



Faculty of Language and Communication

**SENTIMENT ANALYSIS OF FEMVERTISING ON
INSTAGRAM: A FOCUS ON EMOTIVE WORDS**

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**Bachelor of Arts with Honours (Linguistics)
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FOCUS ON EMOTIVE WORDS**

by

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This final year project is submitted in partial fulfilment of the requirements for the
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ABSTRACT

SENTIMENT ANALYSIS OF FEMVERTISING ON INSTAGRAM: A FOCUS ON EMOTIVE WORDS

Fatin Izzati binti Mohd Izzam

This study was carried out to analyse the sentiment of social advertisement specifically femvertising advertisements by focusing on the linguistic aspect of the advertisement particularly emotive words. The platform used in this research is Instagram and a total 150 Instagram captions containing female empowerment messages were analysed. The research employs a qualitative research method via content analysis. The emotive words totalling 720 emotive words in the data are extracted to create a list of emotive words used in the advertisement. The data also undergoes sentiment analysis to determine the sentiment of the femvertising advertisement as well as the sentiment of emotive words. The findings show that positive emotive words are used more frequently in femvertising advertisements. Furthermore, the emotive words used and its sentiments affect the overall sentiment of femvertising advertisement.

ABSTRAK

ANALISIS SENTIMEN FEMVERTISING DI INSTAGRAM: FOKUS KEPADA KATA EMOTIF

Fatin Izzati binti Mohd Izam

Kajian ini dilakukan untuk menganalisis sentimen iklan sosial khususnya iklan berfokuskan pemerksaan wanita dengan memberi perhatian kepada aspek linguistik iklan tersebut terutamanya kata-kata emotif. Medium yang digunakan dalam penyelidikan ini adalah Instagram dan 150 iklan berfokuskan pemerksaan wanita telah dianalisis yang diambil dari kapsyen Instagram yang mengandungi mesej pemerksaan wanita. Penyelidikan menggunakan kaedah penyelidikan kualitatif melalui analisis kandungan. Sebanyak 720 kata-kata emotif dalam data dikenal pasti dan disenaraikan dalam satu daftar kata yang mengandungi kata-kata emotif yang digunakan dalam iklan. Data juga menjalani analisis sentimen untuk menentukan sentimen iklan berfokuskan pemerksaan wanita serta sentimen kata-kata emotif. Hasil kajian menunjukkan bahawa kata-kata emotif positif digunakan lebih kerap digunakan dalam iklan berfokuskan pemerksaan wanita. Tambahan pula, kata-kata emotif yang digunakan dan sentimennya mempengaruhi keseluruhan sentimen iklan berfokuskan pemerksaan wanita.

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CHAPTER 1

INTRODUCTION

1.0 Background of the Study

The role of advertisement is imperative in our lives especially in influencing our opinions and attitude towards certain products or situations (Frolova, 2014). This includes the impact it has on society towards social issues such as politics or social movements. According to Sachdeva (2015), in spreading social awareness, social advertising has become one of the favorable medium for entities such as advertising agencies, government as well as business organisations as it is part of their corporate social responsibility. One of the social movements that has gained popularity through social advertising is femvertising (Becker-Herby, 2016; Pérez & Gutiérrez, 2017; Erasmus, 2018; Kapoor & Munjal, 2016).

The term femvertising is coined by SheKnows Media, a female-centric digital media company. According to SheKnows Media's iBlog Magazine (2015), femvertising is "advertising that employs pro-female talent, messages and imagery to empower women and girls" (para. 1). This advertising method does not only strive to support the dismantling of female stereotypes while empowering women and girls, but it also helps in selling the brand. Many business organisations have adopted this social movement as it has become increasingly crucial for the consumers to consider brands with a social cause before purchasing their product (Baxter, 2015). This is verified by a survey done by SheKnows Media which proves that half of their sample size admitted that they have bought a product because they are attracted to the brand's advertising which involves the portrayal of women empowering messages.

In advertising femvertising advertisements, social media plays a vital role in disseminating the information as well as keeping the consumer actively engaged with the product of advertisement (Erasmus, 2018). According to Wojcicki (2016), femvertising advertisements are more engaging than normal advertising as a survey proved that advertisements containing femvertising elements are 80% more likely to be shared and commented on in social media. This is supported by the successful social advertising (in terms of traffic generation) that many brands such as Dove, Pantene and Always managed to achieved (Hunt, 2017). This is due to the purpose that the social media holds which is to provide a platform in sustaining interactions between two or more parties (Neti, 2011). Hence, there is no question when many business organisations use social media as a tool to advertise and market femvertising.

Various social media platforms have been used in spreading the feminism such as Facebook, Instagram, Twitter and YouTube. In these platforms, most common method used to analyse femvertising is visual analysis and less attention is given towards textual analysis (Becker-Herby, 2016). This leaves opportunities for studies to be conducted on linguistic features of the advertisements. One of the linguistic features that can be looked into is emotive words. According to Stevenson (1944), emotive words is defined as words “that involve a wedding of description and emotive meaning” (p. 210). Not only it conveys emotions, emotive words also have the tendency to influence the attitude of the listener as well as persuade listener’s towards certain future actions (Macagno, 2013). Emotive word can also determine the sentiment of the advertisement as the emotional content of a word can be detected through sentiment analysis which determine the attitude, whether positive, neutral or negative, towards the subject matter (Ptaszynski, Masui, Rzepka, & Araki, 2014).

1.1 Problem Statement

As femvertising became a rising trend, many researches were conducted to investigate the subject matter in various aspects and point of views. Most researches mainly focused on the portrayal of women images which outline the characteristics and patterns of femvertising (Hunt, 2017; Becker-Herby, 2016; Pérez & Gutiérrez, 2017). However, less focus is given to the textual analysis of femvertising advertisements as most researches focuses on the visual aspect of the advertisement (Becker-Herby, 2016). According to Kannan and Tyagi (2013), although visual content and design are vital in advertising, it is language that helps consumer to identify and remember the product. Hence, to fill the research gap, this study will analyse the textual component of the femvertising advertisements. In the context of textual analysis, femvertising will be subjected under the light of emotive words.

Emotive words is a linguistic feature used to elicit emotions from readers. While there are other tactics used in advertisements, emotional tactics are one of the effective strategies especially in women-targeted advertisements as women are in a higher need of affect when evaluating advertisements (Drake, 2017). This is due to relationship between emotive words and the female gender as they are thought to be more expressive in sending and receiving emotional cues (Cuming, 2013). In other words, women are more emotionally intelligent hence requires emotive words in persuading them via advertisement.

According to Heath (2007), the usage of emotive words in advertising is common as it reflects the emotional content which affects consumer's brand favourability. In gauging consumer's opinion, most researches use the technique of sentiment analysis (Nasukawa & Yi, 2003). Although sentiment analysis is mostly done towards consumers' opinion, this method can also be applied towards identifying the attitude of the advertiser towards the subject matter

(Adamov & Adali, 2016). Hence, in this study, the sentiment analysis is subjected towards the advertiser.

Although the measures to seek understanding on femvertising are on-going, the current approach of analysing the sentiments on the textual component of femvertising specifically on emotive words is indeed insufficient. Hence, this nationwide study aims to address the gap in the previous studies on femvertising by combining the sentiment analysis on the textual component of femvertising advertisement and the usage of emotive words.

1.2 Aim and Objectives

This research uses qualitative research method through content analysis to achieve the aim and objectives of this study.

1.2.1 Research Questions

This research aims to answer the following research questions:

- i. Does the sentiment of emotive words influence the sentiment of the whole femvertising advertisements?
- ii. Is there a pattern of emotive words usage and the predicted sentiment in the femvertising advertisements?

1.2.2 Research Objectives

Based on the research questions, the formulated objectives of this research include:

1. To identify the usage of emotive words in femvertising advertisements
2. To analyse the sentiment towards each femvertising ad
3. To find out the patterns of emotive word usage according to the identified sentiment

1.3 Operational Definition of Terms

In this study, several specific terms are used throughout the study to maintain consistency as well as avoid misconceptions on the term used. In addition, defining the terms will direct the readers towards the same concept as the researcher. In this section, the terms will be discussed briefly in order to give a clear definition when it is used in the context of the research.

1.3.1 Femvertising

The term femvertising is coined by SheKnows Media (2015) which defined as “advertising that employs pro-female talent, messages and imagery to empower women and girls.” (para. 1). According to Hunt (2017), femvertising incorporates both corporate social responsibility and product marketing which lead advertisements to this research into looking at both, product and campaign advertisements with the women empowerment theme. Hence, both of the definition by SheKnows Media (2015) and Hunt (2017) is adopted in this study. In the context of this research, femvertising refers to the advertisements containing the message of women empowerment.

1.3.2 Emotive Words

In this study, emotive words refer to the linguistic feature of the study which focuses on lexicons that conveys and elicit emotion. This is based on Stevenson’s (1938) definition of emotive words which is, words that incorporate both descriptive and emotive meaning. In certain situations, it is effective to elicit a value judgement (Macagno & Walton, 2010). In this study, the list of emotive words is obtained from the Affective Norms for English Words (ANEW) by Bradley and Lang (1999) which provides a set of emotional ratings for a large number of

English words. Apart from that, emotive words in this study are also detected through sentiment analysis via Intellexer Sentiment Analyser.

1.3.3 Sentiment Analysis

According to Liu (2012), sentiment analysis “analyzes people’s opinions, sentiments, evaluations, appraisals, attitudes, and emotions towards entities such as products, services, organizations, individuals, issues, events, topics, and their attributes.” (p. 7). Nasukawa and Yi’s (2004) added that sentiment analysis is a technique to detect sentiments, whether it is positive, negative or neutral, expressed in a specific subject. Subjected under the light of advertising, most sentiment analysis is carried out on the opinions by the consumer but Adamov and Adali (2016) mentioned that this method is also applicable in identifying the attitude of the advertisers towards the subject. In this research, sentiment analysis refers to the process of determining the sentiment expressed by the writer in the femvertising advertisements (positive, negative, neutral).

