YOUTUBE COMMENT ANALYSIS

Ps5kScYvQQk

Disclosure: Automatically Generated Report

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I. General

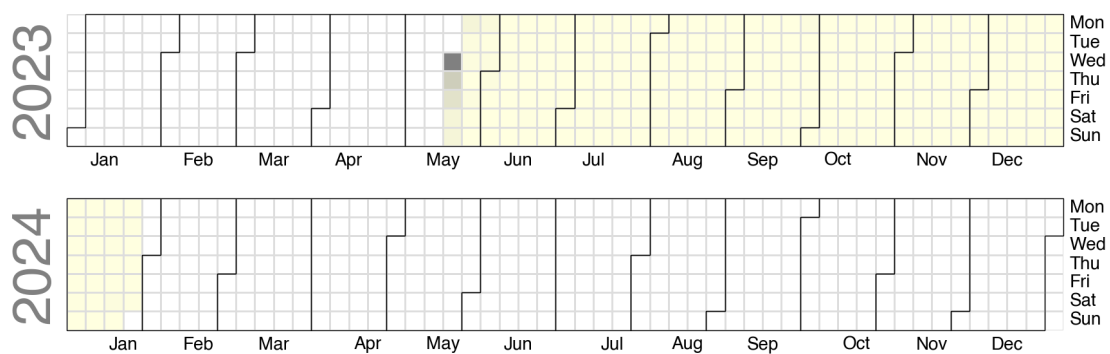| Video	Ps5kScYvQQk
Total Comments	168
Date First Comment	2023-05-17 at 15:31:15
Date Last Comment	2024-01-27 at 02:18:37

Fig.1 - Heatmap to represent number of comment by date

II. Sentiment Analysis

Sentiment analysis of YouTube comments can serve several purposes:

* **Understanding Public Opinion**: It helps understand how viewers perceive a particular video, content creator, or topic. This can be valuable for content creators and businesses looking to ensure that their videos or products are well-received by their target audience.

* **Feedback for Content Creators**: Content creators can use sentiment analysis to understand their audience's reactions to their videos. It can help them adjust their content, identify what works well, and what needs improvement.

* **Detection of Emotional Trends**: By analyzing sentiments expressed in comments, emotional trends such as anger, joy, sadness, etc., can be spotted. This information can be useful for understanding the emotional impact of a specific video or event.

* **Online Reputation Management**: For brands and businesses, sentiment analysis of YouTube comments can help monitor their online reputation. By identifying negative comments or customer concerns, they can intervene quickly to resolve issues and maintain a positive image.

* **Influencer Identification**: By analyzing comments, one can identify individuals who have significant influence within a particular community. This can be useful for brands seeking to collaborate with influencers to promote their products or services.

The comments are classified into 4 categories described in the table below:

Positive	The text expresses an overall positive sentiment.
Negative	The text expresses an overall negative sentiment.
Mixed	The text expresses both positive and negative sentiments.
Neutral	The text does not express either positive or negative sentiments.

