



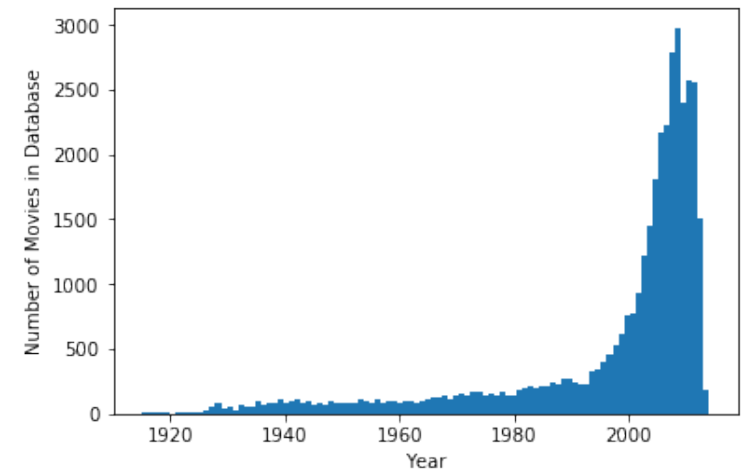
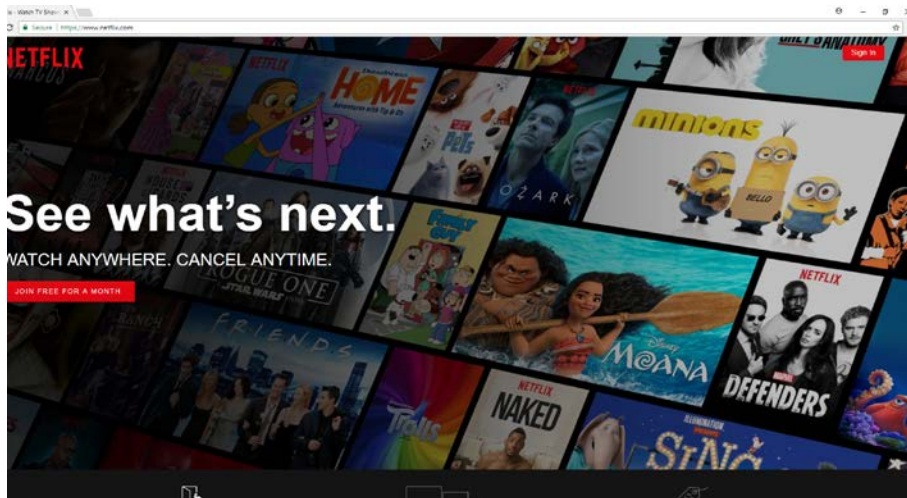
# Recommendation

School of Information Studies  
Syracuse University

# Our Challenge This Week?



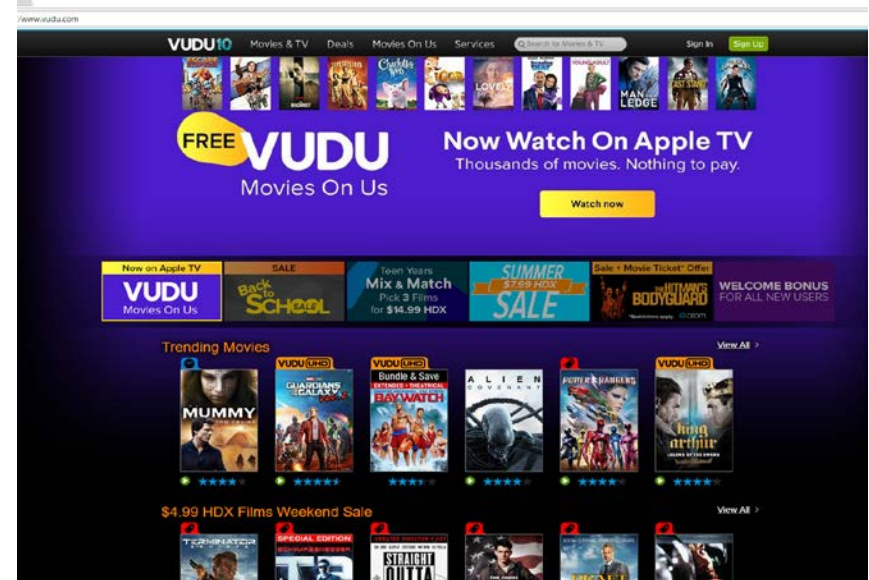
# How Might We Discover Them?





# How Might We Discover Them? (cont.)

things party  
wild stop past  
girls high going want young  
hell know mind beyond big  
family great year everything game  
men get young movie man



# Bag of Words

actors	often	far	years	idea
black	one	film	acting	kids
early	part	funny	action	line
enjoy	perhaps	goes	actually	look
films	say	however	back	many
full	supposed	long	can	movie
get	thought	love	characters	never
good	three	make	done	new
great	two	picture	enjoyed	night
guys	along	plot	especially	now
humor	american	quite	every	original
just	another	rather	excellent	people
last	best	script	face	plays
later	comedy	still	feel	read
lead	definitely	story	finally	real
like	despite	stupid	first	right
little	direction	war	gives	role
loved	director	way	got	scene
men	end	well	heard	scenes
minutes	entertaining	worth	history	screen

things party wild stop past  
family great year game  
high girls going want young  
hell know mind beyond big  
men young movie man  
get

# Sentiment Analysis

actors	often	far	years	idea
black	one	film	acting	kids
early	part	funny	action	line
enjoy	perhaps	goes	actually	look
films	say	however	back	many
full	supposed	long	can	movie
get	thought	love	characters	never
good	three	make	done	new
great	two	picture	enjoyed	night
guys	along	plot	especially	now
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loved	director	way	got	scene
men	end	well	heard	scenes
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A word cloud visualization of sentiment analysis results. The words are arranged in a circular pattern, with colors indicating sentiment: orange for negative, blue for neutral, and green for positive. The words include: things, party, wild, stop, past, girls, high, going, want, young, family, great, year, game, everything, men, young, movie, man, get, hell, know, mind, beyond, big.

# Recommendation

- Text analytics requires a move from unstructured to structured
- Some primary methods
  - Bag of words
  - Natural language processing
  - Sentiment analysis
- Text analytics gives new insight into consumer preferences

