

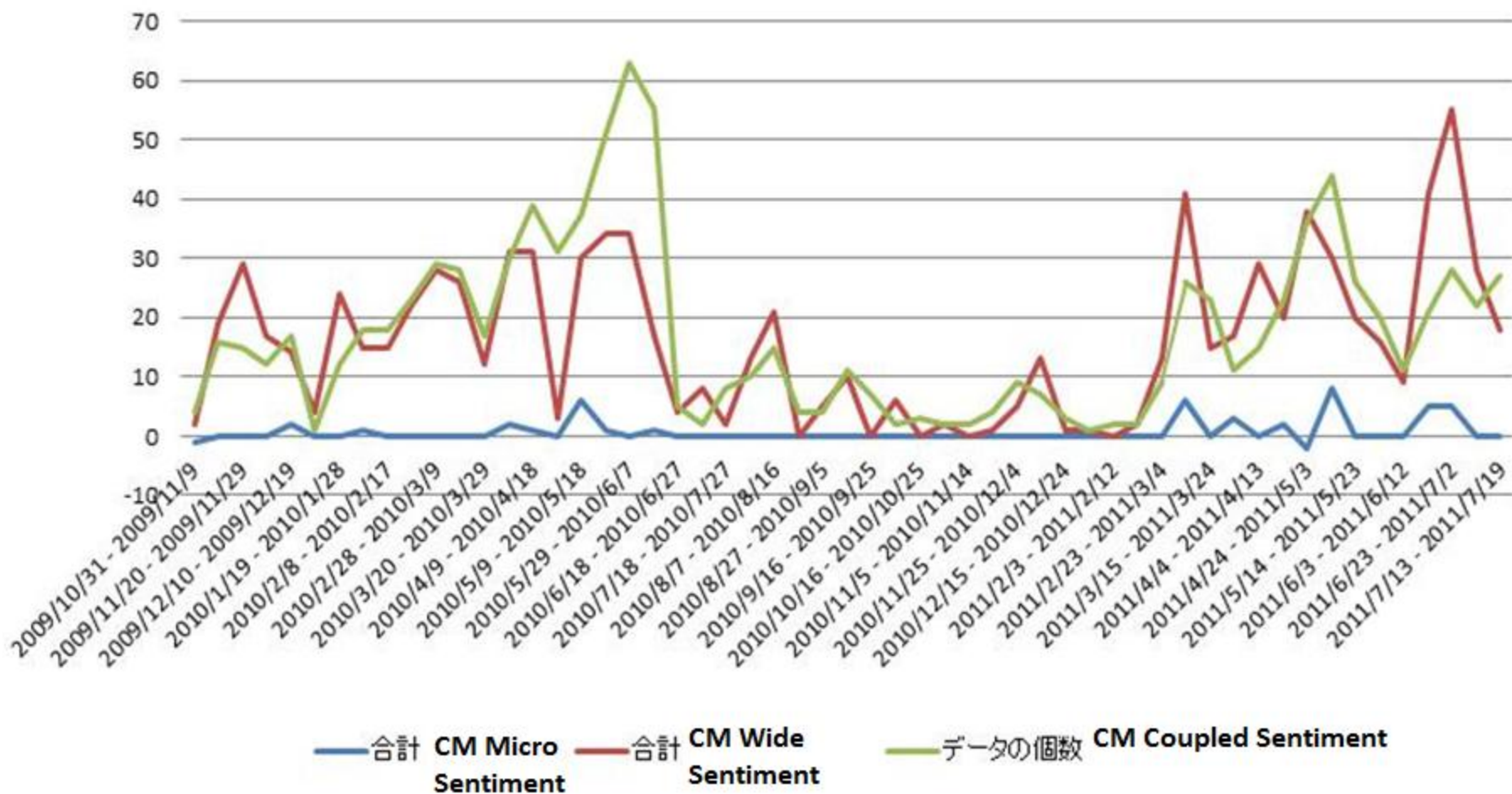
Fukuoka Sentiment Data Mining Jan '11 to July '11