1.3.4 Social Media

According to Boyd & Ellison (2008), social media is defined as

social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. (p. 211)

In this study, social media is treated as the platform for marketing as marketers has becoming more aware of the use of social media as a tool in their marketing strategy due to its function that enables the marketer to interact and engage with their consumers. Hence, many

femvertising advertisements are launched in social media. Thus, this study uses Instagram as the main platform to extract the data for this research. The caption feature of Instagram is used for this research as it has longer word limit up to 2,200 characters compared to Twitter which only has 400 characters limit per tweet.

1.4 Significance of the Study

Theoretically, researchers have studied femvertising focuses mainly on the portrayal of women images or roles in advertisements as well as characteristics or pillars of the femvertising (Hunt, 2017). It is apparent from past researches that importance is put on how femvertising advertisements cast out traditional stereotypes of women portrayed in advertisements especially in visual representations (Pérez & Gutiérrez, 2017). Though these studies contributed to the theoretical concept of femvertising, certain aspects are not discussed extensively such as the linguistic aspects. This is due to the little study is done on textual analysis on femvertising especially focusing on linguistic features such as emotive language. (Hunt, 2017). Thus, this study may add value in the study of femvertising by offering a linguistic perspective.

As for the practical significance of this study, this study could contribute towards the practicality of sentiment analysis in the advertising industry. Sentiment analysis is deemed important to individuals, organisations and businesses due to its real-life applications (Liu, 2012). This has highlighted the importance of sentiment analysis as a tool to understand the public opinions due to the growth of social media. So far, researchers focuses more on the opinions of the receiving end (consumer) instead of the giving end (advertiser) (Becker-Herby, 2016). Due to the fact that this study is more interested in the sentiments of the advertisements, thus, the findings from this study can provide important insights to the marketers and advertisers of femvertising, particularly in creating effective advertisements that take into consideration the usage of emotive words and sentiments.

1.5 Summary

This chapter overviews the important aspects of the study which is emotive words, femvertising advertisements and sentiment analysis. This chapter also lay out the need to further study the effect of emotive words in femvertising advertisements via sentiment analysis. Besides that, it also covers the aim and objectives as well as the underlying research questions for the present study. The findings of this study which will be later discussed is hoped to be able to provide significance in the practicality of sentiment analysis in analysing emotive words in the advertising industry especially in femvertising.

The following chapters will review previous studies that have been carried out that are found relevant to this research topic. Besides that, factual information and theories of notable works and influential past researches are also discussed in details to provide a better understanding towards the research topic.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The emergence of social advertisement in the subject of femvertising has open opportunities for the women community to have make their voices heard, having autonomy and choice over how women are portrayed in the advertising industry (Hunt, 2017). This has interest the advertising agencies to adopt femvertising in marketing their products or brand and provide a wider opportunities for scholars to study the intention and authenticity of femvertising under the lens of feminist theories and social activism. It has been generally recognised the two sides of femvertising, one who believes in dismantling gender inequalities through femvertising and another which consider femvertising is just a faux activism which contribute towards another trend of marketing strategy. This calls for the need of sentiment analysis of femvertising as sentiment analysis is a good method to evaluate one's opinion and thoughts towards a specific topic. Sentiment analysis has long been employed by individuals, organisations and businesses to gauge customer's opinions towards their products. Sentiment analysis is also important in analysing the thoughts and intention of the writers in texts which in the case of this study is to look into advertiser's sentiment analysis in femvertising advertisements. As creating an effective advertisement has involve the emotional dimension, emotive words is prevalent in advertising as it evokes emotions in readers which is appeal towards the human nature of having feelings. Emotive words also have a persuasive capability which is pertinent in the advertising

industry. Hence, it is the interest of this research to look into the effect emotive words have on the sentiment analysis of femvertising advertisements.

2.1 Femvertising

Previous studies have examined various aspects related to femvertising but were limited to the conceptual framework of the context as it is still a developing concept. In fact, many studies focalised in this area were more inclined towards the generic component of femvertising. Studies by Becker-Herby (2016), for example, focuses on the foundation of femvertising and how it has become a game-changer in the marketing industry. Becker-Herby (2016) in the paper titled *The Rise of Femvertising: Authentically Reaching Female Consumers* have discussed extensively on the emergence of femvertising, the motivation and authenticity of brands in adopting femvertising. In the study, she reviewed twelve advertisements from ten different brands. These advertisements contain female empowering messages and after undergoing content analysis, she established the five pillars of femvertising which has become the main foundation of femvertising. The five pillars were discussed mainly on the traditional stereotypes of female images portrayed in advertisements. Becker-Herby had also conducted interviews with three female advertising experts to get their say on the rising of this tactic. Findings shown that consumers are concern about the authenticity of the motive of brands that adopt such strategies. Although this study has contributed greatly towards the foundation of femvertising, there are still room for development.

Baxter (2015) on the other hand, have conducted a research to investigate whether femvertising is another faux activism which aims to get people to buy the product or if it is really empowering woman. In this study, the researcher analyses advertising videos from six brands from two different parent companies which are Protcter & Gamble and Unilever. From the analysis, the researcher found out that the brands are not authentically supporting the

movement, instead femvertising is adopted as just another trend in the marketing strategy. Baxter said that the companies does not necessarily believe in the cause they are using but they intent to persuade their consumers to believe it in order to sell their products. Bexter's research has contributed to this study by proving background knowledge relating to women empowering advertisement.

Narrowing down towards a more focused context, a study on femvertising in Spanish commercials was organised by Pérez and Gutiérrez (2017). The study delves into the relationship between popular culture, gender and advertising by analysing Spanish advertisements. Two advertisements in the form of commercials are analysed according to Becker-Herby's (2016) five pillars of femvertising. The study employs content analysis in analysing the two recent Spanish commercials. The outcome of the study shows that Spanish advertising has slowly moving towards empowering women via advertisements. Apart from analysing the advertisements in the lens of femvertising, the advertisements were also linked to popular culture and gender studies. The connection to popular culture can be seen as the advertisements were made available for public's critics hence giving the consumer to voice out their opinion. It is also related to gender studies as traditional stereotypes portrayed in advertisements is considered as reinforcing sexism.

In the local context, there are very limited studies specifically in femvertising. However, there are studies done on female role in advertisement such as done by Malar and Ahmad (2015). The purpose of the study is to explore the consumers' perception on female role portrayals in Malaysian television advertisement. The research adopted quantitative analysis by conducting a survey to measure the frequency of women being depreciated because they miss the stereotypes. The findings are analysed via one-way ANOVA. According to the study, the perception towards women portrayed in the advertisement is different between men and women. Female viewers think that the portrayals of women in advertisements are offensive

although subjected to non-traditional roles. The female viewers stipulated that a change is needed in the advertising industry. This study does not directly address femvertising, however the ideology of it is present as it displays the need to dismantle gender stereotypes especially in women.

Another research on local context is conducted by Rahim, Mustaffa and Mun (2011) which studies how gender advertising affect brand image in Malaysia. The study adopts focus group method which compares advertisements by interviews and group discussions. There are six focus groups consisting of five members each, with adequate number of male and female. The advertisements used are from magazines and websites. After carrying out interviews and discussion, the researches analyse the data according to three factors namely the relevance, likeability and perception on gender advertising. From the analysis, the research concluded that the gender advertising has both positive and negative effects on the image of the brand. This depends on the stereotyped displayed in the advertisements. However, Rahim, Mustaffa and Mun (2011) did not manage to conclude on whether gender advertising is either positive or negative hence giving opportunities for other researchers to explore on the topic.

2.2 Sentiment Analysis

Past researches on this subject have contributed greatly towards the theoretical and practical foundation of sentiment analysis. Sentiment analysis, according to Liu (2012), is “the field of study that analyzes people’s opinions, sentiments, evaluations, appraisals, attitudes and emotions towards entities...” (p. 7). In Liu’s work titled Sentiment Analysis and Opinion Mining, he provided a comprehensive discussion on sentiment analysis which contributed as the foundation of this study. Liu started off with the general information on sentiment analysis and its problems such as sentiment lexicon issues and natural language processing issues. An explanation on sentiment analysis task were also included which is useful for this study. The

topic explained on how sentiment analysis work. Another helpful topic to this research is subjectivity and emotion which explained the concept of the two terms. In this topic, the distinction between subjective and objective opinions are made clear. According to Liu (2012), the most important indicator of sentiments are sentiment words. In this research, sentiment words are targeted towards emotive words. This is due to the fact that emotive words and sentiment words share the same feature which is the ability to express positive or negative sentiment words. Although in Liu (2012) work, it did not mention of a neutral class of work, Al-Rubaiee, Qiu and Li (2016) suggests that neutral class holds the same importance with positive and negative sentiment. In learning polarity of words in sentiment analysis, by limiting the analysis with positive and negative sentiment only is inadequate as neutral sentiment concludes a holistic sentiment analysis (Koppel & Schler, 2006).

Another research that has contributed in this study is Sentiment Analysis: An Overview by Mejova (2009). The aim of Mejova's study is to provide an overview on the subject matter. The concept of sentiment analysis is defined and reviewed exhaustively which helps the researcher to have a better understanding on the topic. In the study, sentiment analysis' tasks are outlined which consisted of sentiment detection and polarity classification. These two tasks determine the sentiment of a subject and are done at several levels such as term, phrase, sentence or document level. In this research, the sentiment analysis done will be subjected at the term and document level. Sentiment analysis is a field which brings various field of study together, for instance, computational linguistics, computer science, data mining and text retrieval.

