

Measure sentiments / Emotions

PROJECT

The main aim of this project is to analyse and measure people sentiments. This involves the process of converting unstructured text data into meaning insights. For this purpose I have used text from a book to process the sentiments of the text that a reader will have after reading the book. I am using 'tm' package for this purpose which is based on the text mining 'Bag of Words' Principle.

LIBRARY

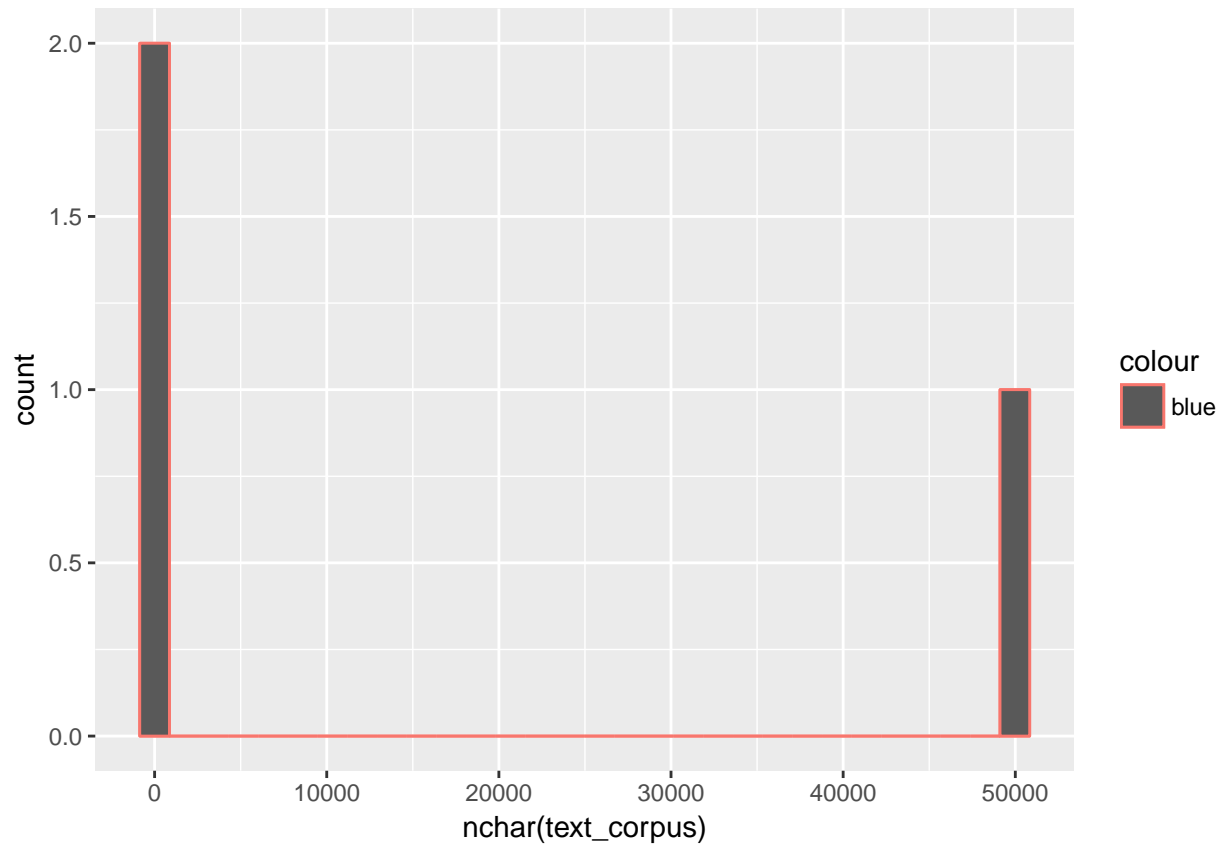
```
## Loading required package: NLP
## Loading required package: RColorBrewer
##
## Attaching package: 'ggplot2'
## The following object is masked from 'package:NLP':
##
##      annotate
```

