Topic-specific sentiment analysis for tweets by German MPs

Statistical consulting

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REFERENCES

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INTRODUCTION & PROJECT OUTLINE

1 INTRODUCTION

- Social media: constant stream of publicly available **text data**

- **Twitter** established as a medium for political discourse and constant source of information

- Frequently resurfacing **research questions:**

    - Which **topics** are being addressed?

    - What kind of **sentiment** is expressed about these topics?

1 PROJECT OUTLINE

- **Primary goal:** analysis of public sentiment in a topic-aware manner for posts scraped from Twitter by German Members of Parliament (MPs)

  → Explore how **topic-specific sentiment analysis** can be implemented with (1) standard ML techniques and (2) more complex DL models.

- **Secondary goal:** make analysis of social media texts in a political context more easily accessible to researchers

  → Provide teaching material on both approaches, composed as a coherent online course

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GENERAL THEORETICAL CONTEXT
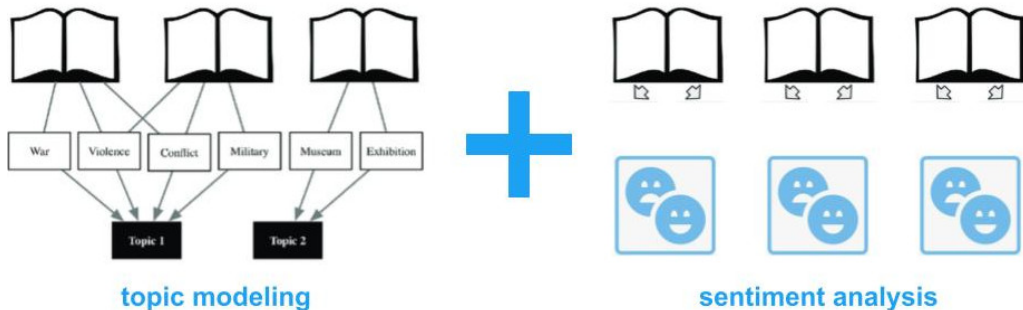
2 GENERAL THEORETICAL CONTEXT

topic modeling   **sentiment analysis**

Figure: Adopted and modified from Min and Park (2016)

$\rightarrow$ **Topic-specific sentiment analysis**

2 GENERAL THEORETICAL CONTEXT

- Social media: constant stream of publicly available **text data**

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ANALYSIS

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KNOWLEDGE TRANSFER

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DISCUSSION

REFERENCES

Min, S. and Park, J. (2016). Mapping out narrative structures and dynamics using networks and textual information.