Sentiment Analysis with R

DSI Jatim Camp #3, 29 September 2018

Outline

- **Overview Sentiment Analysis**
- Intro to R Programming Language
- Intro to Text Analysis
- Preprocessing
- Visualize
- Sentiment

Overview Sentiment Analysis

What is sentiment analysis?

- Sentiment analysis is the computational task of automatically determining what feelings a writer is expressing in text

- Sentiment is often framed as a binary distinction (positive vs. negative), but it can also be a more fine-grained, like identifying the specific emotion an author is expressing (like fear, joy or anger).

SENTIMENT ANALYSIS

Discovering people opinions, emotions and feelings about a product or service

https://theprauthority.com/social-media-sentiment-analysis/

What is sentiment analysis?

Sentiment analysis is used for many applications, especially in business intelligence. Some examples of applications for sentiment analysis include:

- Analyzing the social media discussion around a certain topic

- Evaluating survey responses

- Determining whether product reviews are positive or negative

Positive or negative movie review?

👎 unbelievably disappointing

👍 Full of zany characters and richly applied satire, and some great plot twists

👍 this is the greatest screwball comedy ever filmed

👎 It was pathetic. The worst part about it was the boxing scenes.

Thank You