



#SXSW

Tweet Sentiment Analysis

The Team



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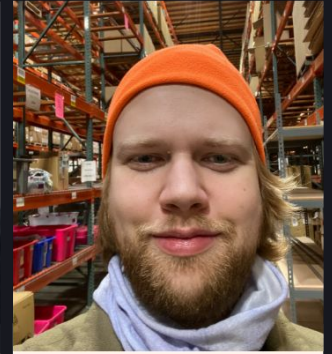
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**Gain sentiment analysis of tweets without
reading a single tweet**

Agenda

1

Business
Understanding

2

Data
Overview

3

Modeling
Process

4

Tweet
Sentiment
Analysis

5

Next
Steps

Background





davidlee ✓

@davidlee

Forgot my iPhone for [#sxsw](#). Android only. Knife to a gun fight

11:06 AM · Mar 13, 2011

The Data



Data Overview

This year's tweets during SXSW

5000 tweets directed at Apple products

Sentiment grade

Positive, Negative, Neutral

Limitations



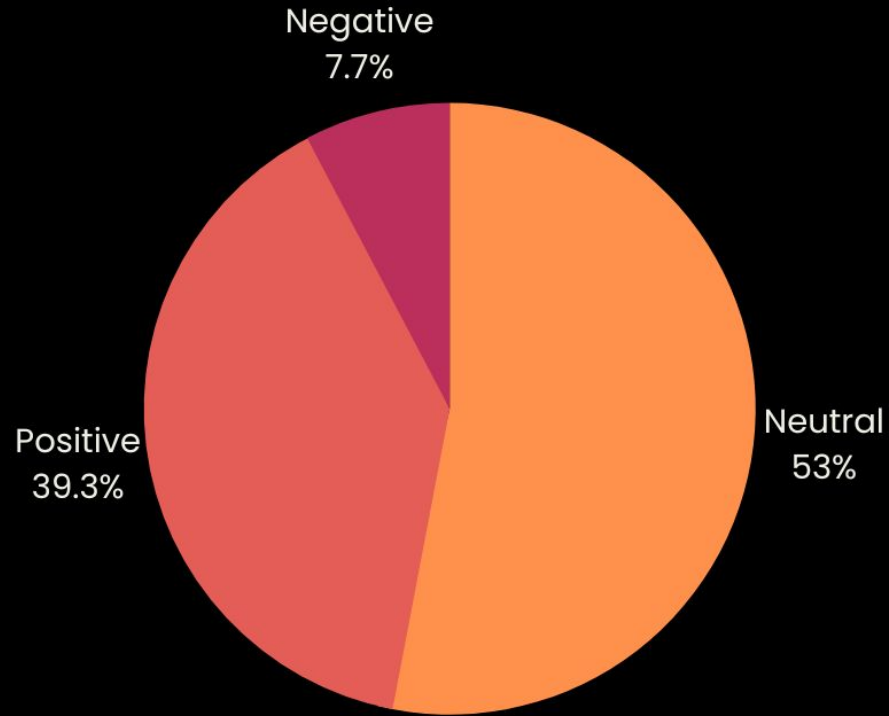
Data Analysis



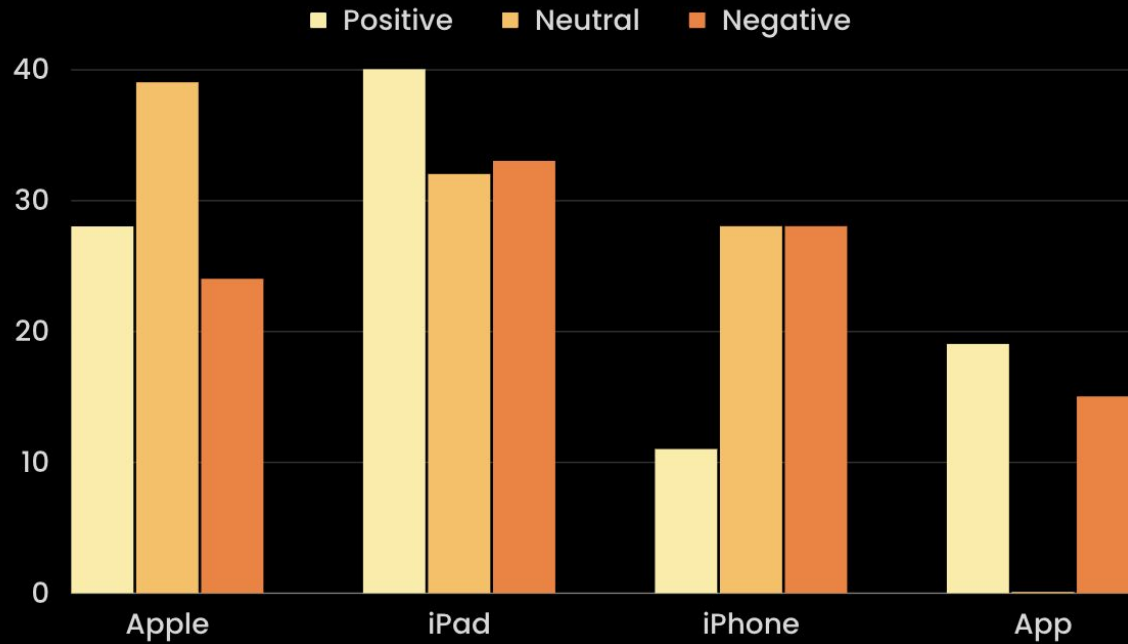
Words That Influence Sentiment



Primarily Neutral or Positive Sentiment



Sentiment % Per Topic



Modeling





Modeling Process

01

Important words

58% precision

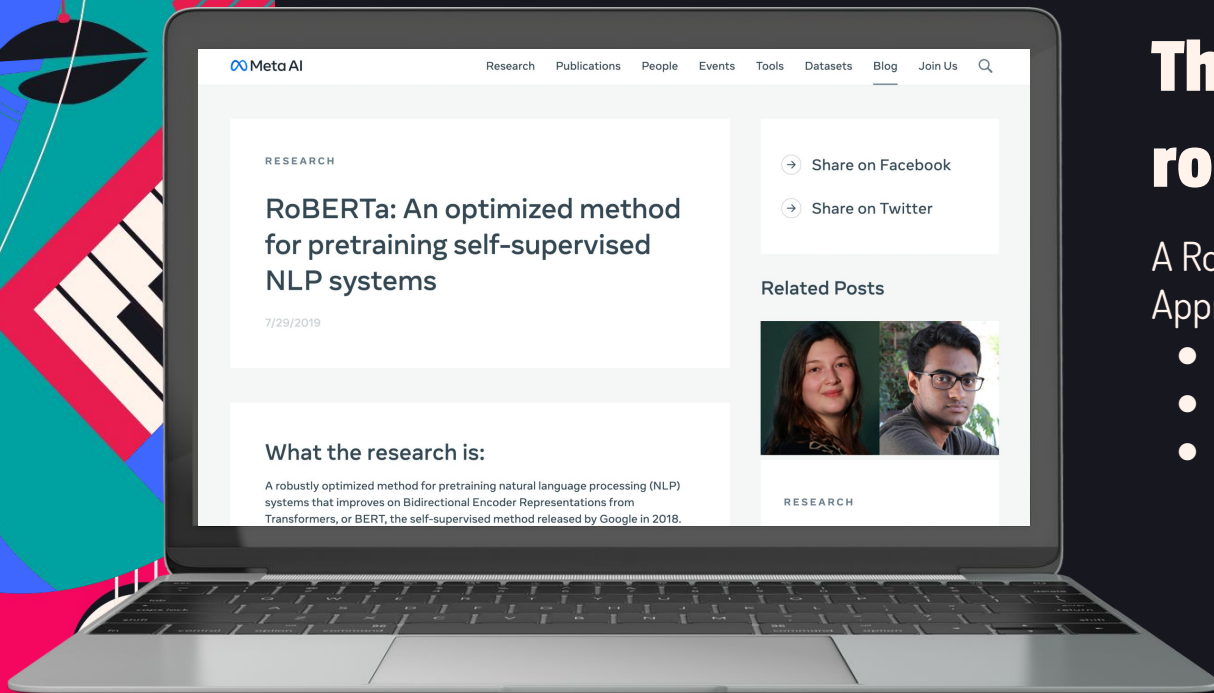
02

Collection of models

Highest scored 63%

03

Pre-trained model



This is roBERTa TweetEval.

