

## FACEBOOK SENTIMENT ANALYSIS 02

You saw what happened? People tend to be putting a whole lot of their life status on facebook in fact someone who is very active on facebook can actually be revealing more than what he suppose to reveal, in fact just by looking at his status updates you can see when he is on a high when he is on a general low in mood. Facebook is such a happening place but sometimes i suspect are people active in their real life as they are on facebook? What comes to your mind when i say analyse a given data? What is data to begin with? So how many times do i smile in a day? How many straights of walk do i take every day? What is my salt intake on an average per day? Sugar intake, how much junk though i eat, how many hours do i sleep? Don't you think if i get this data for one full year and then analyse it, put exactly can one infer, we probably can infer how healthy a life style we are living right? this is what you mean by data analytics, analysing the given data. If something as simple and straight forward as number of walking straights you take per day, say something about your fitness level. What about the data you update on facebook? Your overall activity on facebook, do you think we can infer something from an active facebook user, the fact is it's not something we can infer a whole lot of things. Assume i take all the data that you have shared on facebook from the past one month, status one, status two, status three, status four up to let's say some hundred status messages that you have shared from the past one month by observing this what can i infer? For example if my status was something like life isn't fair as i expected it to be, don't you think i am sounding slightly negative? Right, second example assume my status were to be something like this, i am proud of my country, i made it sound positive but irrespective of the tone in which one might talk the very sentence i am proud of my country gives a positive connotation right? Now let us look at the third example, et your goals right! so its a very suggestive one liner neither positive nor negative its neutral correct? Do you see the sentiment of the first sentence being negative, second being positive the third being neutral as and always what are we doing? Programming of course. I told you three sentences and even told you and you realised that it was positive, negative and neutral. Is there any way we can write a piece of code which does the same without any human intervention what if we can use computer programs to predict what is the sentiment of a given sentence? Of what use will that be? U know where i ma getting that i told you i take one month's data of a person which comprises of hundred status message, yeah he has updated hundred status messages i take all of them s one s two s three up to s hundred and then i look at the sentiment of these sentences assume eighty on hundred where negative which means this person is undergoing some trauma in his life or isn't in general happy person on the contrary what if ninety messages out of hundred where full of joy it means this person if too look out for a spouse you should marry this person right? a very happy partner will spread sort of happiness and happiness as you know is contagious right, what amount of this hundred status messages are positive how many of them are negative? And how many of them are neutral? Don't you think if we ask and answer this question we can say something about this person himself, i am interested in doing the following exercises, i want to take all the status messages i have ever updated on facebook ever since i was part of the facebook, let's say from two thousand eight i think i am there on facebook, it's been more than ten years. So what i would like to do is download all my status updates and try to analyse all of them by looking at the sentiments

of individual status updates and see which are the months i was more happy then unhappy and months where i was unhappier than happier, times when i was neutral and so on, you see you can ask a lot of questions but hurdle here is how do i download my data which is ten years old, once downloaded how do i measure the sentiments of my status updates, this in fact is very easy to do today, in fact you can do it for your won facebook data as well and we are going to illustrate it for you. Point number one, we will tell you how to download your facebook data, point number two python to our rescue we will tell you how to use the exact python api to analyse your facebook data