Teaching Case – Instructor Materials

An Experiential Learning Project using Sentiment Analysis of Twitter Posts

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Hook

What's the word on the tweet? This project enables students to collect tweets about topics of their choice and use sentiment analysis to measure the current perspectives from the Twittersphere about those topics.

Abstract

In this teaching case, we describe an experiential learning project that allows students to perform sentiment analysis on a set of tweets (posts made on the social media platform, Twitter) by collecting and analyzing posts that include key words selected by the students. Sentiment analysis refers to the process of identifying and categorizing opinions expressed in a piece of text. The project requires students to make edits to an R script, execute the script to save a collection of tweets that contain specific keywords, then open the file and paste the results into a macro-enabled Excel file that is provided. Students then edit the dataset to cleanse the data and write a report to interpret the findings. The assignment requires only a cursory knowledge of programming and Excel. We assign the project to students taking an introductory information systems course but the project could be suitable for courses in business analytics, marketing, social media, computer science, and other subjects.

Keywords: experiential learning, analytics, sentiment analysis, twitter

A full and updated manuscript may be found at https://isedj.org