2.3 Sentiment Analysis in Advertising

One of this research's primary interest is to analyse the sentiment of femvertising advertisements to reveal the advertiser's opinions. Past researches have mostly study sentiment analysis on reviews such as on products and movie (Hu & Liu, 2005; Popescu & Etzioni, 2005).

This gives the advantage to the researches as the topic has been clearly outlined. Sentiment analysis on advertisement has also been conducted by many researchers such as in Adamov and Adali (2016) and Dacres, Haddadi and Purver (2013). The study by Adamov and Adali (2016), for example, implemented sentiment analysis into contextual online-advertisement. This study looks into the advertisement within the webpage and how to improve the search by using sentiment analysis. The main business of this article in terms of sentiment analysis is to determine the website author's attitude towards certain advertisements which then can help in single out relevant advertisements for the website. The study uses the binary sentiment classification which categorize sentiments into positive and negative terms. In addition, the study also uses computational algorithms to extract the topic and match the advertisements.

Another past research that is helpful to this study is Dacres, Haddadi and Purver (2013) which analyses users' engagement and sentiment towards brand's promoted contents consisted of tweets and trends in Twitter. The researchers collected tweets from eleven brands that is actively advertising campaigns during the period that the research is conducted. In searching for users who keep engaging with the brand, the brand name and hashtags are used in mining the data. Once collected, the text are processed by using machine learning and natural language processing tools. In analysing the sentiments, Data Science Toolkit is used which analyses sentimental lexicons. In addition, the researchers also use SentiStrength which has combined both tools namely lexicon and machine learning. The method provides the ability to predetermine the sentiment words, whether it is positive or negative. Apart from Data Science Toolkit and SentiStrength, another tool is used for purely based machine learning which is Chatterbox's Sentimental API. From here, it can be observed that the study uses multiple methods in order to provide the best solution in analyse sentiments and based on the result, machine learning sentiment analysis has the highest accuracy with 84%.

2.4 Emotive words

Emotive words are words that evoke emotional response on a subject. These words are a powerful tool as it has the capabilities to influence people's judgement hence many researches have been studying the concept of emotive words (Macagno & Walton, 2010, Ptaszynski, Masui, Rzepka & Araki, 2014) and its usage in various of aspects such as in gender differences (Cuming, 2013). Macagno and Walton (2010) in their research discuss on the persuasive aspect of emotive words. The research underlined that giving an emotive word a persuasive definition does not alter the meaning however, it is considered as redefining the word which an added value is present. Macagno and Walton also stipulated that words are persuasive as they have values in them hence to achieve something, the definition of words are evaluated. This study provides a better understanding on the persuasiveness of words as it explains that words does not only have one definition but can also have other values and definitions. Definition of words are also linked to the perception of reality and "When a person accepts a definition, he accepts also the evaluation and perspective it imposes on reality, and the course of actions and decisions it implies." (p. 4). This paper has helped researcher to comprehend the concept of emotive words as well as its persuasive effects.

Apart from Macagno and Walton, Ptaszynski et al. (2014) also conducted a research in distinguishing the emotive and non-emotive in sentences. The research is studied using linguistic point of view whereas presumably, the emotive sentences are apparent in the form of lexical and in grammar. Two sets of Japanese sentences are analysed in the study. In analysing the emotive sentences, language combinatorial approach is employed which analyse the patterns of non-repeated combinations of elements in sentences. The dataset used in the study is ML-Ask specifically for Japanese language that possess 50 emotive words and 41 non-emotive words. This dataset is created by gathering three sentences (emotive, non-emotive, free) from 30 participants. The sentences are then compared, between emotive and non-emotive

sentences. The sentences are then analysed and an algorithm of extraction emotive and non-emotive words is created. This result into an automatic extraction of emotive sentences patterns are presented.

The study by Cuming (2013) investigated the sentiment (positive, negative and neutral) of negative words based on gender differences. The study aim to contribute to the foundation of the gender differences in the memory-emotion link by looking at the emotive and non-emotive words. The study employed a quantitative approach incorporating quasi-experimental research design. 71 university students have participated in this study, with 12 male and 59 female students. The participant were given a word list containing 36 words, obtained from Bradley and Lang's (1999) Affective Norms for English Words (ANEW) and were asked to recall as many words as they can after the word list is removed. The findings showed that female are more likely to recall more words than males especially in neutral words. Cuming (2013) stipulated that there were many possible explanations to this hence creating more opportunities for further studies.

2.5 Summary

In this chapter, reviews have been done on ample studies on the role of emotive words in advertising, the history of femvertising and the importance of sentiment analysis. This gives the researcher a perspective and a deeper understanding on the research topic as well as strengthen the need to further study the research topic.

The focal point of the next chapter is the methodology employed in research. The chapter present the description of the sample of the study, research design chosen and data collection procedures.

CHAPTER 3

METHODOLOGY

3.0 Introduction

This study analysed the sentiment of femvertising advertisements on Instagram and the effect of emotive words towards the sentiment analysis of the femvertising advertisements. The research design used to analyse the collected data in this study is qualitative approach. Qualitative research design is adopted because it produces a detailed and subjective description, giving deeper insights and wider range of viewpoints in order to have a better understanding on the subject matter of the study (Rahman, 2017). Apart from that, this study's research design is also flexible, giving researcher opportunity to construct a design suitable to the study. This chapter present the research design, sampling, data collection procedures and data analysis procedures.

3.1 Research Design

In this study, qualitative research design is adopted. According to Astalin (2013), qualitative research design is “a systematic scientific inquiry which seeks to build a holistic, largely narrative, description to inform the researcher's understanding of a social or cultural phenomenon” (p. 118). Qualitative research design is also adopted by researcher to explore meanings and insights of particular events (Mohajan, 2018). This implies that this research design is used to interpret social or cultural anomalies by providing researcher's views in a

systematic and scientific way. Qualitative research design is said to be holistic as it “inquire from the inside” which means that the research aims for the whole, bigger picture of the situation (Ospina, 2004). This is what the researcher aims for: a holistic approach to the research topic.

Besides the holistic approach, qualitative research design also allowed the researcher to provide a detailed description of feelings, opinions and experiences on the subject matter (Denzin, 1989). This has provided the possibility for the research to discuss in depth on the thoughts, patterns and emotional reasoning towards the issue. Other advantages include the flexibility to develop the research by incorporating new ideas that emerged during the research process as well as the opportunity to revise the direction and the framework quickly if new information and findings surfaced (Mohajan, 2013). This is due to the fact that the research orbits around femvertising which is a phenomenal situation and evolving material. As stipulated by Bengtsson (2016), the fact that it is not linked to any sciences reduced the risk of creating confusion with any philosophical concepts. Although the topic is not science related, this does not make the research any less credible. The credibility of the research is achieved by complying to the qualitative perspective when discussing the subject matter such as in a systematic, organised and unbiased fashion.

In qualitative research design, the types of qualitative research include phenomenology, grounded theory, content analysis, etc. (Burnard, 1995). In this study, content analysis was carried out. According to Krippendorff (2004), content analysis is defined as “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use” (p. 18). Thus, this underlined the importance the techniques used in carrying out this research in order to be able to be implemented in other contexts or situations. Content analysis is useful for this research as it is a descriptive tool thus allowing the research to describe the communication messages (Maier, 2017). As for the data collection and analysis,

this method can be applied to various types of texts such as advertisements in analysing communication in different aspects such as language. By using content analysis, research can be conducted to gauge one's perspectives without being obtrusive as the source of data is accessible for public use (Maier, 2017).

Thus, in this study, qualitative research design is adopted in order for the research to discuss in depth on the context of the study – femvertising as well as provide descriptive and unbiased analysis on femvertising writer's opinion and emotive word usage in the femvertising advertisements. Content analysis is adopted to allow the researcher to analyse the text in the femvertising advertisements via identification of emotive words as well as analysing the sentiments.

3.2 Corpus

This research deals with corpus gathered from a social media platform namely Instagram. The target population of the corpus was advertisements containing femvertising content. In extracting data for the corpus, stratified sampling is adopted whereby subgroups are identified within the population. In the case of this study, the subgroups identified are the brand's channels that produced the femvertising advertisements. Then, each of the strata are sampled using random technique which provide an adequate representation for the stratum as well as selecting unbiased sample (McEnery, Xiao & Tono, 2006). To keep the data unbiased, femvertising advertisements extracted from each Instagram channel is limited to 15 advertisements. In this research, the researcher selected a total of 150 femvertising advertisements on Instagram.

From the advertisements, only the textual element was extracted for this research to satisfy the research question which inquired on the linguistic feature specifically emotive words. The first step of data extraction was to identify Instagram channels that advocate female

empowerment. This was done by using the Instagram search engine and keywords such as ‘women’ and ‘empowerment’. Once the channels were identified, the captions of the posts were analysed to identify the presence of women empowerment messages. Women empowerment messages must be present in order for the caption to be selected and added to the corpus as women empowerment message is one of the data selection criteria.

The next criteria that needs to be taken into consideration is the word count in the advertisement. The researcher has put a minimum number of 30 words per advertisement in order to fulfil the objective which is to analyse the sentiment. The amount of word count decided is based on the researcher’s general observation done on the pool of sample in the population. The word count is useful in order to provide ample content to carry out sentiment analysis. Hence, the total corpus size for the study is 12,965 words.

Once the filtering and selection of sample is done, the data is divided into two sets of data consisting of the text from the advertisements as it is, and a list of emotive words extracted from the text. The selection of emotive words to be extracted is based on Bradley and Lang (1999)’s list of Affective Norms for English Words (ANEW) and from the sentiment analysis via Intellexer Sentiment Analyser. The original text will be subjected to sentiment analysis. In order to do that, the researcher eliminated other elements that might disturb the authenticity of the result such as emoticons and emojis, other than the visual accompanying the text.

