# Sentiment on AI Case Study Rubric

**DS 4002 – Case Study Creator: Eddie Zhang**
**Due: Dec. 8, 2025**

**Submission format:**

- **Upload link to GitHub repo to Canvas**

**Individual Assignment**

Preparatory Assignments – Everything in the course.

**Why am I doing this?**
You are doing this to learn more about a specific issue, focus your skills on a problem in data science and learn to apply it. You will take everything you have learned from the data science minor as well as this course in particular and you will it apply it in the process of completing this case study. This case study assignment will be a test and a chance for you to practice and demonstrate your ability and excellence at completing a data science project in full, by yourself.

- Course Learning Objective: completing a case study of a specific problem.

**What am I going to do?**
In this assignment you will begin by reading the hook document and this rubric. Once you understand it, you will begin planning for what kind of sentiment analysis you want to do. You should review the attached supplemental materials that will help guide you on your way, and you should look over the data, the datasets inside, as well as the scripts provided for how to begin a model for your paper. You should write code to create a model to analyze the sentiment of AI and look for patterns, and you should come up with a hypothesis and analysis plan and write it. You will turn in your work via a link to the repository with a completed and updated README.md file, new code, an outputs folder, a references document, and a written deliverable with a description of your model, hypothesis, analysis plan, and results.

Parts of this project:

- Repository link submission
- README.md – a short summary of the repository
- New code – containing your model
- Output – containing the output from your code
- Written deliverable – a summary of the model and results

All of this will be submitted electronically via a link to a GitHub repository built for the case study.

**Tips for success:**

- Be brave. Explore and see what you can come up with in terms of modeling.

- Be clear. Don't overthink the process. This is meant to be straightforward.
- Talk to instructors and TA. It's always good to get help.
- Talk to your fellow students. You are allowed to ask for help from your classmates. Do it!

**How will I know I have Succeeded?** You will meet expectations on this Case Study when you follow the criteria in the rubric below.

| Spec Category | Spec Details |
|---|---|
| Formatting | What to include in the submission<br>Repository<br>• README.md<br>• Code<br>  ○ Any new code should go into the scripts folder<br>• Output<br>  ○ Create a new folder for outputs<br>• Written Deliverable<br>  ○ Should be in the main body of the repository<br>• References.md<br>  ○ Also in the main body of repository |
| README.md | • Goal: A brief summary of everything in the repository<br>• Make sure you include a description of the code, output, what model you used, and your written deliverable. |
| Code | • Goal: Here is where you make your magic happen. This is where the code goes: in the scripts folder.<br>• Write the code you need to create any additional analysis for the sentiment modeling.<br>• You can use the code provided in the scripts folder as a starting point, but you should do more to create more analysis of the data. |
| Output | • Goal: Any graphs, figures, etc. from the model should go in the outputs folder.<br>• Create a separate folder for this. |
| Written Deliverable | • Goal: A short written description summing up the work you've done.<br>• Write about your model, your analysis plan, and your results.<br>• Make sure you include your hypothesis and if it was successful.<br>• PDF Format |
| References | • Must be in IEEE citation style<br>• Include any sources or citations needed |

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