Project Title: Sentiment Analysis of HR's Perception towards AI Softwares\*\*

**Introduction:**

I collaborated closely with Dr. Ashish Kumar Jha of Trinity College Dublin for an independent research project. The focus of my work centered on conducting sentiment analysis on the perceptions of Human Resources (HR) professionals towards AI software. Employing Python-Selenium for web scraping and incorporating Natural Language Processing (NLP) techniques, the goal was to derive valuable insights to inform HR technology decisions.

**Objective:**

The primary aim of this solo project was to analyze sentiments expressed by HR professionals towards AI software, offering a nuanced understanding of the industry's viewpoint.

**Methodology:**

1. **Web Scraping with Python-Selenium:**

I utilized Python-Selenium for web scraping, enabling efficient data gathering from HR-related websites, forums, and social media platforms.

**2. Data Preprocessing:**

Rigorous cleaning and preprocessing of the scraped data were undertaken to ensure accuracy and reliability in the subsequent sentiment analysis.

**3. Natural Language Processing (NLP):**

Leveraging advanced NLP techniques, I conducted a comprehensive analysis of the textual data, extracting meaningful insights from the sentiments expressed by HR professionals.

**Key Findings:**

The analysis revealed pivotal insights into HR professionals' attitudes towards AI software, providing valuable information that can guide HR technology decisions and influence the adoption of AI technologies in human resources.

**Implications:**

The implications of this research extend to HR technology developers, industry stakeholders, and decision-makers. Understanding the sentiment of HR professionals has the potential to influence the design, implementation, and marketing of AI software to better align with the industry's needs and preferences.

**Conclusion:**

In conclusion, this solo endeavour, conducted in collaboration with Dr. Ashish Kumar Jha at Trinity College, successfully employed Python-Selenium for web scraping and applied NLP techniques to conduct sentiment analysis on HR professionals' perspectives towards AI software. The insights gained from this research contribute significantly to the field, providing valuable guidance for HR technology decisions.

**Acknowledgments:**

I express my gratitude to Dr. Ashish Kumar Jha for his invaluable guidance and support throughout this solo research project.