



Lab 8. Sentiment Analysis

Overview

This lab introduces you to one of the most exciting applications of natural language processing that is, sentiment analysis. You will explore the various tools used to perform sentiment analysis, such as popular NLP libraries and deep learning frameworks. You will then perform sentiment analysis on given text data using the powerful `textblob` library. You will load textual data and perform preprocessing on it to fine-tune the results of your sentiment analysis program. By the end of the lab, you will be able to train a sentiment analysis model.

Types of Sentiments

There are various sentiments that we can try to detect in language sources. Let's discuss a few of them in detail.

Emotion

Sentiment analysis is often used to detect the emotional state of a person. It checks whether the person is happy or sad, or content or discontent. Businesses often use it to improve customer satisfaction.

Action Orientation versus Passivity

This is about whether a person is prone to action or not. This is often used to determine how close a person is to making a choice.

Tone

Speech and text are often meant to convey certain impressions that are not necessarily factual and not entirely emotional. Examples of this are sarcasm, irony, and humor.

Subjectivity versus Objectivity

You might want to detect whether a person has issued and expressed an opinion, or whether their statement reads more like a fact and can only be true or false.

Applications of Sentiment Analysis

There are various applications of sentiment analysis.

- Financial Market Sentiment
- Product Satisfaction
- Social Media Sentiment
- Brand Monitoring
- Customer Interaction

Exercise 8.01: Basic Sentiment Analysis Using the textblob Library

In this exercise, we will perform sentiment analysis on a given text. For this, we will be using the `TextBlob` class of the `textblob` library. Follow these steps to complete this exercise:

1. Open a Jupyter notebook.
2. Insert a new cell and add the following code to implement to import the `TextBlob` class from the `textblob` library:

```
'''
from textblob import TextBlob
'''
```

3. Create a variable named `sentence` and assign it a string. Insert a new cell and add the following code to implement this:

```
'''
sentence = "but you are Late Flight again!! "\
           "Again and again! Where are the crew?"
'''
```

4. Create an object of the `TextBlob` class. Add `sentence` as a parameter to the `TextBlob` container. Insert a new cell and add the following code to implement this:

```
'''
blob = TextBlob(sentence)
'''
```

5. In order to view the details of the `blob` object, insert a new cell and add the following code:

```
print(blob)
```

The code generates the following output:

```
but you are Late Flight again!! Again and again! Where are the crew?
```

6. To use the `sentiment` property of the `TextBlob` class (which returns a tuple), insert a new cell and add the following code:

```
blob.sentiment
```

The code generates the following output:

```
Sentiment(polarity=-0.5859375, subjectivity=0.6
```

Note:

In the code, we can see the `polarity` and `subjectivity` scores for a given text. The output indicates a polarity score of -0.5859375, which means that negative sentiment has been detected in the text. The subjectivity score means that the text is somewhat on the subjective side, though not entirely subjective. We have performed sentiment analysis on a given text using the `textblob` library. In the next section, we will perform sentiment analysis on tweets about airlines.

Activity 8.01: Tweet Sentiment Analysis Using the `textblob` library

In this activity, you will perform sentiment analysis on tweets related to airlines. You will also be providing condition for determining positive, negative, and neutral tweets, using the `textblob` library.

Note

You can find the data to be used for this activity here:

Follow these steps to implement this activity:

1. Import the necessary libraries.
2. Load the CSV file.
3. Fetch the `text` column from the DataFrame.
4. Extract and remove the handles from the fetched data.
5. Perform sentiment analysis and get the new DataFrame.
6. Join both the DataFrames.
7. Apply the appropriate conditions and view positive, negative, and neutral tweets.

After executing those steps, the output for positive tweets should be as follows:

	tweet	At	tweet_preprocessed	Polarity	Subjectivity
8	@FlyHighAirways Well, I didn't...but NOW I DO! :-D	@FlyHighAirways	Well, I didn't...but NOW I DO! :-D	1.000000	1.000000
19	@FlyHighAirways you know what would be amazingly awesome? BOS-FLL PLEASE!!!!!! I want to fly with only you.	@FlyHighAirways	you know what would be amazingly awesome? BOS-FLL PLEASE!!!!!! I want to fly with only you.	0.600000	0.966667
22	@FlyHighAirways I love the hipster innovation. You are a feel good brand.	@FlyHighAirways	I love the hipster innovation. You are a feel good brand.	0.600000	0.600000

As you can see from the preceding output, the `Polarity` column shows a positive integer. This implies that the tweet displays positive sentiment. The `Subjectivity` column indicates that most tweets are found to be of a subjective nature.