The Sentiment Group and NGUYEN Thi
Chau Truc

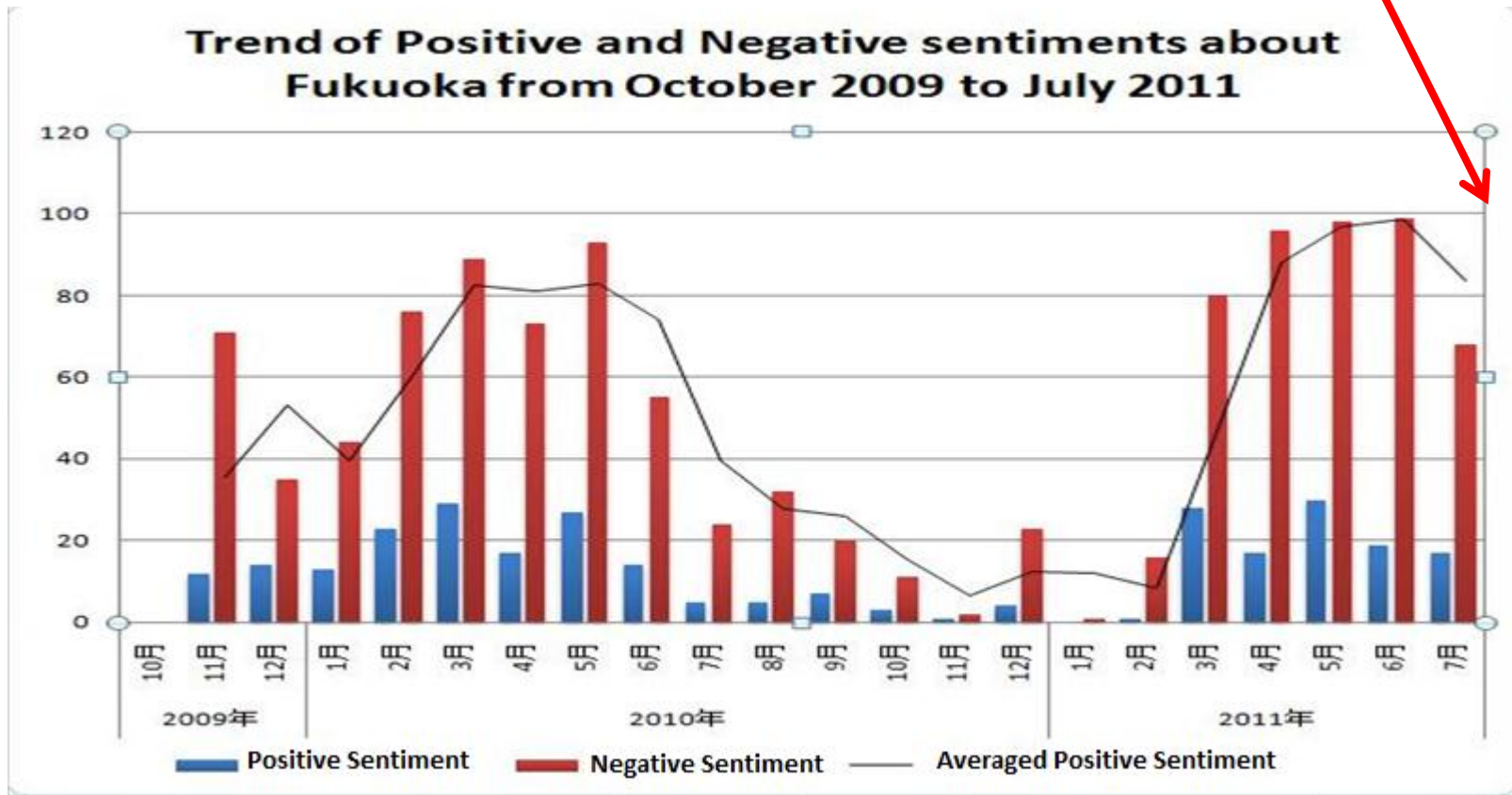
Chatminer Sentiment Measures

- Each measure employs different means to ascertain an accurate measure of public sentiment.
- They employ both word composition and numerous artificial intelligence algorithms to model and forecast sentiment.
- **CM Micro Sentiment: most precise measure but requires maximum data.**
- **CM Wide Sentiment: more comprehensive measure and feeds into the modeling process more of the blog data than CM Micro Sentiment.**
- **CM Coupled Sentiment: again more comprehensive measure but using different algorithms than CM Wide Sentiment -The count of this measure can be used to determine the number of blogs about Fukuoka.**

Fukuoka sentiments from Oct '09 to July '11



The year 2011



People talk positively about Fukuoka in the first half of 2011.
This positive attitude sees a dramatic drop from June '11 to July '11.
Maybe because on June 23rd, there is a tsunami warning after 6.7 earth quake

Fukuoka sentiments from Jan '11 to July 18, 2011

Peaks (incidents)