3.3 Data Collection Procedures

In this study, the data collection was divided into three steps. The first step was extraction. In this step, the advertisement was extracted from the social media. The advertisement is selected based on the presence of women empowerment messages in the caption and the channel’s stance on women empowerment. This was done with the help of Instagram’s search engine as

well as researcher's observation towards the presence of the women empowerment messages.

Figure 3.1 shows the example of femvertising advertisement selected.

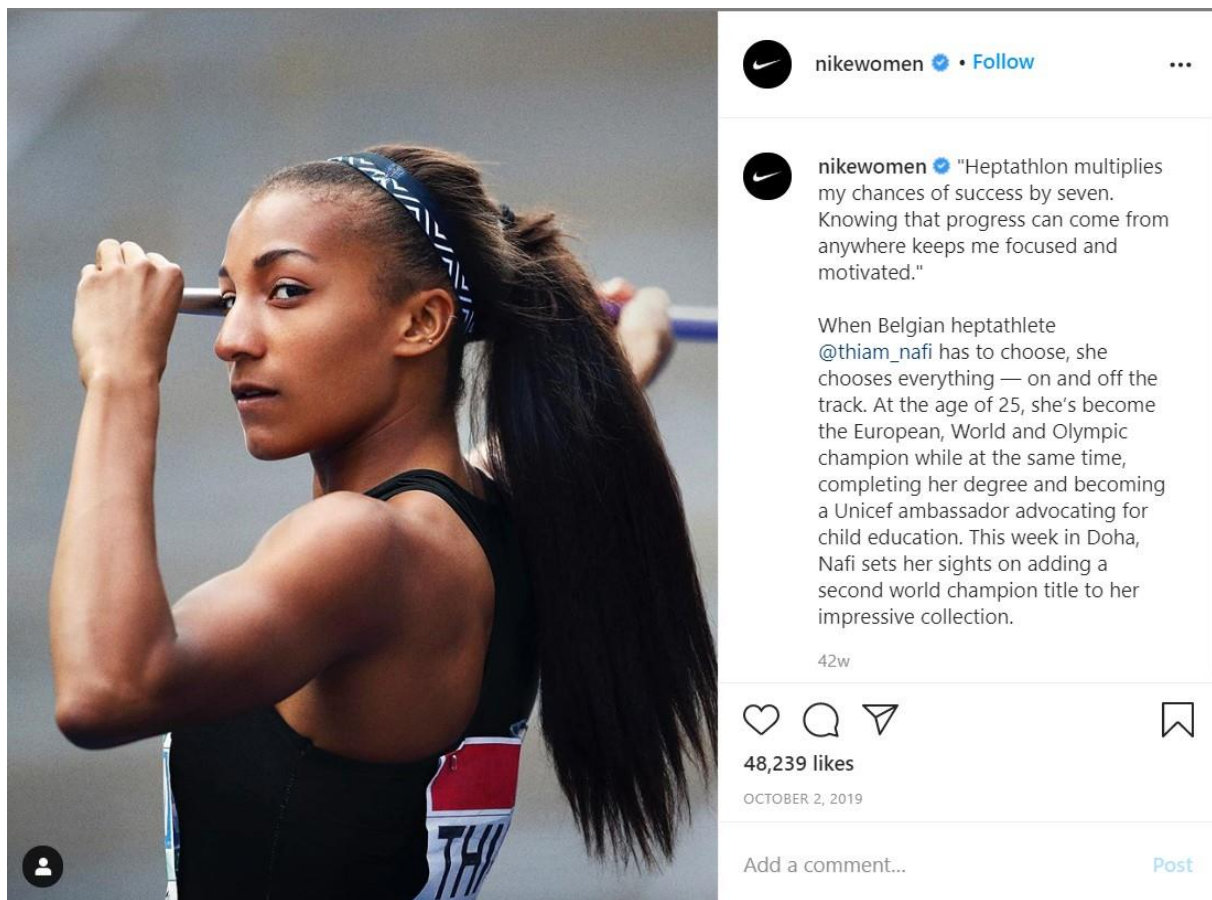


Figure 3.1. Sample of femvertising advertisement

The second step is data selection. From the pool of advertisements, only 150 advertisements were selected. This is done by selecting advertisements that follow the criteria outlined by the researcher. The selection criteria are as follows:

1. Each femvertising text must contain a minimum 30 words
2. The femvertising advertisements must contain female empowerment message such as empower, support, educate or address issues face by the women community
3. The femvertising advertisements must contain at least 5 emotive words including the words listed in Bradley and Lang (1999)'s list of Affective Norms for English Words (ANEW).

After the selection of advertisements have been done, the third step is carried out which is text extraction. Only the text from the captions were extracted as to remain unbiased or influenced by any visual aspect of the femvertising advertisements. Apart from the visual, icons such as emojis and emoticons are eliminated as this study focuses on text analysis. The lexicons in the caption is categorised according to its word categories. From the categories, emotive words are extracted. A list of emotive words based on the data was produced. The data and the frequency of the words were then analysed. Figure 3.2 shows the sample of text extracted from femvertising advertisement.

```
"Heptathlon multiplies my chances of success by seven. Knowing that progress can come from anywhere keeps me focused and motivated." When Belgian heptathlete @thiam_nafi has to choose, she chooses everything – on and off the track. At the age of 25, she's become the European, World and Olympic champion while at the same time, completing her degree and becoming a Unicef ambassador advocating for child education. This week in Doha, Nafi sets her sights on adding a second world champion title to her impressive collection.
```

Figure 3.2. Sample of text extracted from the advertisement.

3.4 Data Analysis Procedures

In order to achieve the objectives of the study, three analysis were conducted. The analysis comprised of emotive words frequency count, sentiment analysis and patterns identification. The first analysis was carried out by using the tool AntConc. AntConc is a multi-purpose corpus analysis toolkit that analyses electronic texts in order to find and reveal patterns in language. The program provides multiple functions such as concordancer, N-grams and word frequency generator. In this research, AntConc is used to generate the list of word frequency in order to identify the emotive words that are frequently used. The first step is to insert the data extracted

into the software to obtain the list of word frequency. Then, the functional words are eliminated in order to get the authentic results. Figure 3.3 shows the sample of word frequency count on AntConc in one of the selected femvertising advertisement. Once all the data were gathered and the corpus were generated, AntConc’s word frequency count was used to identify the top 20 frequently used emotive words for further analysis.

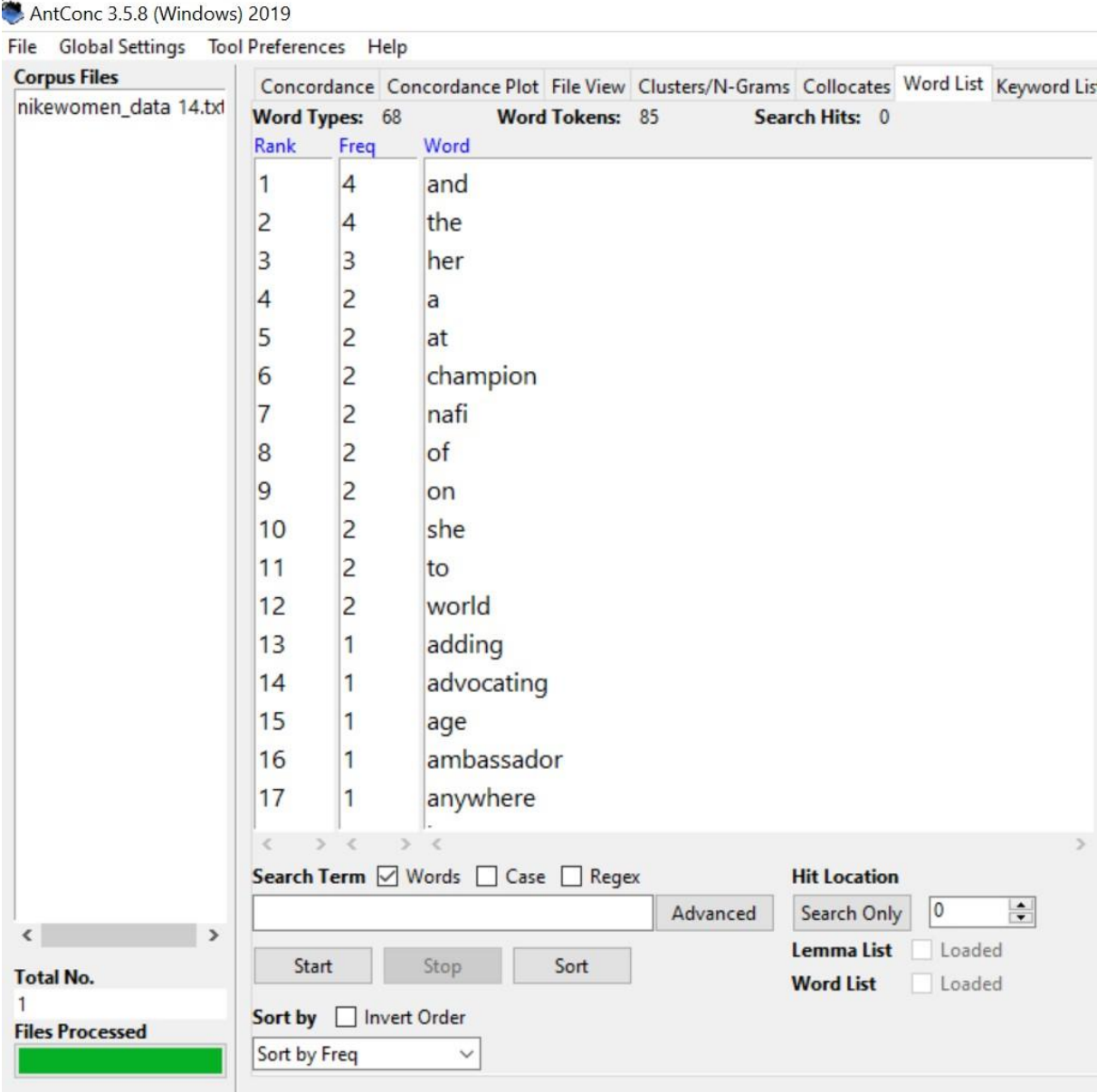


Figure 3.3. Sample of word frequency count on AntConc.

