

The background of the slide features a complex, light gray network pattern. It consists of numerous small circles, some of which are solid gray and others are hollow with a dashed outline. These circles are interconnected by thin, light gray lines, creating a web-like structure that fills the entire background.


Google and Apple Brand Sentiment on Twitter

By Eric Stone



Goal

To uncover user sentiment regarding Apple and Google products on Twitter by utilizing Natural Language Processing (NLP)



The background of the slide is a complex network diagram. It consists of numerous circular nodes of varying sizes, some of which are highlighted with a darker blue or grey fill. These nodes are interconnected by a web of thin, light grey lines, creating a dense, interconnected pattern that fills the entire frame. The overall aesthetic is technical and modern, suggesting themes of data, communication, or systems.

Methodology

Dataset

- 🐦 Over 9000 tweets
- 🐦 Categorized as positive sentiment, negative sentiment, or couldn't tell

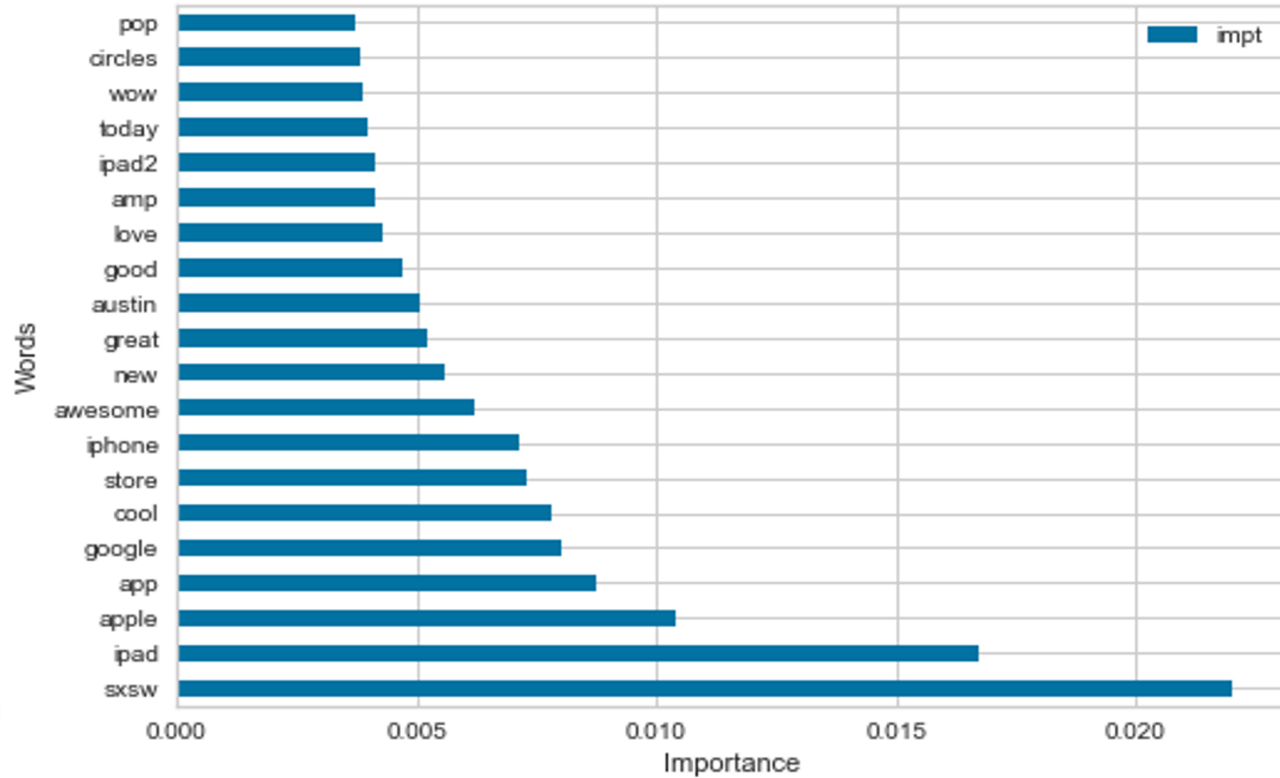
Used a Series of Modeling Techniques and Compared Results

