

# 14. TWEET SENTIMENT VISUALISATION

Automatic online analysis of tweets to help identify participants' reactions. This analysis must be conducted within a week of the event (whilst the tweets are still "live" on Twitter). It includes a wide range of visualisation options to help classify and categorise the tweet responses, though also relies strongly on choice of an appropriate keyword(s).

Sentiment viz is a free online tool available at: [csc2.ncsu.edu/faculty/healey/tweet\\_viz/tweet\\_app/](http://csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/).

## WHAT DO I NEED?

- Access to a computer and the internet
- Identification of an appropriate keyword(s) (e.g. a hashtag used by participants to connect their tweets to your event)

## LET'S GET STARTED

Once you've opened sentiment viz you simply type in the relevant keyword(s) and press "Query".

The programme then automatically searches the past week of Twitter posts for your keyword(s), and analyses them (see the above links for more details on that process). You then have a variety of different options to choose from in terms of



how you want to display your data – see the example at the end of this tool for details.

## OK, WHAT DO I DO WITH MY DATA NOW?

Warning!!! This tool isn't perfect. It will collect **any** references to your chosen key- word(s), not just those associated with your specific event or topic. The automated recognition of emotions can also make mistakes at times, but at a broad level it will help you understand how people have reacted.

Warning!!! This analysis must be done very soon after the event – you can't back- date the analysis, nor change the time period for which it applies. But with good planning it provides a really simple and easy approach to analysing recent Twitter data to gain broad patterns.

## GOT IT! HOW CAN I TAKE THIS FURTHER?

Ideally it would be great to be able to enter \*any\* qualitative dataset into an analysis tool and automatically produce a meaningful review of key patterns within that data. Unfortunately,

at the current time good free online tools for automatically analysing more general text (for example open-response comments from a participant survey) are rare. In general, computers just aren't good enough to accurately identify meaning from short snippets of content. However, efforts are continuing – a more extensive list of current sentiment analysis tools is available by searching online.

