Lesson 04 Demo 03

Sentiment Analysis of User Reviews Using ChatGPT

Objective: To demonstrate the use of ChatGPT for performing sentiment analysis on user reviews to enhance content recommendations and user interaction on a streaming service platform

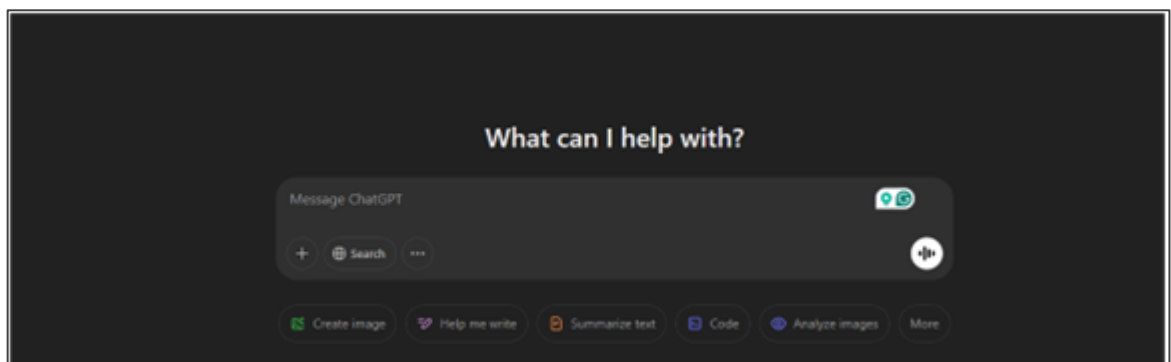**Tools required:** ChatGPT

Prerequisites: None

Steps to be followed:

1. Log in to ChatGPT
2. Provide the input to ChatGPT and observe the response

Step 1: Log in to ChatGPT

1.1 To proceed with your tasks, visit the official website and either sign up for a new account or log in to your existing ChatGPT account.

https://chat.openai.com/

Step 2: Provide the input to ChatGPT and observe the response

2.1 Copy the prompt with reviews and sentiment details and paste it into ChatGPT

Prompt:
Categorize the provided review based on the following input:

Positive sentiment: Expresses a favorable view or positive emotions toward the subject

Negative sentiment: Expresses an unfavorable view or negative emotions toward the subject

Neutral sentiment: Expresses a neutral view or lack of strong emotions toward the subject

Mixed sentiment: Contains elements of both positive and negative sentiments or expresses contradictory emotions

Questioning sentiment: Expresses curiosity or uncertainty about the subject

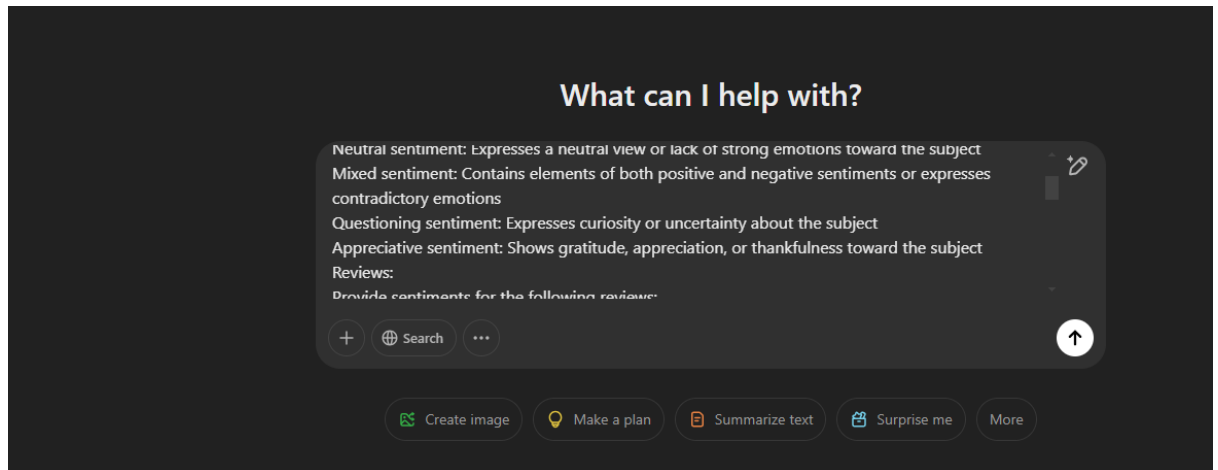**Appreciative sentiment:** Shows gratitude, appreciation, or thankfulness toward the subject

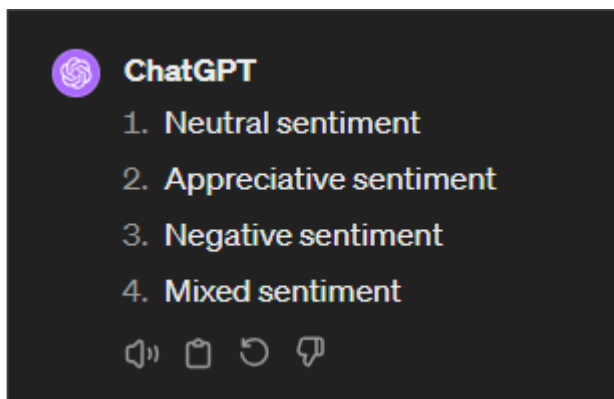**Reviews:**

Provide sentiments for the following reviews:

1. "I recently watched 'Eternal Visions', and it was decent overall. The storyline had an interesting mix of mystery and romance, but it felt somewhat predictable at times. The acting was good, with the cast delivering solid performances, though nothing particularly stood out. The visuals were nice, with some beautiful scenes, but they weren't as captivating as I had hoped. The score was fine, fitting the film's atmosphere, but it didn't leave a lasting impression. In summary, 'Eternal Visions' is an okay movie that might be worth a watch, but it didn't quite live up to my expectations."

2. "I just finished reading 'The Nightingale' by Kristin Hannah, and I was blown away. The storytelling was captivating from start to finish, weaving together historical events with deeply relatable characters. I found myself completely immersed in the lives of Vianne and Isabelle, unable to put the book down. The emotional depth and raw honesty of the narrative left a lasting impact on me. I highly recommend 'The Nightingale' to anyone looking for a powerful and unforgettable read."

3. "I had high hopes for the new restaurant in town, but unfortunately, my experience was disappointing. The ambiance was nice, but the service was incredibly slow, and the staff seemed indifferent. The food was mediocre at best, lacking flavor and creativity. Additionally, the prices were exorbitant for

what we received. Overall, I wouldn't recommend dining at this establishment unless significant improvements are made."

4. "The latest update of the app left me with mixed feelings. While I appreciate the new features and smoother interface, I'm frustrated with the increased battery consumption and the occasional bugs that disrupt my experience."

2.2 Observe the response

With this, you have successfully completed the demonstration on using ChatGPT to perform sentiment analysis on user reviews, enhance content recommendations, and improve user interaction on a streaming service platform.