The next analysis that was carried out was sentiment analysis. In this procedure, the tool used was Intellexer Sentiment Analyser. This tool is a sentiment engine that provides a detailed analysis of text by identifying sentiment content from the text analysed. In this research, the function used is analysing the attitude especially the scale of positive and negative sentiments. Figure 3.4 shows the sample of text analysed by Intellexer Sentiment Analyser.

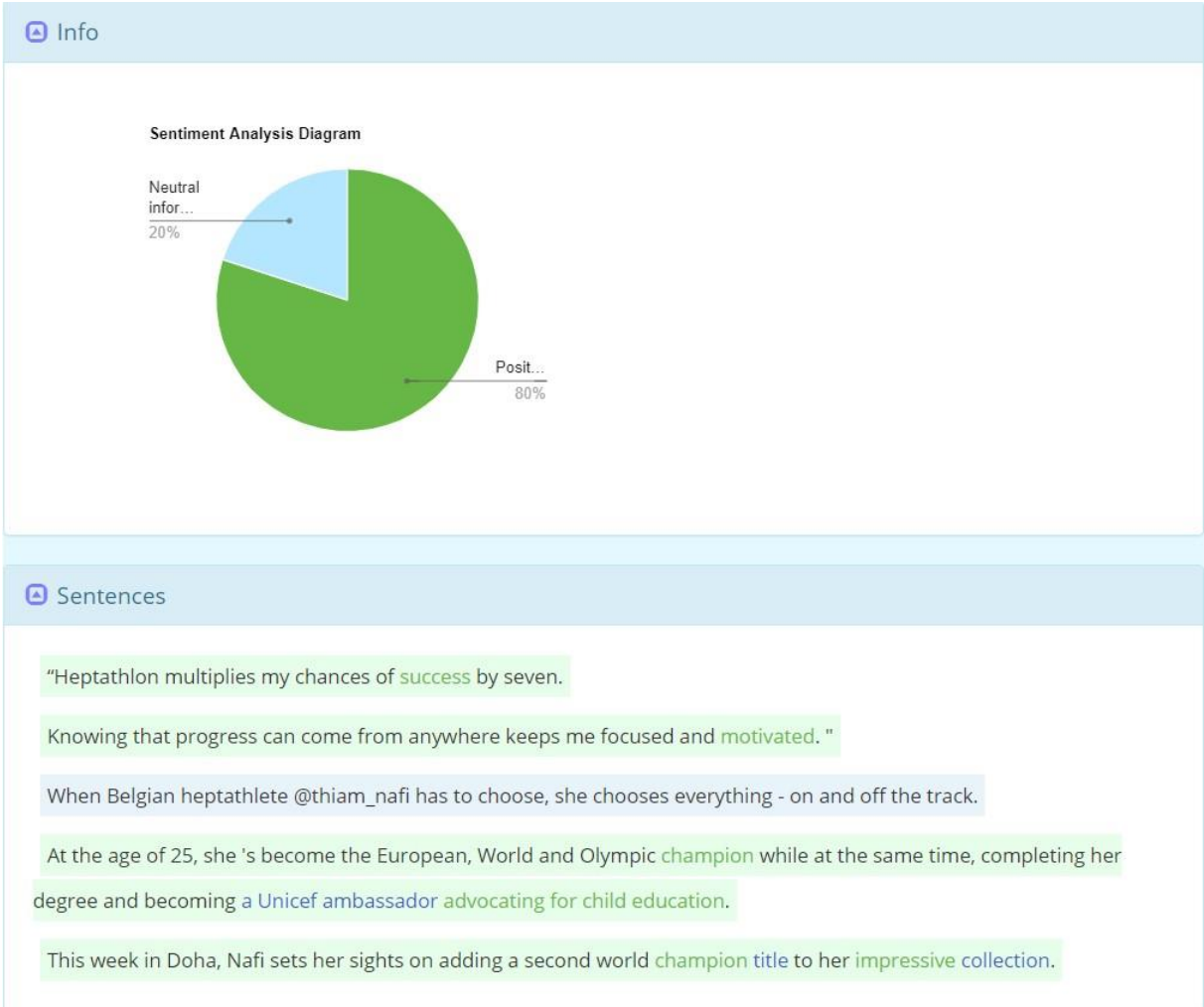


Figure 3.4. Sample of text analysed by Intellexer Sentiment Analyser

In the analysis, Intellexer Sentiment Analyser provided three levels of sentiment analysis namely document level sentiment analysis, sentence level sentiment analysis and word level sentiment analysis. The document level sentiment analysis was depicted in a pie chart form while sentence level sentiment analysis procured an analysis sentence by sentence as

shown in Figure 3.4. The word level sentiment analysis can be observed by the color tagging of sentiment words. Throughout the whole analysis, Intellexer Sentiment Analyser used three color tags to represent each sentiment: green for positive, blue for neutral and red for negative.

The third analysis was analysing patterns in the femvertising advertisements. After analysing the emotive words and sentiments of the advertisements, the data were tabulated to discover the patterns of emotive word usage as well as the effect it has on sentiment analysis. The tabulated data consisted of the original femvertising ad text, overall sentiment analysis, list of emotive word found and the sentiment of the emotive word. From the analysis, the pattern of the emotive word usage can be observed. Table 3.1 shows the sample of the tabulated data.

Table 3.1

Sample tabulated analysis

Femvertising Advertisement Text	Overall Sentiment	Emotive words	Sentiment of emotive words
“Heptathlon multiplies my chances of success by seven. Knowing that progress can come from anywhere keeps me focused and motivated.” When Belgian heptathlete @thiam_nafi has to choose, she chooses everything — on and off the track. At the age of 25, she’s become the European, World and Olympic champion while at the same time, completing her degree and becoming a Unicef ambassador advocating for child education. This week in Doha, Nafi sets her sights on adding a second world champion title to her impressive collection.	Positive	success	positive
		motivated	positive
		progress	positive
		education	neutral
		champion	positive
		advocating	positive
		impressive	positive

From the sample of analysis above, the data analysed by Intellexer Sentiment Analyser was tabulated. In the text, the emotive words are identified and categorised based on its sentiment. Based on Table 3.1, the emotive words identified are success, motivated, progress, education, champion, advocating and impressive. Through the analysis by Intellexer Sentiment

Analysed, all of the words were positive except for education was neutral. These words are also the main contributors to the positive polarity of the overall text. Other than that, from the sample analysis, the pattern of emotive word usage can be observed which they are frequently used at the end of the advertisement. This may contribute to the pool of knowledge regarding the pattern of word usage in advertisements. The findings of the results were further discussed in Chapter 4 Results and Discussion.

3.5 Summary

This research's approach of study was chosen specifically to answer to the research question that were laid out in Chapter 1. The approach of this study inclined towards qualitative methods such as content analysis. This approach was adopted to obtain a reliable and valid data for this research. Content analysis were done on identifying and classifying the top 20 most frequently used emotive words, to detect the sentiments of femvertising advertisements as well as identifying patterns in emotive word usage and the sentiment analysis of femvertising advertisements.

In the next chapter, the results of the collected is presented. Further discussion of the results and findings will be discussed in details in the next chapter.

CHAPTER 4

RESULTS AND DISCUSSION

4.0 Introduction

This chapter reports on the analysis and explain the findings of the research. A discussion on the usage of emotive words in femvertising advertisement on Instagram and how the sentiments of the emotive words affect the totality of the advertisement is also reported in this chapter. This chapter also explores the connection between emotive language and female targeted advertising as per the objectives of this study. The purpose of this research is to identify emotive word usage and its patterns, as well as to perform sentiment analysis on both the emotive word and femvertising advertisements.

As described in the methodology, this study adopts a qualitative research method. The data for this research were collected and gathered to create a data corpus comprising of the captions of femvertising advertisements from Instagram channels of female empowering brands. Femvertising advertisements across different brand categories were gathered to ensure the diversity in the female empowering content to make up a thorough data corpus. The researcher selected channels with messages aimed to empower, educate and address issues faced by women. A total number of 10 channels were selected. The number of selected femvertising advertisement were distributed equally with 15 femvertising advertisements per channel. The total number of femvertising advertisement for this research is 150 femvertising advertisements. The femvertising advertisement chosen must have a minimum number of 20

words in the caption and the caption must be written in English. These criteria which was decided by the researcher beforehand have to be met for the advertisement to be selected for this research. For this research, the main focus is on the message in the captions as the purpose of the study is to capture the patterns of emotive words in femvertising advertisements.

After the femvertising advertisements were extracted and recorded as texts, the researcher identified emotive words in the data and recorded its frequency. This step fulfilled one of the objectives of the study which is to study the emotive word usage in femvertising advertisement. The emotive words are identified through the sentiment detected through sentiment analysis and cross-referenced with the Affective Norms for English Words by Bradley and Lang's (1999). Apart from identifying emotive words, sentiment analysis was carried out on the femvertising advertisements and the emotive words to have a better understanding on the correspondence between the two subjects. The pattern of emotive word usage is then observed to further comprehend the reasoning behind the emotive word choice in the advertisements. The results with detailed explanation parallel to the objectives of this study is discussed further in this chapter.