- 🐦 Random Guess
 - 🐦 ~33% Accurate
- 🐦 Simple Scoring with Predetermined List of Words
 - 🐦 53% Accurate
- 🐦 Logistic Regression
 - 🐦 Between 64% and 67% Accurate
- 🐦 Decision Trees
 - 🐦 57% Accurate
- 🐦 Random Forest Classification
 - 🐦 Between 66% and 68% Accurate

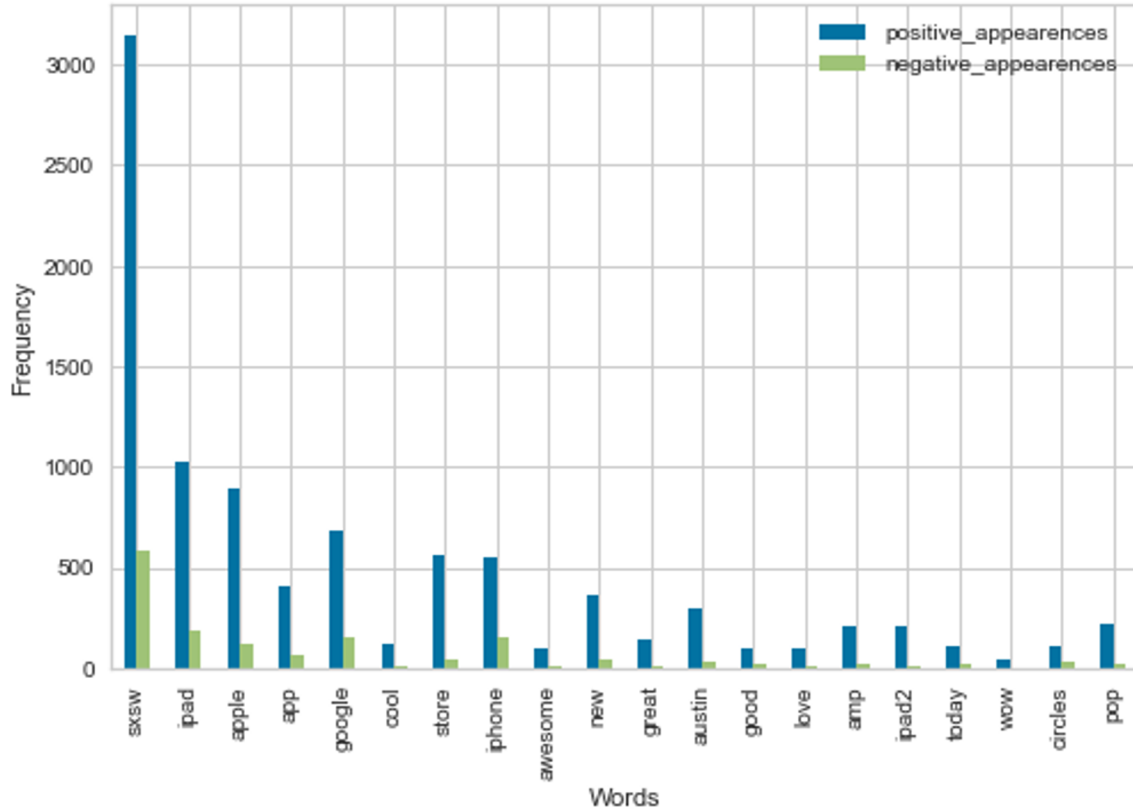
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Results

Most Determinative Words



Frequency of top 20 words in positive and negative tweets



Brands With Clearest Sentiment

 iPad

 1020 Positive Tweets

 191 Negative Tweets



 894 Positive Tweets

 116 Negative Tweets



 680 Positive Tweets

 148 Negative Tweets

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Conclusion and Next Steps

Conclusion

- 🐦 People love their tech!
- 🐦 iPad, Apple, and Google are brands with strong correlation with positive sentiment in tweets



Further Steps

- 🐦 Further development with more diverse types of models
 - 🐦 Larger dataset and/or resampling
 - 🐦 Different methods to vectorize tweets
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