A Robustly Optimized BERT Pretraining Approach.

- Released by Meta AI in 2018
- Sentiment Analysis in a tweet
- Predicts tweets with 83% accuracy within a matter of seconds

The Tweet



Jonathan Dunn

@JCDunn

...

Of course Apple built a temp store in Austin. It's Texas. They understand the concept of corralling cattle [#SXSW](#) [#PickMeUpAniPad2](#)



Jon Vanhala

@jonvanhala

...

Killer meet ups with new and old friends today from Apple and Microsoft to solo killers and many in between [#letschangetheworld](#) [#sxsw](#)



Cindi Ramm

@cjramm

...

Wonder if [@sgavurin](#) & [@jcookaz](#) will be in the apple flashmob: tcrn.ch/fcs45j [#SXSW](#) [#ipad2](#)

5:04 AM · Mar 12, 2011



Anonymous

@anonymous

...

if only i could find @mention at #sxsw. he's probably fiting with his ipad.

Our test of roBERTa TweetEval.

- Dry Humor and Sarcasm
- Variation
- Unbiased

Conclusion

SXSW Buzz

Fast, Reliable Temperature Checks



Recommendations





Next Steps

Expand beyond Twitter

Continue to build our own model



The image features a dark blue background with the word "Questions?" in a bold, white, sans-serif font. On the left and right sides, there are vertical strips of abstract, colorful geometric patterns. The left strip includes a green circle, a white piano keyboard, and a yellow circle. The right strip includes a pink circle, a white piano keyboard, and a teal circle. The overall design is modern and artistic.

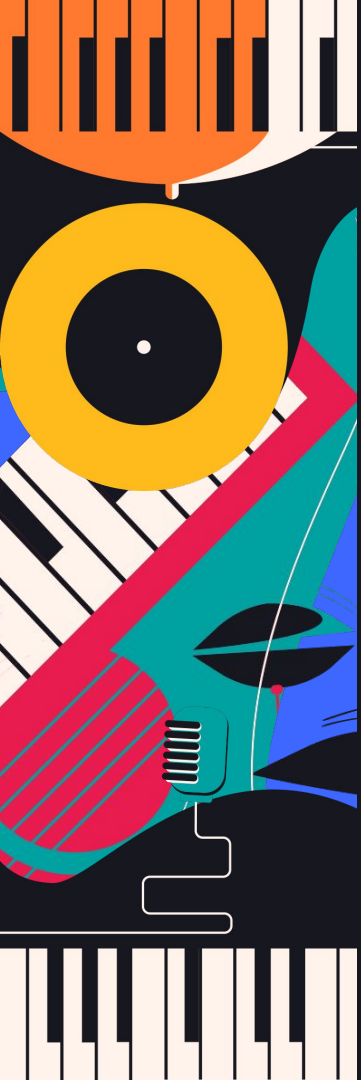
Questions?

The slide features a dark navy blue background. On the left and right sides, there are vertical decorative borders. The left border consists of overlapping geometric shapes in shades of blue, green, yellow, and white, including a large white semi-circle and a yellow circle. The right border is more complex, featuring a bright pink area at the top with a white circle, a teal area below it with a white line, and a blue area at the bottom with a white line. The word "conclusion" is written in a bold, white, sans-serif font in the upper left quadrant of the slide.

conclusion

Many neutral and positive tweets from SXSW

Pretrained models have more sentiment aptitude



Thanks !

