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IST 652, Week 9

Activity 9.5: Sentiment Analysis

﻿I played around with the TextBlob sentiment analysis and tried to see how well it could score things.

I used the text: “﻿I am so happy with this product. It is fantastic. I can't wait to get another one

just like it for my sister. It's super!”

It gave scores as:

0.8

0.4

0.0

0.41

It was difficult for me to interpret this information – unless it was the following  
Compound = 0.8

Negative = 0.4

Neutral = 0.0

Positive = 0.41

I did the same thing with the nltk vader\_lexicon and got results that made more sense to me:

**﻿**I am so happy with this product.

compound: 0.6115, neg: 0.0, neu: 0.556, pos: 0.444,

It is fantastic.

compound: 0.5574, neg: 0.0, neu: 0.357, pos: 0.643,

I can't wait to get another one just like it for my sister.

compound: 0.3612, neg: 0.0, neu: 0.815, pos: 0.185,

It's super!

compound: 0.636, neg: 0.0, neu: 0.193, pos: 0.807,

I could use this to analyze the tweets that I got back from searching twitter for racetrack tweets – but I can see many ways to use this information: brand sentiment, competition, etc.