

Sentiment140

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General Information

What is

2019 Gartn

 Compare Indus
Quadrant Repo

qlik.com

Sentiment140?

Sentiment140 allows you to discover the sentiment of a brand, product, or topic on Twitter.

How does this work?

You can read about our approach in our technical report: [Twitter Sentiment Classification using Distant Supervision](#). There are also additional features that are not described in this paper.

How is this different?

Our approach is different from other sentiment analysis sites because:

- We use classifiers built from [machine learning](#) algorithms. Other products use a simpler keyword-based approach which may have higher precision but lower recall.
- We provide transparency for the classification results of individual tweets. Other sites only surface aggregated metrics, which makes it difficult to assess the accuracy of their classifiers.

Who created

2019 Gartn

this?

 Compare Indus
Quadrant Repo

Sentiment140 was qlik.com

created by Alec Go,

Richa Bhayani, and Lei Huang, who were Computer Science graduate students at Stanford University.

What are the use cases?

1. Brand management (e.g. [windows 10](#))
2. Polling (e.g. [obama](#))
3. Planning a purchase (e.g. [kindle](#))

Can you help me?

We like helping people with machine learning, natural language processing or social media analysis questions. Feel free to [contact us](#) if you r

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