ECE Capstone program  
Spring 2018  
Project Abstract & Info

Please provide the following information to be shared with on capstone information exchange platform:

1. **Project number:** 24

2. **Project title (as will appear on the poster):**

   Sentiment Analysis Tool for the Video Game Industry (SATVGI)

3. **Team members:**

   Kyle Thakker
   Sean Hwang
   Aaron Hu
   Sagar Phanda

4. **Adviser(s) name(s):**

   Professor Jorge Ortiz

5. **Up to 5 keywords that will help to classify the project scope:**

   Natural Language Processing, Machine Learning, Sentiment Analysis, Web App

6. **Project abstract (up to 250 words) to be shared with judges:**

   Consumer sentiment is a very influential metric in the video game industry. It is very useful for developers and publishing companies to understand the sentiment of the public towards their product. Companies often release updates and make changes to their games, and they would benefit from being able to analyze the reaction of consumers towards these changes from a quantitative standpoint. Understanding the sentiment of the public towards a game would also be useful to other consumers. A relatively positive sentiment score towards a game would act as a stamp of approval by the public. Consumers like being as informed as possible before they make purchasing decisions, and an indication of the public’s sentiment toward a game would be a useful piece of information to compliment review scores.

   Our project is a tool in which users can check the consumer sentiment towards a selected subset of games. This sentiment is determined from user comments on threads relating to each game on the social media site Reddit. Our project scrapes Reddit comments on a daily process, and using a Naive Bayes Classifier, classifies them as negative or positive. Users are able to see this data on the web application portion of our project. Users are able to see the ratio of positive to negative comments for each game and how those numbers compare to other games. They are also able to see how consumer sentiment has changed over time.