

FACEBOOK SENTIMENT ANALYSIS 03

Welcome all to the programming screen cast of facebook sentiment analysis, I will be going step by step and explain you how to do facebook sentiment analysis, we will be giving you background of sentiment analysis and others things too. So let us start with the programming screen cast. So first of all what do you have to do in here is first of all you have to download the facebook data and store it in excel file I will show you how can you download the facebook data, for that you must login to your facebook account, so here is my facebook account I have already logged in here first of all you need to download your facebook data, how can you do that? For that you must go to the settings in your profile as you are saying I will go to the settings here I have your facebook information and as you can see I have a tab on the left pane your facebook information so click on that here is my facebook information here I have download your information, you can download your copy of your information to keep or to transfer to another service so click on that view as you all can see I have my facebook account information here I have the information In the form of posts, photos and videos, comments, likes and reactions, friends etc etc so first of all you need to create a file here you can see this button create file click on this, as you can see here it is written your file is being processed we let you know when its complete so it will take some time to create the file and then you can download your file yes so I have already downloaded my facebook information, I will I will show you here I have my facebook and my user name and you can see I have all the information in here, I have about you, I have friends, my followers, messages, pages, payment history everything is stored here so when you will create file here and download your file you will be your information will be downloaded in the formation of these folders yes, you will be given one zip folder and in that folder you will be given this information, you will be given the information about your friends about your groups, likes, reactions, messages everything will be there so here is our information, what you need to do next is, you need to store this information in an excel file yes so I will just show you for example I have folder here name post so I will just click here, here I have my post other people post to my timeline and my own post too so I have open this page so here is my post it is basically your post that means only my posts are shown here these are all the posts that I have posted on my timeline, so what you need to do here is, you need to store this post in an excel file for that I have created an excel file for example here all the post I have stored in an excel file so you need to do the same thing you need to just copy your post from this html file and you need to paste this these post in an excel file ok I repeat how can you download your facebook data, first of all you need to go to the settings in your facebook profile in settings you will be given facebook information you need to click on the facebook information tab on the left pane after going there you will be asked to download your information here first of all you need to create file, the file on the folder will be created and you will be given a folder like this, you will be given a folder like this here you will be having each and every information related to your facebook profile, information

regarding your friends, your post network information so this is how you can download your facebook data for our programme you need to save this information in an excel file so you pick and y folder for example I picked post and then I open your post dot html which came like this and I stored these post in an excel file, I just copied these posts and stored it in it in an excel file as you can see these are all the posts that I have stored here ok so you just save these post in an excel file and save this file you will be using this file for our programme, this is how you download your facebook information and store it in facebook, store it in excel file so first and the foremost step is you need to download your facebook data and store it in an excel file, then what you need to do is you need to import the pandas library, it what purpose does it serve, it provides easy to use data structure for data analysis, you will get to know how what are this data structures eventually in our programming screen cast? Then you need to import the nltk library it is a library which is used to process human language, yes it is a library which is used to process human language what does nltk do here? It provides sentiment analysis of human data, so what is sentiment analysis? Sentiment analysis involves working out whether a piece of text is positive, negative or neutral, for example if I ask you how are you? This is a neutral sentence and if I say I am very very very happy today this Is a positive sentence and if I say I don't know where my life is going and I am very sad so this is a negative sentence so sentiment analysis involves working out a piece of text and figuring out what whether it is positive negative or neutral so this is sentiment analysis so what will be you doing here is the file that you have stored, the post that you have stored in an excel file will be analysing them will be analysing them on the basis of sentiment analysis will be analysing your post whether your post are negative, positive or neutral so this is facebook sentiment analysis. Then we will use Vader, what is Vader? Vader is valence aware dictionary and sentiment reasoned, yes Vader, it is used for sentiment analysis but it not only tells you whether a piece of text is positive negative or neutral it also takes into account the intensity of the sentiment yes it also takes into the account the intensity of the sentiment what do I mean by that? For example I said I am very very happy today, that it will also tell me that this sentence is eighty percent positive or seventy percent positive it will also tell me this the intensity of my sentiment ok so will be using vader here, vader stands for valence aware dictionary and sentiment reasoned it takes into account the intensity of the sentiment too you need to download the vader lexicon, what is the lexicon? Lexicon acts as a dictionary here, lexicon acts as a dictionary here and then you need to convert your excel sheet that you have created to data frame with the help of pandas, what is a data frame? A data frame is a two dimensional structure in the form of a table so pandas provides you with the data frame facility as I said pandas provides you easy to use data structure and data frame is one of them, will be using them in one of our program. So this is the step by step guide to our program. How can we do facebook sentiment analysis? I know some of the things are not clear here when we will do programming screen cast everything thing will become clear here so I just revise what we have done till now, first of all we need to download your facebook data, you need to login to your facebook account and then you need to go to settings and download your facebook information there we need to store your information In an excel file that I have already

explained then you need to import the pandas library it basically provide you easy to use data structure for data analysis then you need to import nltk library nltk library will help you to process the human language it will basically help you to analyse the human data it will help you in sentimental analysis of human data, sentiment analysis involves working out whether a piece of text is a positive negative or neutral I have already given you a example of a positive neutral and negative sentences then you will not be using only nltk will be using vader too vader also takes into account the intensity of the sentiment, yes then you need to download the vader lexicon, lexicon acts as a dictionary here, you also need to convert your excel sheet that you have created to a data frame, what is a data frame? Data frame is basically two dimensional structures in the form of table which is provided by panda's library so this is it now will be proceeding to the programming screen cast in the next video. Thank you.