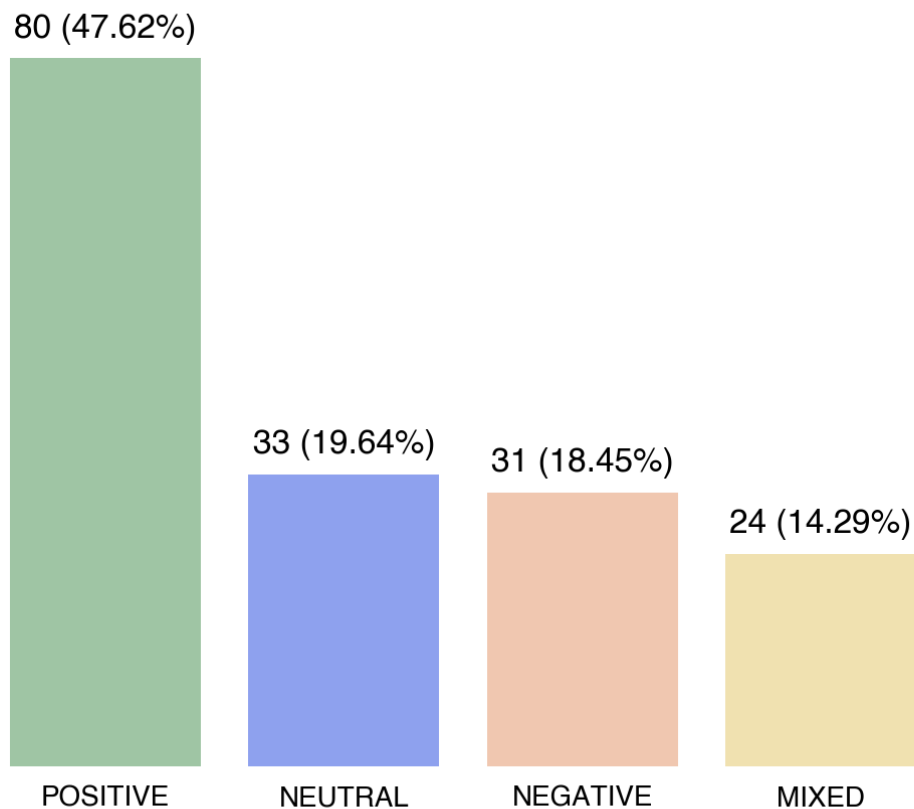## A. Overall Sentiment Proportion

Fig.2 - Sentiment Proportion

B. Calendar sentiment intensity
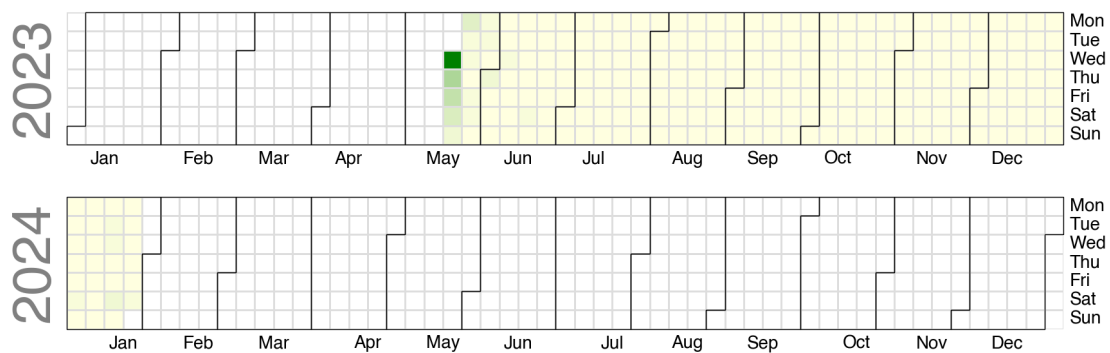
Fig.3 - Heatmap representing positive sentiment by date
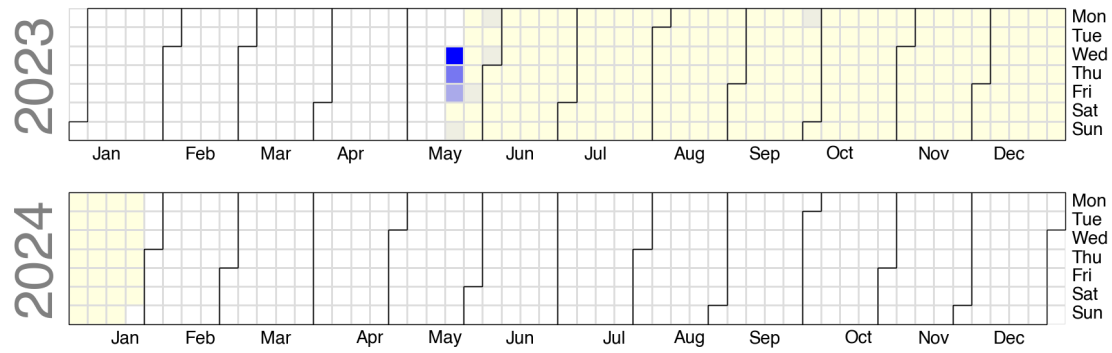
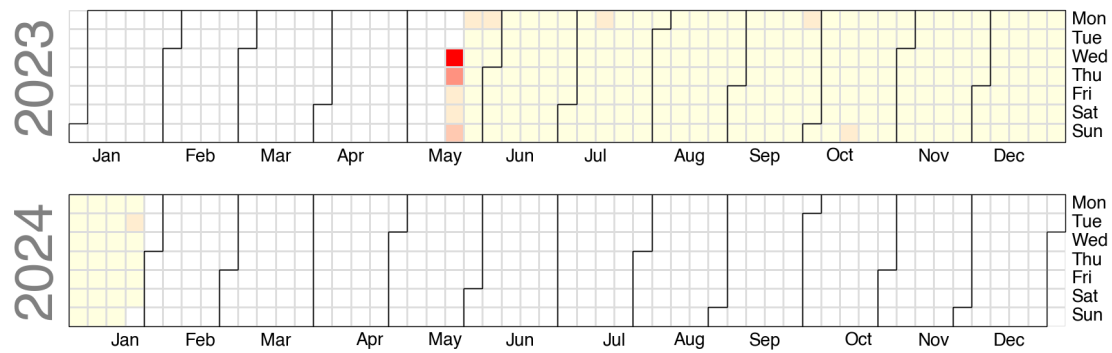*Fig.4 - Heatmap to represent neutral sentiment by date*

