



Sentiment Analysis

What is the News REALLY Saying?



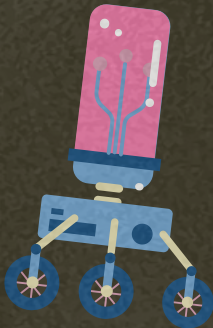
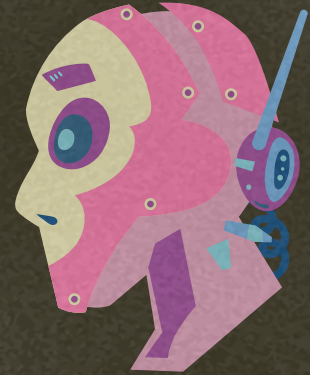
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What is Sentiment Analysis?

Sentiment

a view of or attitude toward a situation or event; an opinion.



What does this have to do with news?

User engagement is actually maximized by negative sentiments.

Article Summarizer/Analyzer

- Objective: find out how much the article supports its own subject
- Use NLP analysis libraries in python to read the article and get it's polarity
- List buzzwords that the article uses

Give a simple TL/DR; Companies use sentiment analysis to improve customer service and brand reputation.



What libraries/functionalities?

Tkinter

Used for the GUI Interface:
text, buttons, fields, etc.

Fonts

Comes from Tkinter, just a
little style

NLTK

Natural Language Toolkit:
easy language processing

Textblob

Used for more text
processing; relies on NLTK

Newspaper

Web-scraping tool that
works for article analysis

Successes/Shortcomings



Effective Tool

Well, it works. Provides many important details in a few clicks



Still rather basic

Doesn't do much with the sentiment; could be paired with other tools



Simple to Create

Imported libraries take load off of script writing; easy and intuitive



Need further study

Further NLP work would reduce library dependency, fleshing out the project