Top Twitter Politician Influencer Sentiment Analysis

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Introduction

Increasing number of public features likes to use social media as channel to express their voice/attitude toward a specific topic. The ability to extract insights from social data is become extremely powerful as it allows us to gain an overview of wider public opinions.

The goal of this project is to use sentiment analysis (also known as Opinion Mining), a field within Natural Language Processing (NLP) and test classification to visualize the sentiment of tweets from the top 14 most influential Republican and Democrats politicians.

Data Source:

Twitter API

Project Scope:

Twitter profile selection: only choose to extract tweets from Barack Obama (@BarackObama), Donald J. Trump (@realDonaldTrump), Bernie Sanders (@BernieSanders), Elizabeth Warren (@SenWarren), Alexandria Ocasio-Cortez (@AOC), Marco Rubio (@marcorubio), Mike Pence (@mike\_pence), Joe Biden (@JoeBiden), Ted Cruz (@tedcruz), Liz Cheney (@Liz\_Cheney), @HouseGOP, @HouseDemocrats, @SenateDems, @SenateGOP.

Twitter limited 3200 tweets per API response of which we feel it’s enough data for us to perform sentiment analysis and draw conclusions.

During data extract step, we choose to extract original text tweets, excluding retweets, comments and replies.

Project Results:

41% of Bernie Sanders’ tweets are positive,