Sentiment analysis (opinion mining)

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Short description

Sentiment analysis consists in classifying a piece of text as being positive, negative or neutral in sentiment.

Key steps

- Read the ethics sheet on sentiment analysis
- Useful: a review paper on sentiment analysis
- Collect texts to analyze! Social media posts, interview transcripts, other type of text?

Tools for sentiment analysis

- Free tool for sentiment analysis for texts in French, Spanish and English

Professors at emlyon business school who can supervise this type of projects

Clément Levallois

To go further

Find other methodology lessons here.

This course is designed by Clement Levallois, and check my free web app for data analysis.