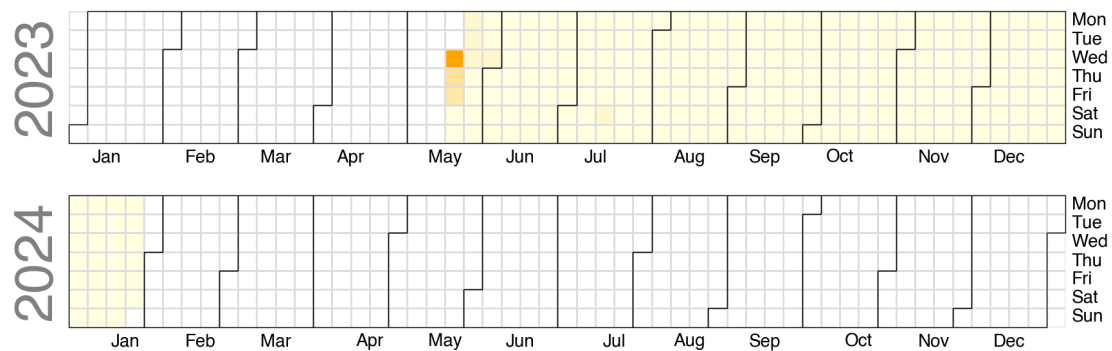*Fig.5 - Heatmap to represent negative sentiment by date*

Fig.6 - Heatmap to represent mixed sentiment by date

III. Word Frequencies

"Word frequency" also known as "word occurrence frequency," refers to the number of times a particular word appears in a given text corpus. This measure is often used in text analysis and

natural language processing (NLP) to understand trends, themes, and language characteristics within a set of documents.

Calculating word frequency for YouTube comments offers several advantages:
* **Understanding Main Themes**: By analyzing word frequency, you can identify the main topics discussed in the comments. This can help you understand what interests your audience and the questions or subjects they are most passionate about.

* **Detecting Trends**: Word frequency can reveal emerging trends in comments. You can identify words or phrases that occur frequently, which may indicate recurring concerns or popular topics among viewers.

* **Identifying Sentiments**: Certain words or expressions may indicate specific feelings or emotions. By analyzing the frequency of words associated with positive or negative sentiments, you can assess the overall opinion of viewers toward the video.

* **Feedback on Content**: By understanding which words frequently appear in comments, you can gain insights into how the video content is perceived. Positive words may indicate a favorable reception, while negative words may signal areas where improvements are needed.

* **Engagement with the Audience**: Using information on word frequency, you can adjust your content strategy to better meet the needs and interests of your audience. This can increase engagement and foster a closer relationship with viewers.

Fig.7 - Wordcloud for positive word frequencies

Fig.8 - Wordcloud for negative word frequencies

Fig.9 - Wordcloud for mixed word frequencies

Fig.10 - Wordcloud for neutral word frequencies