**Sentiment analysis of Youtube comments on a video related to the Brexit phenomenon**

The amount of positive and negative words used in comments relating to a specific topic in social media platforms may be taken as a reflection of the attitude that sector of the population holds about that topic. Anecdotally, we perceived a dramatic shift in public opinion towards the Brexit phenomenon after the referendum held in June, 2016. In this study, we attempt to find this negative shift reflected in a sentiment analysis of comments to a newscast video announcing the results. We predict comments will reflect a positive valence before the vote and shift negatively through time. We speculate this will be true because Brexit wasn’t considered plausible by most of the population before it actually happened. Afterwards, we will compare the continuous ups and downs in public opinion with the variation in the value of the British pound against the euro. We predict that both curves will show a significant correlation. Also, because we expect the line showing the variation in sentiment of the YouTube comments not to be consistent but include some crests and valleys, we will rate events in a timeline related to the phenomenon as positive or negative beforehand and see how that line relates to the changes in public opinion and currency value.

*Fig. 1. Example of a graphic depiction of the expected results.*