- 11 Mar to 24 Mar: tweets about earthquake and tsunami in Tohoku

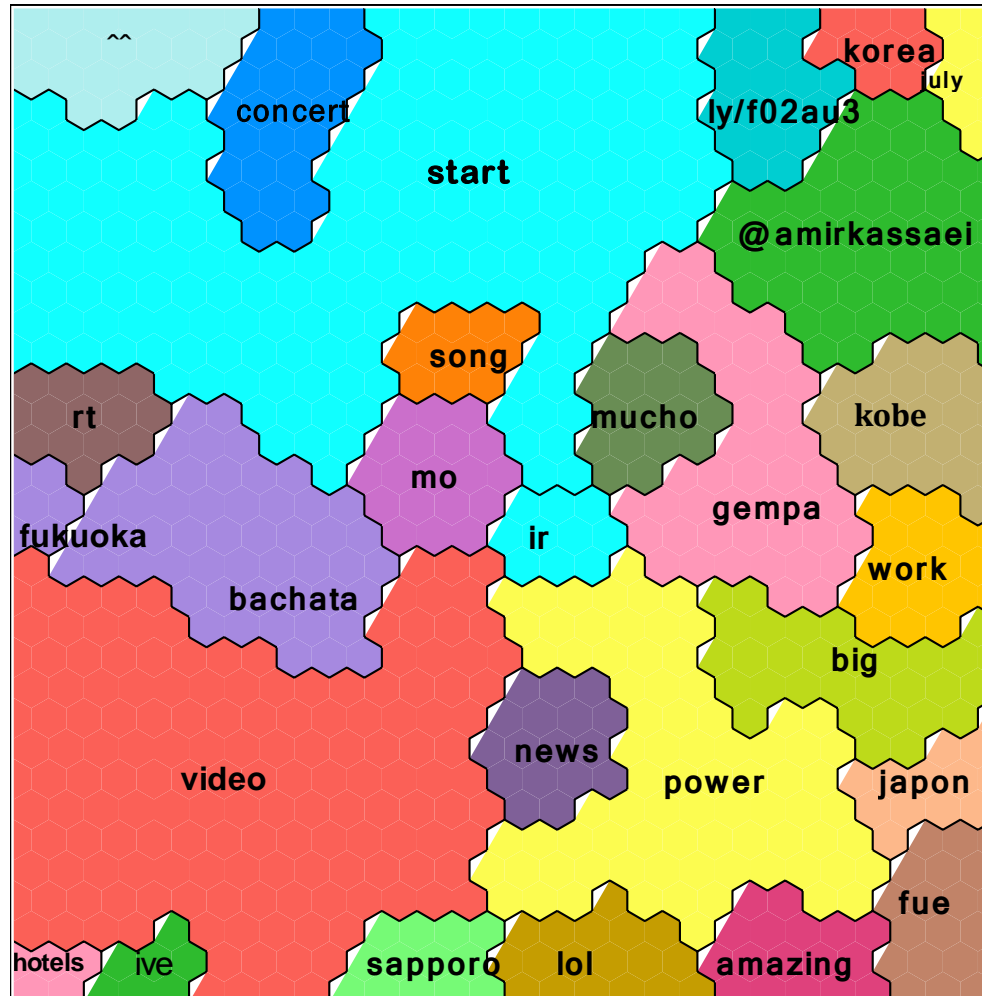
After the earthquake:

- 6 May to 19 May: people talk about concerts and tour to raise funds for earthquake and tsunami victims (Pray for Japan concert tour. Etc)
- 7 June to 20 June:
 - Because of hot summer, people are thinking of a trip to Sapporo
 - Fukushima 3 nuclear reactor melted down
- 21 June to 4 July: Lady gaga arrived Japan
- 5 July to 18 July: SNSD concert tickets on sale

Frequencies of words that appear more than 20 times in all tweets

- fukuoka,988
- http,378
- bachata,198
- japan,114
- juan,75
- luis,72
- guerra,68
- from,62
- tokyo,55
- city,47
- will,40
- twitpic,32
- video,31
- that,31
- nowplaying,29
- airport,27
- nagoya,27
- today,27
- good,27
- free,27
- osaka,27
- back,26
- tour,25
- this,24
- hotels,24
- with,21
- sns,21
- sale,20
- youtube,20
- live,20
- html,20
- reviews,20
- japan1,20
- izigo,20
- travel,20
- resorts,20
- ratings,20

Fukuoka sentiments (28 clusters)



Closer look at some clusters

◆ @amirkassaei , Kobe, work, gempa

Amirkassaei is a popular twitter, Chief Creative Officer DDB Worldwide.

Maybe these clusters mention his work in Kansai area (Kobe, Osaka...), Gempa tsunami...

◆ Clusters of Fukuoka, Bachata, mucho, concert, song, video..

These clusters mostly mention the bachata concert hold in Fukuoka city.

clusters

- ◆ Clusters of Korea, July:

Maybe people are planning trip to Korea in summer starting from July

- ◆ Clusters of hotels, Sapporo, amazing...

People will travel to Sapporo so they are checking hotels, tour guide information, suggestion tourists in Fukuoka.

- ◆ Clusters of Japon, power, fuel, news are about nuclear reactors in Fukushima.

Etc