4.1 Categories of Femvertising Advertisements

In this section, the results from the content analysis is presented. 10 Instagram female empowerment brand channels were selected from five brand categories according to: 1) health and beauty, 2) food and beverage, 3) sports clothing, 4) feminine products and 5) sustainable clothing. The diversity in the brand categories shows that femvertising is not only adopted in companies that sell female products (Abitbol & Sternadori, 2018). The messages that the advertiser convey in their femvertising advertisement must be either to empower, support, educate or address issues faced by the women community all around the world. From each Instagram channel, 15 femvertising advertisements which met the researcher's criteria were

used for this research. A total number of 150 femvertising advertisement were selected and the distribution of the femvertising advertisement is shown in Table 4.1.

Table 4.1

Distribution of femvertising advertisement

Brand Category	Instagram Channel	Number of Femvertising Advertisement
Health and Beauty	@dove	15
	@lushcosmetics	15
Food and Beverage	@lunabar	15
Sports Clothing	@adidaswomen	15
	@nikewomen	15
	@athleta	15
Feminine Products	@bobble.it	15
	@libresse_my	15
Sustainable Clothing	@eileenfisherny	15
	@mothererthinc	15
Total	10	150

The accumulated number of words from the femvertising advertisement is 12,965 words with the average length of caption was approximately 86 words. The shortest caption contained 33 words while the longest contained 239 words. Table 4.2 shows the summary of the total number of words analysed. From the results in Table 4.2, femvertising advertisement from @lushcosmetics contained the highest number of words while @mothererthinc contained the lowest. In understanding the reasons behind difference of number of words in brand's channels, Rothstein (2016) argued that captions on the advertisements should be kept short as social media user tend to gather as much information by reading as little as possible. Another reason for shorter caption is opted by Instagram channels is that social media users have short attention span thus shorter captions creates better results in catching audience's attention (Rothstein, 2016). However, this does not mean that longer captions are inefficient as longer captions is a good marketing strategy to build brand image (Martinus & Chaniago, 2017). Longer captions allow advertiser to create a narrative in the form of storytelling. Storytelling connects brand

identity and the philosophy behind the brand’s product or campaign (Jonsson, Strannegard & Pallas, 2014).

Table 4.2

Summary of total number of words analysed

Instagram Channel	Cumulative number of words
@dove	1,651
@lushcosmetics	2,255
@lunabar	1,170
@adidaswomen	906
@nikewomen	1,323
@athleta	960
@bobble.it	1,922
@libresse_my	844
@eileenfisherny	1,176
@mothererthinc	758
Total	12,965

Figure 4.1 shows the examples of femvertising advertisements which aligned with the previous discussion. The caption posted by @lushcosmetics is longer (however was cut short in the figure) than @adidaswomen’s. From the two captions, it can be observed that both captions have the same purpose which is to empower women but adopt different caption styles. The caption by @lushcosmetics empower women by creating a narrative of a mother while @adidaswomen empower women by quoting an inspiring woman.

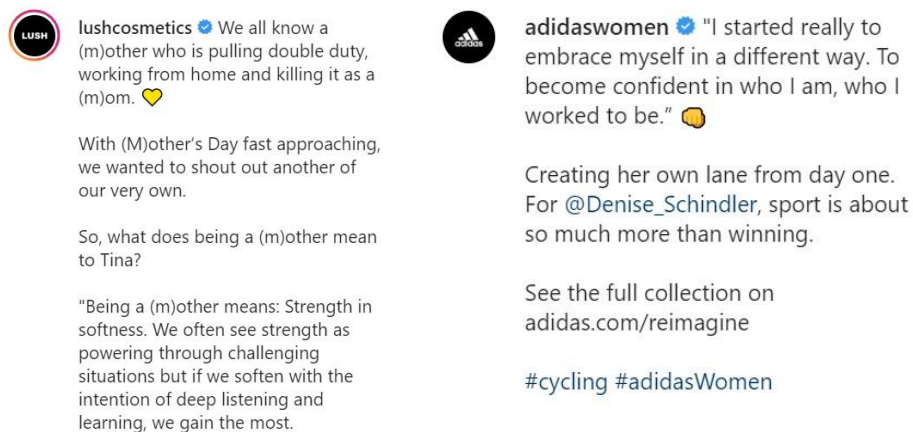


Figure 4.1 Examples of femvertising advertisement

4.2 Emotive Words in Femvertising Advertisements

In this research, researcher attempt to understand the emotive word usage in femvertising advertisement and how it affects the sentiment of the advertisement. Thus, the study identified a total number of 720 emotive words throughout the femvertising advertisement used. There are a number of emotive words used frequently by femvertising advertisers. This proves that there is a connection between emotive words with femvertising advertisement. As the target market of the advertising is female, femvertising advertiser perused the fact that female is more emotional compared to male (Cameron, 2005) and used emotive words in their advertisements to capture their target market's attention. This is due to female's cognitive processing and strategies in coping with emotional situations and circumstances (Ahmadi-Azad, 2015).

For the first phase, researcher self-identify and created a list of emotive words extracted from the femvertising advertisement. The second phase was conducted by cross-referencing the wordlist with Affective Norms for English Words by Bradley and Lang's (1999). The wordlist then grew with additional emotive words after sentiment analysis were performed on the femvertising advertisements. Words that are flagged as valenced by either neutral, positive or negative were extracted and added to the emotive word list. After establishing a word list, analysis was carried out. Based on the results, the average number of emotive words in a femvertising advertisement is approximately 15 words, while the highest amount of emotive words contained 27 emotive words and the lowest contained 5 emotive words. Due to a number of emotive words were frequently used in femvertising advertisements such as 'world', 'body' and 'love', a total of 2,262 occurrence of emotive word usage throughout the femvertising advertisements were observed. To observe the frequency of emotive words as per the objective of this study, researcher use the tool AntConc as described in the methodology of this research.

However, this discussion is limited to 20 most frequently used emotive words. The top 20 frequently used emotive words identified are shown in Table 4.3.

Table 4.3

Top 20 most frequently used emotive words

No.	Emotive Word	Frequency	Part of Speech Tags
1.	World	39	Noun
2.	Mother	33	Noun
3.	Body	31	Noun
4.	Help	28	Verb
5.	People	27	Noun
6.	Feel	26	Adjective
7.	Love	25	Noun
8.	Together	23	Adverb
9.	Change	22	Noun/verb
10.	Care	22	Noun/verb
11.	New	22	Adjective
12.	Life	21	Noun
13.	Little	18	Adjective
14.	Family	18	Noun
15.	Better	18	Adjective
16.	Own	17	Adjective
17.	Matter	17	Noun/verb
18.	Thank	16	Verb
19.	Support	16	Noun/verb
20.	Safe	16	Adjective
Total		454	

From the analysis as shown in Table 4.3, it can be observed that nouns dominate the list (11 words), followed by adjectives (7 words), verbs (5 words) and lastly adverb (1 word). However, it has to be mentioned that there are four words in the list classified as more than one category in the part of speech. Four of these words (change, care, matter and support) exists either as noun or verb in the data source.

According to Kwon (2017) work which discussed on the change of content in mass media after the emergence of a femvertising campaign namely Dove's Real Beauty, it is difficult to detect the impact of the campaign due to the unsystematic nature of the choice of word to refer the campaign. However, the frequency of the words related to 'real beauty' or

'social cultural' change increased significantly. In Kwon (2017), the writer has segmented the advertisements to several themes which will be applied to this research to an extent in order to analyse the frequency of emotive words used in femvertising advertisement on social media. From the results, a common theme that can be observed is the use of words relating to women such as 'mother', 'body' and 'family'. The relationship between women and family is unseparated due to the social norm of seeing women hold the primary responsibility for family (Galick, 2016). The result has also shown another theme such as emotion with the frequently used words such as 'feel', 'love', 'care', and 'better'. This is due to the gender stereotypes in expressing emotion which has always been pinned towards women (Hess et al., 2000). Another notable finding is the frequency of words revolving around the theme of women empowerment. The results show high usage of words to empower women such as 'help', 'together', 'change', 'thank', 'support', 'own' and 'safe'. The researcher has categorised these words under the topic of women empowerment as these words collocate with empowering women in the data. In support of the data, O'Neil, Domingo and Valters (2014) stated that words such as autonomy, choice, control or capacity to act has been referred to agencies supporting women empowerment.

4.3 Sentiment Analysis

The next methodological phase of this study is to analyse the sentiment of femvertising advertisement. As defined by Farhadloo and Rolland (2016), sentiment analysis is a method to uncover people's opinions expressed through text. Sentiment analysis helps to establish the writer's attitude which may be of his or her judgement, emotional state during the writing process or the intended emotional effect the writer plans to have on the reader (Luo et al., 2013). Sentiment analysis is an important tool for organisations as it helps to understand people's

demands. In return, they are able to improve their products and services. However, in this research, sentiment analysis is carried out to observe the intended emotional communication the femvertising advertiser wishes to affect the reader.

4.3.1 Sentiment Analysis of Femvertising Advertisement

In this section, the sentiment analysis is carried out by observing the sentiment of the source text material. Each femvertising advertisement was analysed using Intellexer Sentiment Analyser and its sentiment were recorded. According to Luo et al. (2013), sentiment analysis determines text expressions with respect to a topic or the general contextual polarity. The two types of text expressions are facts which are objective and opinions which are subjective. Factual sentences use objective diction to describe an entity, event or their attributes while subjective sentences contain sentiments, attitudes, emotions or feelings towards an entity, event or their attributes (Luo et al., 2013).