LOAD DATA

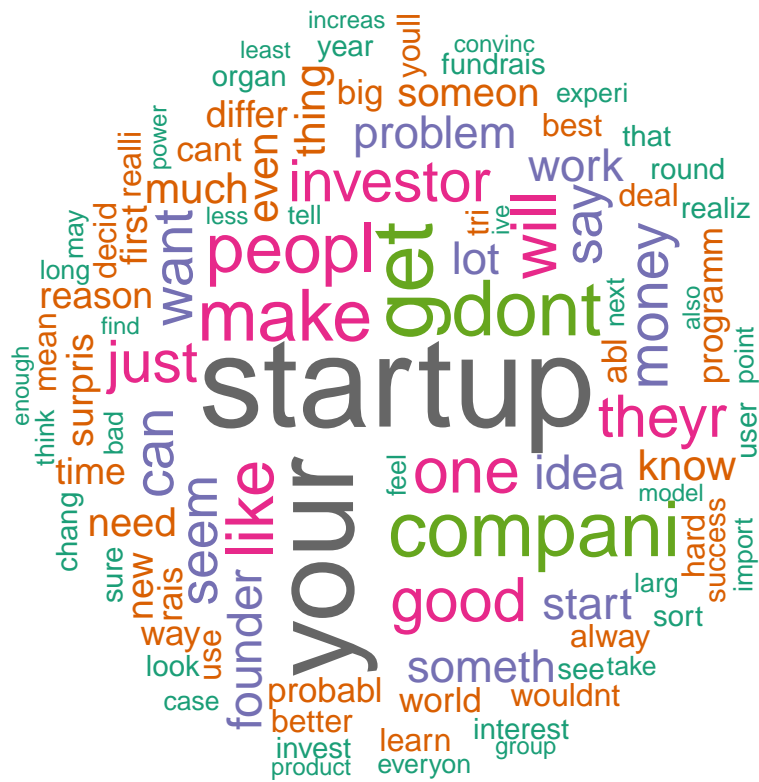
```
## [1] 1
## [1] 49992
##      Lines LinesNEmpty      Chars CharsNWhite
##           1           1    49992      40653
```

DATA CLEANING & PREPROCESSING

```
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```



THE LIST OF ALL WORDS APPEARING IN THE TEXT



CALCULATING SENTIMENTS

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## [1] "Processing sentence: abil"
## [1] "Processing sentence: abl"
## [1] "Processing sentence: absolut"
## [1] "Processing sentence: accept"
## [1] "Processing sentence: accid"
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[1] "Processing sentence: startup"
[1] "Processing sentence: steam"
[1] "Processing sentence: step"
[1] "Processing sentence: still"
[1] "Processing sentence: stock"
[1] "Processing sentence: stop"
[1] "Processing sentence: stope"
[1] "Processing sentence: store"