The output for negative tweets is as follows:

	tweet	At	tweet_preprocessed	Polarity	Subjectivity
33	@FlyHighAirways awaiting my return phone call, just would prefer to use your online self-service option :(@FlyHighAirways	awaiting my return phone call, just would prefer to use your online self-service option :(-0.750000	1.000000
84	@FlyHighAirways it was a disappointing experience which will be shared with every business traveler I meet. #neverflyFlyHigh	@FlyHighAirways	it was a disappointing experience which will be shared with every business traveler I meet. #neverflyFlyHigh	-0.600000	0.700000
114	@FlyHighAirways come back to #PHL already. We need you to take us out of this horrible cold. #pleasecomeback http://t.co/gLXFwP6nQH	@FlyHighAirways	come back to #PHL already. We need you to take us out of this horrible cold. #pleasecomeback http://t.co/gLXFwP6nQH	-0.533333	0.666667

The preceding output shows a `Polarity` column with a negative integer, implying that the tweet displays negative sentiment, while the `Subjectivity` column shows a positive integer, which implies the same as before personal opinion or feeling.

The output for neutral tweets should be as follows:

	tweet	At	tweet_preprocessed	Polarity	Subjectivity
0	@FlyHighAirways What @dhepburn said.	@FlyHighAirways	What said.	0.00000	0.00
1	@FlyHighAirways plus you've added commercials to the experience... tacky.	@FlyHighAirways	plus you've added commercials to the experience... tacky.	0.00000	0.00
3	@FlyHighAirways it's really aggressive to blast obnoxious "entertainment" in your guests' faces & they have little recourse	@FlyHighAirways	it's really aggressive to blast obnoxious "entertainment" in your guests' faces & they have little recourse	0.00625	0.35

The preceding output has a `Polarity` column and a `Subjectivity` column with a zero or almost zero value. This implies the tweet has neither positive nor negative sentiment, but neutral; moreover, no subjectivity is detected for these tweets.

Note The solution to this activity in the current directory.

Understanding Data for Sentiment Analysis

Sentiment analysis is a type of **text classification**. Sentiment analysis models are usually trained using **supervised datasets**. Supervised datasets are a kind of dataset that is labeled with the target variable, usually a column that specifies the sentiment value in the text. This is the value we want to predict in the unseen text.

Exercise 8.02: Loading Data for Sentiment Analysis

In this exercise, we will load data that could be used to train a sentiment analysis model. For this exercise, we will be using three datasets namely Amazon, Yelp, and IMDb.

Note

You can find the data being used in this exercise here:

Follow these steps to implement this exercise:

1. Open a Jupyter notebook.
2. Insert a new cell and add the following code to import the necessary libraries:

```
import pandas as pd
pd.set_option('display.max_colwidth', 200)
```

This imports the `pandas` library. It also sets the display width to `200` characters so that more of the review text is displayed on the screen.

3. To specify where the sentiment data is located, first load three different datasets from Yelp, IMDb, and Amazon. Insert a new cell and add the following code to implement this:

```
DATA_DIR = 'data/sentiment_labelled_sentences/'
IMDB_DATA_FILE = DATA_DIR + 'imdb_labelled.txt'
YELP_DATA_FILE = DATA_DIR + 'yelp_labelled.txt'
```

```
AMAZON_DATA_FILE = DATA_DIR + 'amazon_cells_labelled.txt'
COLUMN_NAMES = ['Review', 'Sentiment']
```

Each of the data files has two columns: one for the review text and a numeric column for the sentiment.

- To load the IMDb reviews, insert a new cell and add the following code:

```
imdb_reviews = pd.read_table(IMDB_DATA_FILE, names=COLUMN_NAMES)
```

In this code, the `read_table()` method loads the file into a DataFrame.

- Display the top 10 records in the DataFrame. Add the following code in the new cell:

```
imdb_reviews.head(10)
```

The code generates the following output:

	Review	Sentiment
0	A very, very, very slow-moving, aimless movie about a distressed, drifting young man.	0
1	Not sure who was more lost - the flat characters or the audience, nearly half of whom walked out.	0
2	Attempting artiness with black & white and clever camera angles, the movie disappointed - became even more ridiculous - as the acting was poor and the plot and lines almost non-existent.	0
3	Very little music or anything to speak of.	0
4	The best scene in the movie was when Gerardo is trying to find a song that keeps running through his head.	1
5	The rest of the movie lacks art, charm, meaning... If it's about emptiness, it works I guess because it's empty.	0
6	Wasted two hours.	0
7	Saw the movie today and thought it was a good effort, good messages for kids.	1
8	A bit predictable.	0
9	Loved the casting of Jimmy Buffet as the science teacher.	1

In the preceding figure, you can see that the negative reviews have sentiment scores of `0` and positive reviews have sentiment scores of `1`.

