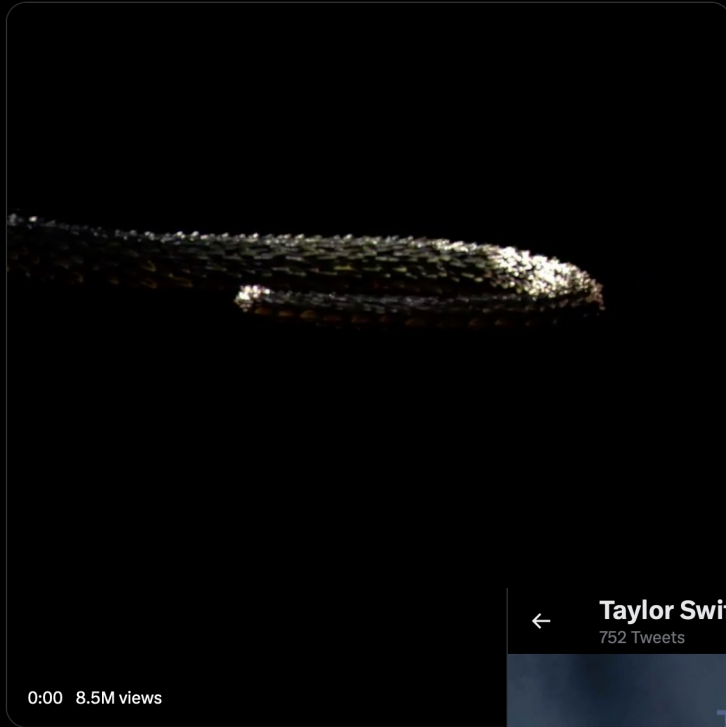


A portrait of Taylor Swift with her hand covering her eyes, set against a dark background. A network graph with nodes and edges is overlaid on the left side of the image. The text is in white, sans-serif font.

Taylor Swift Sentiment Analysis Using Twitter

ENSE 480

Mikayla Peterson (200425538)



9:00 AM · Aug 21, 2017

66.2K Retweets 41.4K Quote Tweets 199.7K Likes



Taylor Swift

@taylorswift13

752 Tweets

Taylor Swift

Midnights

Available Everywhere

Listen Now

Taylor Swift

@taylorswift13

I'm the problem, it's me

Musician

taylor.lnk.to/taylorswiftmid...

Joined December 2008

0 Following

92.3M Followers

Problem

- How has the public opinion and perceptions of Taylor Swift changed over the years?
- Solution: sentiment analysis with natural language processing!

Scope

In-Scope


- Collect and pre-process Tweets about Taylor
- Perform sentiment analysis
 - Classifying tweets as positive, negative, or neutral
- Visualizations of model performance and data trends

Out of Scope

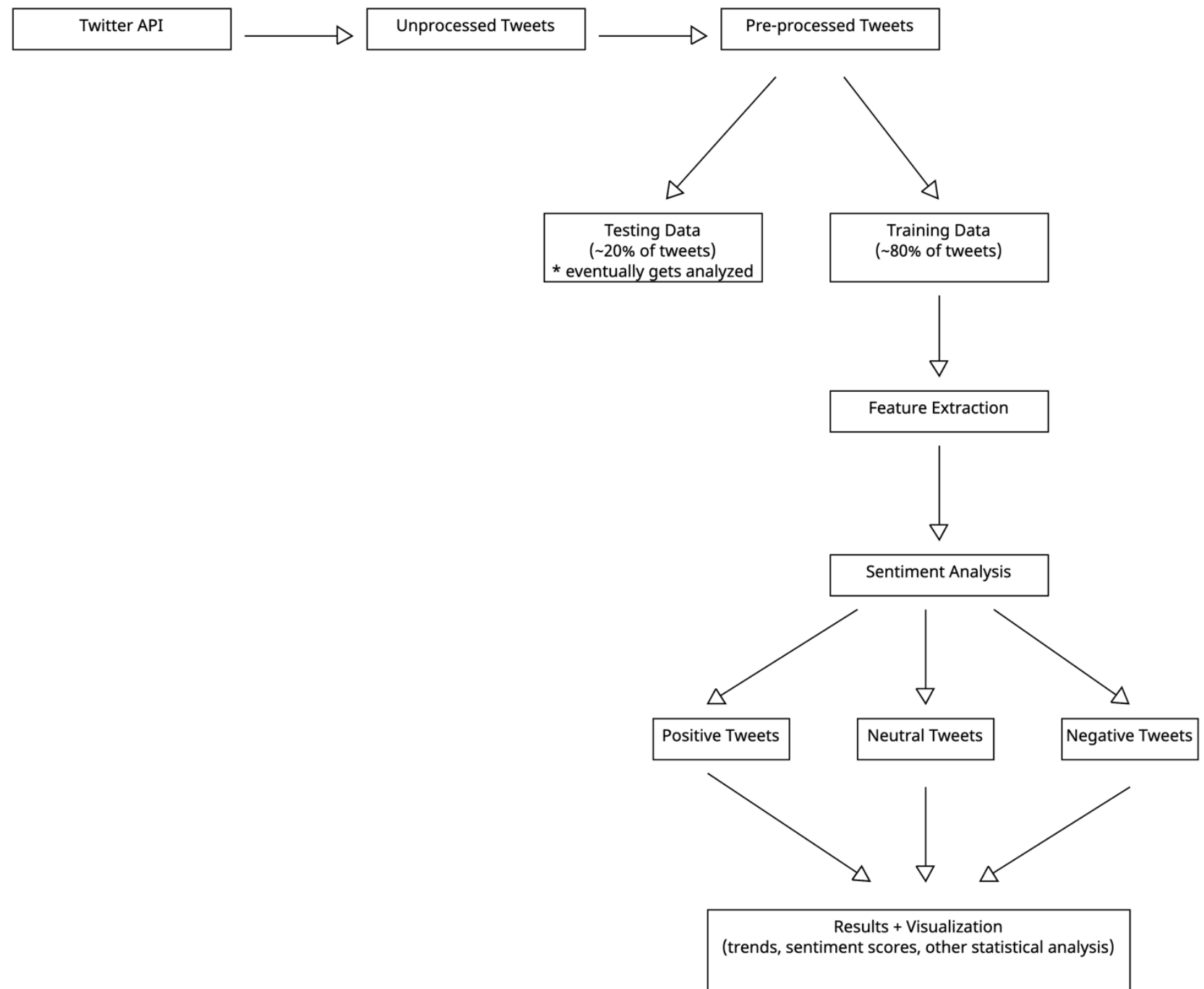
- No Taylor Nation tweets
- Not separating the fans vs the public vs anti-fan classification



Techniques and Algorithms

- Data collection
 - A library that accesses the Twitter API such as Tweepy
 - Pre-Processing and feature extraction
 - Natural Language Toolkit for Python (can do tagging and parsing)
 - Sentiment Analysis
 - Naïve Bayes model. Alternative is Support Vector Maps
 - Model Evaluation
 - Metrics like accuracy, precision, and f-score
 - Results Visualization
 - Matplotlib and/or an interactive dashboard
 - Jupyter Notebook
- 

Structure Diagram





Questions?



Thank you for your time!