```
## [1] "Processing sentence: stori"
## [1] "Processing sentence: straight"
## [1] "Processing sentence: straightforward"
## [1] "Processing sentence: strang"
## [1] "Processing sentence: strip"
## [1] "Processing sentence: stronger"
## [1] "Processing sentence: structur"
## [1] "Processing sentence: student"
## [1] "Processing sentence: studi"
## [1] "Processing sentence: stuff"
## [1] "Processing sentence: stupid"
## [1] "Processing sentence: subject"
## [1] "Processing sentence: subset"
## [1] "Processing sentence: substanti"
## [1] "Processing sentence: subtl"
## [1] "Processing sentence: succeed"
## [1] "Processing sentence: success"
## [1] "Processing sentence: suffici"
## [1] "Processing sentence: suggest"
## [1] "Processing sentence: superangel"
## [1] "Processing sentence: suppli"
## [1] "Processing sentence: supplier"
## [1] "Processing sentence: suppos"
## [1] "Processing sentence: sure"
## [1] "Processing sentence: surpris"
## [1] "Processing sentence: surviv"
## [1] "Processing sentence: suspect"
## [1] "Processing sentence: suve"
## [1] "Processing sentence: syrelicon"
## [1] "Processing sentence: tablet"
## [1] "Processing sentence: take"
## [1] "Processing sentence: talk"
## [1] "Processing sentence: techniqu"
## [1] "Processing sentence: technolog"
## [1] "Processing sentence: technologyprob"
## [1] "Processing sentence: tell"
## [1] "Processing sentence: tend"
## [1] "Processing sentence: tenth"
## [1] "Processing sentence: term"
## [1] "Processing sentence: that"
## [1] "Processing sentence: there"
## [1] "Processing sentence: theyd"
## [1] "Processing sentence: theyll"
## [1] "Processing sentence: theyr"
## [1] "Processing sentence: theyv"
## [1] "Processing sentence: thing"
## [1] "Processing sentence: think"
## [1] "Processing sentence: third"
## [1] "Processing sentence: though"
## [1] "Processing sentence: thousand"
## [1] "Processing sentence: threat"
## [1] "Processing sentence: three"
## [1] "Processing sentence: time"
## [1] "Processing sentence: timewhat"
```


[1] "Processing sentence: told"
[1] "Processing sentence: top"
[1] "Processing sentence: town"
[1] "Processing sentence: tradit"
[1] "Processing sentence: traffic"
[1] "Processing sentence: train"
[1] "Processing sentence: trajectori"
[1] "Processing sentence: treat"
[1] "Processing sentence: treed"
[1] "Processing sentence: trend"
[1] "Processing sentence: tri"
[1] "Processing sentence: troubl"
[1] "Processing sentence: true"
[1] "Processing sentence: truth"
[1] "Processing sentence: turn"
[1] "Processing sentence: two"
[1] "Processing sentence: type"
[1] "Processing sentence: uncomfort"
[1] "Processing sentence: uncompani"
[1] "Processing sentence: unconsci"
[1] "Processing sentence: undergrad"
[1] "Processing sentence: understand"
[1] "Processing sentence: unfortun"
[1] "Processing sentence: univers"
[1] "Processing sentence: unless"
[1] "Processing sentence: unlik"
[1] "Processing sentence: unusu"
[1] "Processing sentence: unwer"
[1] "Processing sentence: use"
[1] "Processing sentence: useless"
[1] "Processing sentence: user"
[1] "Processing sentence: usual"
[1] "Processing sentence: valley"
[1] "Processing sentence: valu"
[1] "Processing sentence: valuabl"
[1] "Processing sentence: valuat"
[1] "Processing sentence: vari"
[1] "Processing sentence: variabl"
[1] "Processing sentence: vcs"
[1] "Processing sentence: vers"
[1] "Processing sentence: vote"
[1] "Processing sentence: want"
[1] "Processing sentence: wast"
[1] "Processing sentence: watch"
[1] "Processing sentence: way"
[1] "Processing sentence: weak"
[1] "Processing sentence: wealth"
[1] "Processing sentence: web"
[1] "Processing sentence: well"
[1] "Processing sentence: went"
[1] "Processing sentence: werent"
[1] "Processing sentence: west"
[1] "Processing sentence: weve"
[1] "Processing sentence: what"