- To check the total number of records of the IMDb review file, use the `value_counts()` function. Add the following code in a new cell to implement this:

```
imdb_reviews.Sentiment.value_counts()
```

The expected output with total reviews should be as follows:

```
1      386
0      362
Name:    Sentiment, dtype: int64
```

In the preceding figure, you can see that the data file contains a total of 748 reviews, out of which 362 are negative and 386 are positive.

- Format the data by adding the following code in a new cell:

```
imdb_counts = imdb_reviews.Sentiment.value_counts().to_frame()
imdb_counts.index = pd.Series(['Positive', 'Negative'])
imdb_counts
```

The code generates the following output:

	Sentiment
Positive	386
Negative	362

We called `value_counts()`, created a DataFrame, and assigned `Positive` and `Negative` as index labels.

8. To load the Amazon reviews, insert a new cell and add the following code:

```
amazon_reviews = pd.read_table(AMAZON_DATA_FILE, \
                               names=COLUMN_NAMES)
amazon_reviews.head(10)
```

The code generates the following output:

	Review	Sentiment
0	So there is no way for me to plug it in here in the US unless I go by a converter.	0
1	Good case, Excellent value.	1
2	Great for the jawbone.	1
3	Tied to charger for conversations lasting more than 45 minutes.MAJOR PROBLEMS!!	0
4	The mic is great.	1
5	I have to jiggle the plug to get it to line up right to get decent volume.	0
6	If you have several dozen or several hundred contacts, then imagine the fun of sending each of them one by one.	0
7	If you are Razr owner...you must have this!	1
8	Needless to say, I wasted my money.	0
9	What a waste of money and time!.	0

9. To load the Yelp reviews, insert a new cell and add the following code:

```
yelp_reviews = pd.read_table(YELP_DATA_FILE, \
                              names=COLUMN_NAMES)
yelp_reviews.head(10)
```

The code generates the following output:

	Review	Sentiment
0	Wow... Loved this place.	1
1	Crust is not good.	0
2	Not tasty and the texture was just nasty.	0
3	Stopped by during the late May bank holiday off Rick Steve recommendation and loved it.	1
4	The selection on the menu was great and so were the prices.	1
5	Now I am getting angry and I want my damn pho.	0
6	Honestly it didn't taste THAT fresh.)	0
7	The potatoes were like rubber and you could tell they had been made up ahead of time being kept under a warmer.	0
8	The fries were great too.	1
9	A great touch.	1

Activity 8.02: Training a Sentiment Model Using TFIDF and Logistic Regression

To complete this activity, you will build a sentiment analysis model using the Amazon, Yelp, and IMDb datasets that you used in the previous exercise. Use the TFIDF method to extract features from the text and use logistic regression for the learning algorithm. The following steps will help you complete this activity:

1. Open a Jupyter notebook.
2. Import the necessary libraries.
3. Load the Amazon, Yelp, and IMDb datasets.
4. Concatenate the datasets and take out a random sample of 10 items.
5. Create a function for preprocessing the text, that is, convert the words into lowercase and normalize them.
6. Apply the function created in the previous step on the dataset.
7. Use `TfidfVectorizer` to convert the review text into TFIDF vectors and use the `LogisticRegression` class to create a model that uses logistic regression for the model. These should be combined into a `Pipeline` object.
8. Now split the data into train and test sets, using 70% to train the data and 30% to test the data.
9. Use the `fit()` function to fit the training data on the pipeline.
10. Print the accuracy score.
11. Test the model on these sentences: *"I loved this place"* and *"I hated this place"*.

Summary

We started our journey into NLP with basic text analytics and text preprocessing techniques, such as tokenization, stemming, lemmatization, and lowercase conversion, to name a few. We then explored ways in which we can represent our text data in numerical form so that it can be understood by machines in order to implement various algorithms. After getting some practical knowledge of topic modeling, we moved on to text vectorization, and finally, in this lab, we explored various applications of sentiment analysis. This included different tools that use sentiment analysis, from technologies available from online marketplaces to deep learning frameworks. More importantly, we learned how to load data and train our model to use it to predict sentiment.