For this research, femvertising advertisements were classified according to the categories “positive”, “negative” and “neutral” based on the sentiments that the advertisements carry. According to Kharde and Sonawane’s (2016) definition, sentiment is opinion which represents one’s feelings. This relates to this study’s objective which involves the usage of emotive words as to reflect the feelings or emotional value of the femvertising advertisement. Table 4.4 shows the distribution of sentiment analysis of femvertising advertisements.

Based on Table 4.4, the results of the study found that there are more positive femvertising advertisements compared to negative and neutral femvertising advertisements. Based on a recent industry survey on femvertising, Dan (2016) reported that 51% of women enjoys the message femvertising advertisements convey. According to Samo, Joyo and Abro (2018), consumers will think positively of femvertising advertisement if he believes in

diversity, liberty and women empowerment. This is where the role of advertisements come in—to persuade and make people believe in their product or campaign. Positive sentiment is also used in femvertising advertisement to satisfy the purpose of femvertising which is to empower, inspire and make women feel included (Pérez & Gutiérrez, 2017). These messages aim to provide consumers the sense of affirmation, confidence and motivation by offering a positive attitude through femvertising advertisements. From this finding, we can conclude that one of the reasons femvertising advertisements might use positive sentiment to persuade consumers into women empowerment thus generating positive feedbacks from the consumers.

Another reason as to why femvertising advertisements lean towards positive sentiment in conveying their message in the advertisement is to become a medium of change in the social stereotypes towards feminism. This finding is in line with Hunt's (2017) work that stated that femvertising works to positively shift the way women are presented in the media. In their paper, they commented on femvertising brands such as Dove, Pantene and Always which had successfully empowered women through their femvertising advertisements by portraying women's diversity, depicting women in a non-traditional beauty standards and use provoking but empowering dialogues. This validated the finding in this result of brands utilising positive sentiment in femvertising advertisement to empower women and deviate from social stereotypes pinned on women.

The industry survey that Dan (2016) collected also reported that 52% purchased a product from brands that portray women in a positive light. This finding explains the reason of the inclination of positive femvertising advertisement in brands as it does not only appeal towards their target market but helps improving brand's image. Various research has been done on the impact of femvertising will advance brand's image (Jacobson et al., 2018; Acharya & Ristimäki, 2019; Abithol & Sternadori, 2018). It is possible that brands only adopt femvertising as a tool of advertising to associate their brands with the positive messages of femvertising.

This has been discussed by Baxter (2015) as the writer gauge brand’s intention in using femvertising to advertise their products and elevate their brand’s image.

Out of 150 femvertising advertisement, 97 advertisement classified as positive, 47 as neutral and 6 are negative. The result tallies with the sentiment distribution of emotive words as positive emotive words are more frequently used in femvertising advertisements. It is further discussed in section 4.3.3 Sentiment Analysis of Emotive Word.

Table 4.4
Distribution of sentiment analysis of femvertising advertisement

Channel	No. of Advertisement per Sentiment		
	Positive	Neutral	Negative
@dove	15	0	0
@lushcosmetics	12	2	1
@lunabar	8	7	0
@adidaswomen	9	6	0
@nikewomen	11	4	0
@athleta	7	8	0
@bobble.it	10	5	0
@libresse_my	6	5	4
@eileenfisherny	10	4	1
@mothererthinc	9	6	0
Total (n=150)	97	47	6

In the results shown in Table 4.4, there appear to be femvertising advertisement which was classified as neutral. These femvertising advertisements do not necessarily means it only contains factual (objective) sentences with no opinion as Luo et al. (2013) mentioned that not all objective expressions contain no sentiment while not all subjective expressions contain sentiments. Neutral femvertising advertisement consist of either 1) same amount of negative and positive sentiment sentences or 2) more neutral sentiment sentences. Figure 4.2 shows the example of sentiment analysis of a neutral femvertising advertisiement.

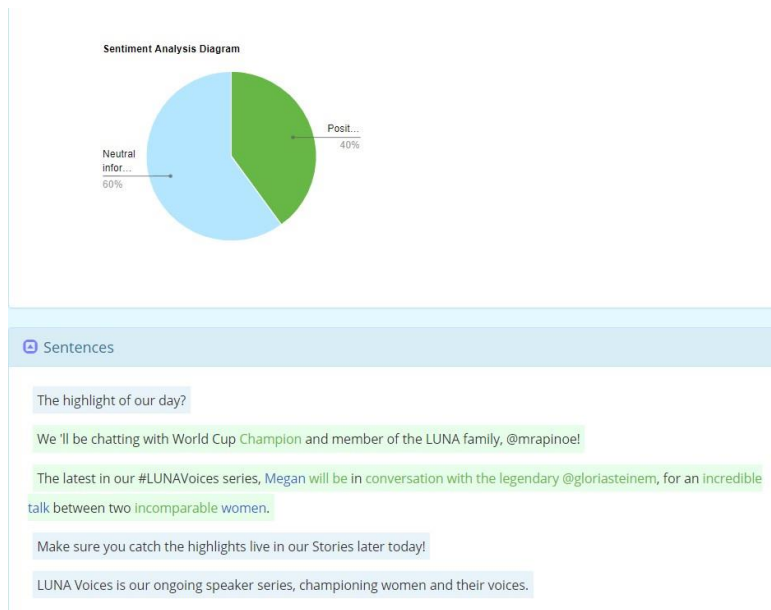


Figure 4.2 Example of sentiment analysis of neutral femvertising advertisement

For document level sentiment analysis, the sentiment analysis diagram from Intellexer Sentiment Analyser is used to indicate the overall sentiment for the femvertising advertisement. Figure 4.2 above shows that neutral information dominates the document by 60% while positive sentiment occupies 40% of the document. In determining the overall sentiment analysis, the majority percentage of sentiment is taken as the overall sentiment of the text.

For sentence level sentiment analysis, as Liu (2012) stipulated, this level of sentiment analysis classify each sentence either positive, negative or neutral in opinion. Usually neutral means no opinion but as aforementioned, this is not always the case. Apart from document level sentiment analysis, Intellexer also provided sentence level sentiment analysis as shown in Figure 4.2. The second section of the sentiment analysis provided sentence level sentiment analysis by analysing the text sentence by sentence. Sentences are separated from one another and sentiment was indicated by color indicators with respect to the sentiment: blue as neutral, green as positive and red as negative. In this research, this feature provided by Intellexer has helped the researcher to identify sentiment words for further word level sentiment analysis which will be discussed further in the next section.

4.3.2 Sentiment Analysis of Emotive Words

The researcher has decided to compare the difference in sentiment per word for emotive words on the top 20 most frequently used emotive words to decide the sentiment of the word exclusively. The Intellexer Sentiment Analyser was once again used to assist in deciding the sentiment of the word. Table 4.5 shows that out of the 20 words, 11 words were classified as positive, 8 words were neutral and only 1 word were negative. From this analysis, the observation inferred is that femvertising advertisement uses more positive emotive words compared to neutral and negative emotive words. It can also be inferred that femvertising advertisers avoid using negative emotive words in their advertisement.

Table 4.5

Sentiment analysis of top 20 frequently used emotive words

Emotive Word	Part of Speech Tags	Sentiment			Frequency	Overall Sentiment
		Positive	Neutral	Negative		
World	Noun	0	39	0	39	Neutral
Mother	Noun	0	33	0	33	Neutral
Body	Noun	0	31	0	31	Neutral
Help	Verb	21	7	0	28	Positive
People	Noun	0	27	0	27	Neutral
Feel	Adjective	6	16	4	26	Neutral
Love	Noun	25	0	0	25	Positive
Together	Adverb	17	6	0	23	Positive
Change	Noun/verb	12	7	3	22	Positive
Care	Noun/verb	16	6	0	22	Positive
New	Adjective	13	9	0	22	Positive
Life	Noun	0	21	0	21	Neutral
Little	Adjective	1	7	10	18	Negative
Family	Noun	0	18	0	18	Neutral
Better	Adjective	18	0	0	18	Positive
Own	Adjective	12	4	1	17	Positive
Matter	Noun/verb	5	10	1	16	Neutral
Thank	Verb	16	0	0	16	Positive
Support	Noun/verb	10	5	1	16	Positive
Safe	Adjective	16	0	0	16	Positive
Total No. of Words		188	246	20	454	
Total sentiment				Positive	Neutral	Negative
				11	8	1

From Table 4.5, it is evident that emotive words hold different sentiments according to context hence it should not go unnoticed. From the dataset, the total number of emotive words are 720 words. Out of the total number of emotive words, there are 405 emotive words classified as positive sentiment, 176 negative while 139 neutral. To ensure the accuracy of the sentiment analysis, researcher identify the sentiment by utilising Intellexer Sentiment Analyser, crosschecking with ANEW and manually evaluate the sentiment analysis. The third step of the sentiment analysis was time-consuming and difficult as the researcher had to manually analyse 2,262 emotive words. However, it is to ensure the validity and accuracy of the sentiments assigned to the emotive words. Although Sebastiani (2002) suggested that machine sentiment analysis provide equally as good analysis as human's evaluation, Jussila et al. (2017) postulate that human evaluators are still needed to classify sentiments as human's sentiment classification depend on their subjective judgements in light of their insight or knowledge to a topic. This is required as emotive words may contain subjectivity or pertaining to a context that may cause machine analyser unable to detect the accurate sentiment. As stated by Dobrescu (2011), when certain factors such as context or components of situation are not presented in the data, machine analyser may not be able to extract the sentiments hence manual evaluation is needed. In support of this method, Cieliebak, Dürr and Uzdilli (2013) also mention that although human evaluators often agree with machine analysis, there is a possibility that machine learning may be wrong when addressing suspicious or ambiguous texts which provided the need for manual evaluation.

