Idea 1:

Question:  
Will a major international crisis influence the sentiment of Twitter users in Tweets that do not refer to the situation itself?

Motivation:  
In recent years, there have been several international crises in different areas of life. While there are often clear emotional statements about the crises themselves, it can be assumed, that those crises also influence one’s general life and individual feeling. Tweets could be one potent source to get an overview of the sentiment of the whole population. Twitter also allows sorting the data into different clusters (e.g. location, individual, or celebrity).

Data analytic approach:  
As fundamental data, tweets during the Covid-19-Pandemic will be compared to Tweets before the Covid-19-Pandemic. Tweets that directly mention Covid-19 (defined through Keywords) will be excluded from the analysis to make sure that the tweets regarding the pandemic do not influence the result. The sentiment will be rated -1 for negative tweets and +1 for positive tweets, the lower the average score the worse the general sentiment. If the general sentiment is lower during Covid-19-Pandemic, it is likely, that individual sentiments are worse overall.

Idea 2:

Question:  
How does perceived utility change for reviews that contain strong individual sentiments compared to reviews that are written neutrally and do not contain individual strong sentiments?

Motivation:  
Reading reviews and comparing products, hotels, and restaurants based on reviews is now part of everyday life. While professional reviews are based on factual comparisons (e.g. hardware for technical products, functionality for apps), individual reviews are often emotional. Following this thought, the question arises whether reviews influenced by emotions are perceived as more helpful for users than reviews without emotional statements.

Data analysis:  
Reviews from a variety of sources can be used as fundamental data. These data are searched for sentiment words, which are counted without distinguishing between positive and negative sentiment. The ratings are divided into several categories (e.g., low, medium, and strong sentiment) and these are compared in terms of perceived usefulness.