VADER
(Valence Aware Dictionary for sEntiment Reasoning)

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- **VADER** is a model used for text sentiment analysis that is sensitive to both polarity (positive/negative) and intensity (strength) of emotion

- Available in the NLTK package and can be applied directly to unlabeled text data

- Primarily, **VADER** sentiment analysis relies on a dictionary which maps lexical features to emotion intensities called sentiment scores

- The sentiment score of a text can be obtained by summing up the intensity of each word (+/-) in the text

- **Example:** "love", "like", "enjoy", "happy" all convey positive sentiment

- VADER is intelligent enough to understand basic context of these words, such as "***did not love***" as a negative statement

- It also understand capitalization and punctuation, such as "***LOVE!!!!***"

- Sentiment Analysis on raw text is always challenging however, due to a variety of possible factors:

  a. Positive and negative sentiment in the same text data

  b. Sarcasm using positive words in a negative way

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Thank you very much for listening.