```

## [1] "Processing sentence: whatev"
## [1] "Processing sentence: wherea"
## [1] "Processing sentence: whether"
## [1] "Processing sentence: whod"
## [1] "Processing sentence: whole"
## [1] "Processing sentence: whos"
## [1] "Processing sentence: would"
## [1] "Processing sentence: whove"
## [1] "Processing sentence: will"
## [1] "Processing sentence: winner"
## [1] "Processing sentence: without"
## [1] "Processing sentence: wont"
## [1] "Processing sentence: word"
## [1] "Processing sentence: work"
## [1] "Processing sentence: world"
## [1] "Processing sentence: worri"
## [1] "Processing sentence: wors"
## [1] "Processing sentence: worth"
## [1] "Processing sentence: wouldnt"
## [1] "Processing sentence: write"
## [1] "Processing sentence: wrong"
## [1] "Processing sentence: yahoo"
## [1] "Processing sentence: year"
## [1] "Processing sentence: yes"
## [1] "Processing sentence: yet"
## [1] "Processing sentence: york"
## [1] "Processing sentence: youd"
## [1] "Processing sentence: youll"
## [1] "Processing sentence: young"
## [1] "Processing sentence: your"
## [1] "Processing sentence: youv"
## [1] "Processing sentence: zero"
## [1] "Processing sentence: zerosum"
## [1] "Processing sentence: zire"

##      text sentiment freq
##  1:  accept  Positive   3
##  2:  actual  Positive   2
##  3:   angel  Positive   8
##  4: attract  Positive   2
##  5:   best  Positive  18
## ---
## 102:   word  Positive   1
## 103:   work  Positive  32
## 104:  worth  Positive   4
## 105:   yes  Positive   2
## 106: young  Positive   1

##      text sentiment freq
##  1:  afflict  Negative   1
##  2:   alarm  Negative   1
##  3: argument  Negative   1
##  4:   avoid  Negative   2
##  5:   bad   Negative  13
##  6:  broken  Negative   1

```

##	7:	brutal	Negative	2
##	8:	burn	Negative	1
##	9:	case	Negative	11
##	10:	complain	Negative	1
##	11:	complaint	Negative	1
##	12:	conceal	Negative	1
##	13:	conflict	Negative	1
##	14:	critic	Negative	2
##	15:	danger	Negative	5
##	16:	delay	Negative	1
##	17:	denial	Negative	1
##	18:	error	Negative	1
##	19:	explicit	Negative	1
##	20:	fail	Negative	3
##	21:	fake	Negative	1
##	22:	fall	Negative	1
##	23:	fatal	Negative	1
##	24:	hard	Negative	18
##	25:	kill	Negative	1
##	26:	late	Negative	1
##	27:	less	Negative	9
##	28:	lie	Negative	1
##	29:	limit	Negative	2
##	30:	lose	Negative	1
##	31:	low	Negative	3
##	32:	lower	Negative	1
##	33:	lump	Negative	1
##	34:	mean	Negative	17
##	35:	miss	Negative	2
##	36:	mistaken	Negative	1
##	37:	never	Negative	8
##	38:	odd	Negative	1
##	39:	prevent	Negative	2
##	40:	problem	Negative	33
##	41:	quit	Negative	1
##	42:	reject	Negative	2
##	43:	relentless	Negative	1
##	44:	restrict	Negative	1
##	45:	risk	Negative	1
##	46:	scare	Negative	2
##	47:	sever	Negative	4
##	48:	shot	Negative	1
##	49:	slow	Negative	1
##	50:	small	Negative	6
##	51:	stop	Negative	2
##	52:	strip	Negative	1
##	53:	stupid	Negative	1
##	54:	subject	Negative	2
##	55:	suspect	Negative	1
##	56:	threat	Negative	1
##	57:	useless	Negative	1
##	58:	weak	Negative	1
##	59:	wrong	Negative	3
##		text sentiment freq		

```
## We have far lower negative sentiments: 189 than positive: 691
## [1] 3.656085
```

FINAL FINDINGS

We see from above that the ratio of positive to negative words is $691/189 = 3.6$. This indicates that the reader will have a positive emotions and view about the book as it has more positive words than negative words.

The table below shows the frequency of words in the text classified as positive

Word Cloud of Positive Words



The table below shows the frequency of words in the text classified as negative

Word Cloud of Negative Words

problem
hard
mean
less
wrong
danger
low
fail
small
case
bad
never
sever