RStudio

sentiment_analysis.Rmd*

Preview   Insert   Run

mbphotopass
mercedesbenz
perfect it's gtpride
amg car
summer 300
love benz
glad
mercedes
mercedesamg

173
174 Unterteilung der Wortwolke in negative und positive Wörter.
175
176 ```{r}

164:1   Chunk 12   R Markdown

Environment   History   Spark

Global Environment

Data

bing.word.coun…	36 obs. of 3 variables
custom.stop.wo…	1152 obs. of 2 variables
nrc.negative	3324 obs. of 2 variables
nrc.positive	2312 obs. of 2 variables
stop_words	1149 obs. of 2 variables
tweets.df	95 obs. of 19 variables
tweets.df2	526 obs. of 19 variables

Values

access.token	"8427287750160777217-qDctgf6P9PXUtOMdOGK1w…

Files   Plots   Packages   Help   Viewer

Zoom   Export

Console ~/CLV_Cases/

```
> library(wordcloud)
>
> tweets.df2 %>%
+   anti_join(stop_words) %>%
+   anti_join(custom.stop.words) %>%
+   count(word) %>%
+   with(wordcloud(word, n, max.words = 15))
Joining, by = "word"
Joining, by = "word"
>
```

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164:1 Chunk 12

R Markdown

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SENTIMENT ANALYSIS WITH NATURAL LANGUAGE PROCESSING

- **Task**: Analyse Brand Sentiment

- **Data**: Brand Mentions in Twitter

- **Technology**: Natural Language Processing (NLP)
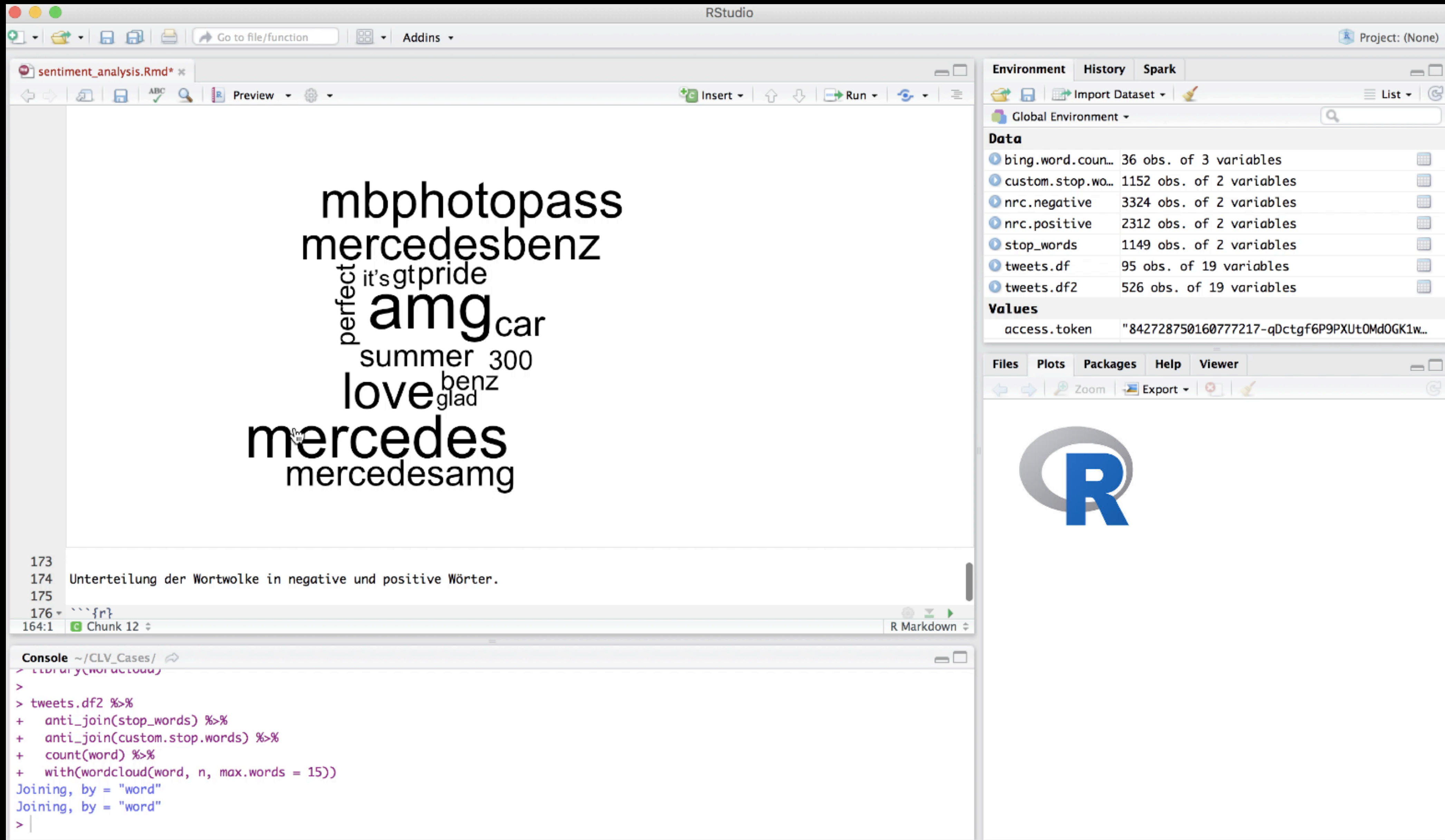
R FOR DATA SCIENCE

Dashboards

Prof. Dr. Jan Kirenz