(Sentimentscores\_amazon)<-"Score"

Sentimentscores\_amazon<-cbind("sentiment"=rownames(Sentimentscores\_amazon),Sentimentscores\_amazon)

rownames(Sentimentscores\_amazon)<-NULL

names(Sentimentscores\_facebook)<-"Score"

Sentimentscores\_facebook<-cbind("sentiment"=rownames(Sentimentscores\_facebook),Sentimentscores\_facebook)

rownames(Sentimentscores\_facebook)<-NULL

names(Sentimentscores\_tech)<-"Score"

Sentimentscores\_tech<-cbind("sentiment"=rownames(Sentimentscores\_tech),Sentimentscores\_tech)

rownames(Sentimentscores\_tech)<-NULL

#\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

#plotting the sentiments with scores

ggplot(data=Sentimentscores\_google,aes(x=sentiment,y=Score))+geom\_bar(aes(fill=sentiment),stat = "identity")+

theme(legend.position="none")+

xlab("Sentiments")+ylab("scores")+ggtitle("Sentiments of people behind the tweets on tech giant GOOGLE")

ggplot(data=Sentimentscores\_amazon,aes(x=sentiment,y=Score))+geom\_bar(aes(fill=sentiment),stat = "identity")+

theme(legend.position="none")+

xlab("Sentiments")+ylab("scores")+ggtitle("Sentiments of people behind the tweets on ecomerce giant AMAZON")

ggplot(data=Sentimentscores\_facebook,aes(x=sentiment,y=Score))+geom\_bar(aes(fill=sentiment),stat = "identity")+

theme(legend.position="none")+

xlab("Sentiments")+ylab("scores")+ggtitle("Sentiments of people behind the tweets on Social Netwoking site FACEBOOK")

ggplot(data=Sentimentscores\_tech,aes(x=sentiment,y=Score))+geom\_bar(aes(fill=sentiment),stat = "identity")+

theme(legend.position="none")+

xlab("Sentiments")+ylab("scores")+ggtitle("Sentiments of people behind the tweets on tech as a whole")