

# Superbowl Sentiment

Thomas Brower, Zion Steiner

# Data Collection

- Twitter via Tweepy
- Search terms
  - 'Chiefs'
  - '49ers'
  - Superbowl
- Regions
  - San Francisco
  - Kansas City

	city	term	tweet	time	sentiment	subjective
1501	kc	49ers	if his first read ain't open he don't know wha...	2020-02-03 23:49:42	0.125000	0.416667
2834	kc	superbowl	dear , for the love of god, please move the su...	2020-02-03 17:00:35	0.500000	0.600000
2750	kc	superbowl	kansas city metro area delays outdoor siren em...	2020-02-03 18:31:01	-0.175000	0.358333
2884	kc	superbowl	city officials believe more than one million p...	2020-02-03 16:30:00	0.416667	0.583333
2977	kc	superbowl	er's fans be blaming the refs when the refs di...	2020-02-03 15:21:49	0.000000	0.000000
1938	kc	49ers	same thing happened to 'patty' weeks ago in th...	2020-02-03 04:37:03	-0.133333	0.375000
1512	kc	49ers	the kansas city chiefs have won super bowl liv...	2020-02-03 23:04:03	0.520833	0.666667
2940	kc	superbowl	so last night the chiefs won the and i slept i...	2020-02-03 15:51:22	0.000000	0.066667
1989	kc	49ers	super bowl liv: chiefs beat the ers -20 to win...	2020-02-03 04:16:17	0.429167	0.516667
454	sf	49ers	had a similar eerience. my son is and boy it w...	2020-02-03 15:24:28	0.000000	0.400000

# Analysis

- **Sentiment:** how positive or negative a piece of text is
- **Subjectiveness:** the degree to which a biased opinion is expressed in text

```
[63]: TextBlob('i hate waking up for school in the morning').sentiment
```

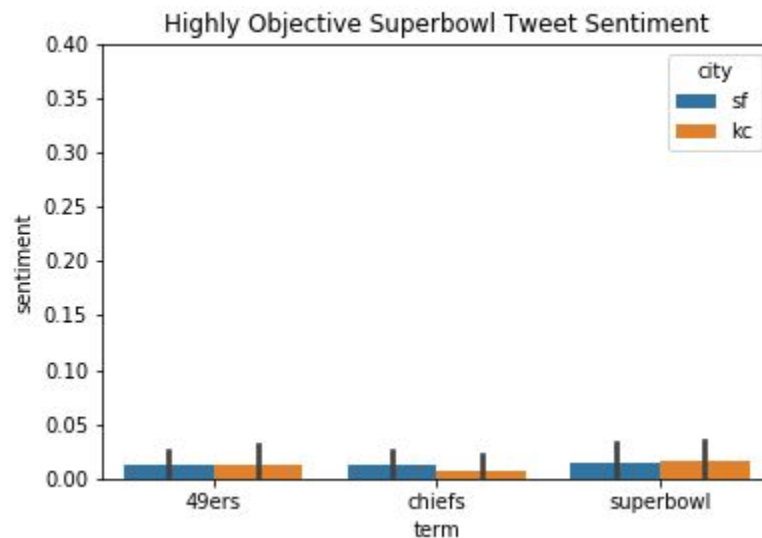
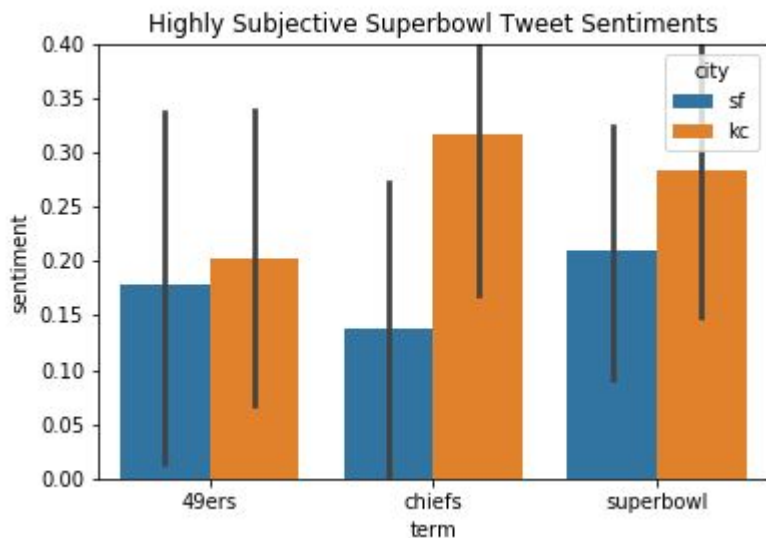
```
[63]: Sentiment(polarity=-0.8, subjectivity=0.9)
```

```
[64]: TextBlob('data science incubator is a class taught at usu').sentiment
```

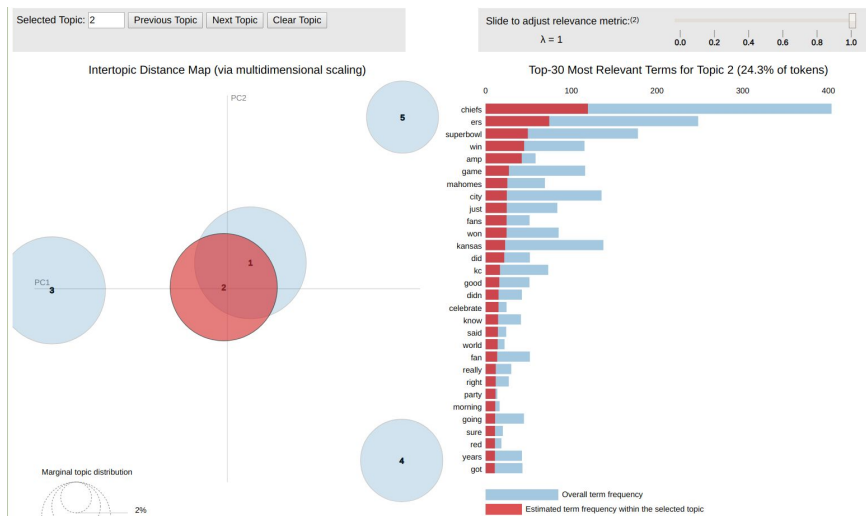
```
[64]: Sentiment(polarity=0.0, subjectivity=0.0)
```

# Results

- Each city has a higher opinion of their own team than the other
- Kansas City had a marginally higher sentiment about the 49ers than San Francisco did
- KC has a higher sentiment about the Superbowl as a whole than San Francisco did



# Topic Analysis (LDA)



Overall

Topics found via LDA:

Topic #0:

chiefs ers superbowl win amp game mahomes city just fans

Topic #1:

bowl super chiefs parade kansas city ers tomorrow superbowl win

Topic #2:

chiefs ers great team game kansas city superbowl like just

Topic #3:

superbowl ers chiefs kc twitter game like team people episode

Topic #4:

ers coach year reid superbowl andy guys just work head

# Sentiment analysis provides valuable insights

- Record how sentiment changes over time
- Determine how different types of events impact sentiment
- Useful for marketing, risk-management

