

ABSTRACT

Sentiment analysis refers to the use of natural language processing, text analysis, computational linguistics, and bio-metrics to systematically identify, extract, quantify, and study effective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials such as reviews and survey responses, online and social media, and health care materials for applications that range from marketing to customer service to clinical medicine. The public sentiment towards candidates will influence the future leader of a country. How the public views the top election candidates, namely Donald Trump, Hillary Clinton and Bernie Sanders is of great importance. To achieve a large, diverse data-set of current public opinions on the candidates, Twitter is used. Twitter is a social media platform that provides live access to opinions about the election across the globe. Twython twitter API is used to collect tweets based on keywords and Python 3.6 is used to analyze and visualize the tweets using various modules. By analyzing recent tweets regarding the top candidates in the 2016 election to predict the public sentiments towards each candidate, a solution is found to solve the real world problem of understanding the current sentiment towards election candidates based off the public's live opinions and emotions rather than off of smaller, localized polls typically done by mainstream media corporations.