# Social Media Sentiment Analysis

## Why is social media sentiment important?
-   Provides audience insight
-   Marketers benefit from having as much information about their audience as possible
-   Understanding your audience's reactions to your posts helps you plan strategically for future campaigns and content.

For example, your social media team is running a campaign about your brand's new body wash, which features microbeads as scrubbing agents. After the launch of the new body wash, your social team notices the majority of conversations are negative due to the environmental impact of microbeads. Through monitoring sentiment, you are able to analyze the negative reaction to the product and hear straight from customers.

## Social Media Analysis Benefits

1.  **Supports customer service**
    Monitoring sentiment is a beneficial tactic for customer service and support representatives.

2.  **Informs corporate messaging**
    Public relations and corporate communications professionals need to be aware of brand perception. Sentiment analysis is also helpful when monitoring keywords for PR professionals. In addition to seeing what the general public has to say, they can find influencers and thought leaders having conversations about their brand. Using sentiment analysis tools, PR pros can see the influencers having positive discussions about their brand and use this information to build relationships.

## Steps to follow

1.  The first step is to get access to Twitter's API keys and connect to this streaming API and download the data.
2.  The data that you will obtain will be in json format. Use the json Python library to parse the data and read the data into an array.
3.  Perform sentiment analysis to give some meaning to your project, set a goal.
4.  Build a trained model of sentiment for a large (min 500) Tweet corpus.
5.  Add a module for feature-based classification (e.g. Bayes or any other algorithms; explain why you used this).
6.  Reflect on your work from steps 1 to 5 and provide insights.
    -   Make an initial guess of your output.
    -   Clarify your assumption with your new insights.
    -   Identify the questions you have.
    -   Identify what more could be understood from your analysis.

**Reference:**

1. http://www.nltk.org/howto/sentiment.html
2. https://www.cs.uic.edu/~liub/FBS/SentimentAnalysis-and-OpinionMining.html
3. https://www.nltk.org/
4. https://www.alexkras.com/how-to-get-user-feed-with-twitter-api-and-python/
5. http://socialmedia-class.org/twittertutorial.html
6. http://blog.aylien.com/build-a-sentiment-analysis-tool-for-twitter-with-this-simple-python-script/
7. https://developer.twitter.com/en/case-studies