Zachary Shorts

LING360 Assignment 8

I chose to analyze the tweets with the hashtag “jpmorgan”. The product that I chose to search for within those texts is “jpmcoin”.

The product had a higher sentiment average than the company did on average. I think that this is because of the current state of cryptocurrency. I don’t know everything about it, but I do know that many people have a bad taste in their mouth because of Bitcoin and other block-chain based cryptocurrencies. I noticed in the negative tweets that they specifically used the types of cryptocurrencies more than the positive tweets. You can see below that 4 of the 5 words are types of these cryptocurrencies. The only exception is the word “private”. I think that this is because people are afraid of these cryptocurrencies because they are decentralized and have extreme highs and lows in their value.

In the positive tweets, I noticed that they didn’t use the already existing currencies, but instead used the term “blockchain”, which is the data structure that makes these cryptocurrencies possible. The data structure is not the uncertain part. It has been proven to be a useful data structure in the electronic banking world. I also noticed that they used the work “banking” which shows the use of the JPM coin. It will be centralized. One US dollar will be one JPM coin. It is backed by one of the largest banks in the world. I also noticed that the word “will” is used more in the positive tweets. That makes sense because it is signifying hope in something happening.

\*\*\*\*OUTPUT\*\*\*\*

JP Morgan's mean sentiment score: 0.055639482200647246

JPM Coin's mean sentiment score: 0.08670384615384615

As you can see, the product's mean sentiment score is higher than the company's score.

--- NEGATIVE WORDS ---

1. #crypto is used 13 times

2. private is used 12 times

3. #bitcoin is used 10 times

4. #ripple is used 9 times

5. #xrp is used 9 times

--- POSITIVE WORDS ---

1. #blockchain is used 16 times

2. #cryptocurrency is used 15 times

3. crypto is used 12 times

4. #banking is used 12 times

5. will is used 11 times