Apart from using sentiment analyser, another good indicator of sentiment is part of speech tags such as adjective, adverb, nouns and verbs (Kharde & Sonawane, 2016). However, not all words of categorize in the mentioned speech tags contain subjectivity or sentiment. In word level sentiment analysis, recognising part of speech tags assist the identification of sentiment words. In this research, the sentiment words were filter down to emotive words only. According to Weibe et al. (2005), many words have ambiguous sentiments if it is examined

separately hence the need for the words to be evaluated in context as some words may appear in both subjective and objective expression. In this research, words that appear more than once in the dataset are considered as accommodating both expressions hence it the sentiment may vary in respect to its context of the sentence. This proves the need of sentence-level sentiment analysis in this research.

Part of speech tags of a word is decided based on semantic and structural feature of the word (Lehmann, 2013). In part of speech categorisation, context also plays an important role as it helps reducing errors in part of speech tagging (Manning, 2011). The utilisation of part of speech tagging in sentiment analysis is common as past research has proved (Senanayake et al., 2018; Wen & Wu, 2011; Petrakis & Klenner, 2011; Behnamara et al., 2007). As Kharde and Sonawane (2016) mentioned, subjectivity and sentiment can be indicated by part of speech such as adjectives, adverbs, verbs and nouns. Adjectives and adverbs are more frequently considered than other part of speech categories in the study of sentiment orientation (Wen & Wu, 2011). However, noun also possess a great value and are in demand in the field of sentiment analysis (Senanayake et al., 2018). In this research, nouns are used more frequently compared to other word category. Other than noun being a content word, Wen and Wu (2011) suggested that people have sentiment expectations over noun. For instance, ‘high salary’ is more favorable than ‘high price’ due to sentiment expectations over the noun ‘salary’ and ‘price’.

4.4 Pattern of Emotive Word Usage

The objective of this research is to observe the pattern of emotive word usage in femvertising advertisement. However, before analysing the pattern of emotive word usage, the content of femvertising advertisement must first be observed as the content of the advertisement could explain the word choice. The words chosen need to be able to convey the message well so the purpose of the message such as impart information, sharing interest and invoke emotions of the

receiver is achieved (Martins, 2012). From this, we can infer that in order for the message to be conveyed, accurate word choice is important. Based on the analysis, all femvertising advertisements selected intend to empower women through its advertisements as the purpose of femvertising is to “empower women and girls through pro-female talent, messages and imagery” (SheKnowsMedia, 2015). However, some messages contain more than one subject matter such as educating, addressing issues concerning women and to promote either their product, campaign or brand.

Table 4.6 shows the distribution of subject matter in femvertising advertisement with respect to their brands. According to the table, empowering women is the subject that most frequently discussed about in the advertisements (67 advertisements), followed by promoting products, campaigns or brands (29 advertisements), educating women (27 advertisements) and addressing issues relating to women (27 advertisements). Although empowering messages score the highest frequency, it is notable that every brand have at least promote either their products, campaigns or brands once. According to Becker-Herby (2016), adopting femvertising helps to advance a brand’s reputation and through this research, it is evident by the common act of promoting their product, campaign or brand through femvertising advertisement. Although the frequency of advertisement containing this subject is low in a number of channels such as @lunabar, @athleta, @bobble.it and @mothererthinc, the fact that it occurred should not go unnoticed. Becker-Herby (2016) also discussed that femvertising advertisement need to be authentic to speak to the consumers in order for the advertising to be effective. One strategy of advertising is to incorporate emotion into advertisements. Mizerski and White (1986) stated that emotional advertising materials such as themes and symbols can be effective to develop or conserve positive image towards a product or the brand. This is inline with this research purpose which is to study the effect of emotive words towards the sentiment of femvertising advertisement which reflects the product or brand image.

Table 4.6

Distribution of subject matter in femvertising advertisement

Channel	Subject matter			
	Empower	Educate	Address issues	Promote
@dove	5	5	2	3
@lushcosmetics	8	2	4	1
@lunabar	4	0	5	6
@adidaswomen	5	0	1	9
@nikewomen	13	0	0	2
@athleta	11	3	0	1
@bobble.it	0	11	3	1
@libresse_my	1	2	1	12
@eileenfisherny	0	3	8	4
@mothererthinc	10	1	3	1
Total (n=150)	57	27	26	40

After understanding the distribution of subject matter in the advertisement, a pattern of emotive word usage is observed. From the result, the pattern that can be observed is there is a high frequency of usage in positive sentiment emotive words in femvertising advertisement. At least 3 positive emotive word appear in every femvertising advertisement while negative and neutral emotive word may or may not be present in an advertisement. According to Garcia, Garas and Schweitzer (2012), human have bias towards positive words including positive emotive words. The research studied the impacts of positive emotions on communication and social links in three languages namely English, German and Spanish. Due to the shared language that is being studied, their research has proved useful for this research. The finding in their research supports the result obtained in this research as it is found that positive emotive words are more often used in the three languages. Based on Garcia, Garas and Schweitzer's (2012) study, the process of communication between humans which is to ensure information to be conveyed effectively is also bias towards positive emotive words. Positive emotive words heighten the communication level and improve social links in a society which led to stronger cooperation hence are more receptive to the message conveyed. This explanation is a

probability to the question of why femvertising advertisements studied have higher frequency of positive emotive words.

In addition, the findings in Garcia, Garas and Shweitzer's (2012) research also validates this research's results in terms of why negative words have lower frequency. Negative words are less favorable and are less used. However, due to its rare usage, negative emotive words carry more information compared to positive words. This is proven by this research as based on analysis, negative emotive words are used by the advertiser mostly in addressing issues faced by women such as addressing racism, inequality, the pandemic Covid-19 and menstruation. More negative words are used by femvertising advertisement which meant to tackle these issues. Out of 150 femvertising advertisements analysed, only six advertisements contain high frequency negative emotive words. These advertisements belong to @libresse_my, @eileenfisherny and @lushcosmetics which convey information and address issues on vaginal hygiene, environmental friendly clothing and the impacts of Covid-19 respectively. As for other femvertising advertisements, negative emotive words are mostly used to describe obstacles and struggles faced by women to inspire readers and persuade them to empower themselves.

4.5 Summary

From the findings of the results, it is proven that there are more positive sentiments in femvertising advertisements. There are various reasons behind this finding such as the purpose of femvertising is to empower and support women, uplifting brand's images and making products/brands appealing to the target market. Another notable finding is the correlation of the sentiments between emotive words and femvertising advertisements. The finding shows higher frequency of positive emotive words correspond to the higher number of positive femvertising advertisements.

The next chapter discusses on the summary on the findings of this research, implications of study which includes the limitation faced during the carrying out of the study as well as recommendations for future research.

CHAPTER 5

CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes and provides the conclusion of this study. It begins with the summary of the findings and discussions, followed by implications of the study and recommendations for future research direction in the subject of femvertising advertisement, sentiment analysis and emotive words analysis.

5.1 Summary of Findings and Discussions

The purpose of this study is to analyse and understand the emotive word usage in femvertising advertisement. Apart from that, this research also aims to analyse the sentiment of emotive words and its effect in femvertising advertisement. The three important aspects of this study is emotive word, femvertising advertisement and sentiment analysis. This research adopts qualitative research design specifically content analysis in identifying the emotive words usage and sentiment analysis in femvertising advertisement. The data from this research are collected by analysing female empowering messages in advertisements on Instagram. It is also ensured that the femvertising advertisements chosen represent brands and organisations that adopt femvertising into their business. The collected femvertising advertisement is the primary data for the content analysis.

Findings from this research showed that emotive words play an important role in conveying information and evoke emotions in receiver. In this context, the receiver is mainly targeted towards women. It is also found in this study that emotive words used in femvertising advertisement aim to persuade women to empower themselves by appealing to women's nature of being more emotional compared to men (Cameron, 2005). Emotive words is also used as a tool and an advertising strategy to give advertisements more effect and appear authentic towards the target market. This explains the usage of emotive words in femvertising advertisements.

In terms of sentiment analysis, this research has analysed the sentiment of both emotive words exclusively as well as femvertising advertisement. The findings showed that both are dominantly positive in sentiment. This shows that the sentiment of emotive words affects the overall sentiment of femvertising advertisement. Apart from appealing to the target market, femvertising advertisement also uses positive emotive words to obtain an overall positive sentiment of the advertisement in order to reflect positive opinions and feelings of the advertisers towards certain topics such as women empowerment, brand/product promotion and education. However, although not all, femvertising advertisements containing messages of world and women-related issues used higher frequency negative emotive words. From this finding, it is concluded that the emotive word choice is determined based on the content that the advertiser intend to convey in the advertisement.

5.2 Implications of the Study

Apart from addressing the research objectives, this study provides a practical significance on the subject of sentiment analysis in the advertising industry. Such significance includes the importance of sentiment analysis to the advertiser as well as the receiver. The findings of this study provided insights on creating effective advertisements particularly by incorporating emotional dimension to the advertisements.

In addition, this study also contributes into the theoretical study of femvertising by offering a linguistic perspective specifically in emotive words usage. This study is useful for marketing practitioners to understand how emotive words affect the sentiment of advertisements. As past researches proved that there is little to none textual analysis is done on femvertising concerning the linguistics aspect especially emotive word, this research intend to fill the gap of knowledge in that aspect.

Although the study managed to achieve the objectives, there are limitations to this study. A primary limitation of this study is the content analysis of this study in terms of sentiment analysis. As this study carry out sentiment analysis for both femvertising advertisement and emotive word, there has been contradictive results in the sentiments as emotive word on its own might indicate a different sentiment compared to if it is paired in a phrase or in a sentence. Context plays an important role in sentiment analysis but this research does not include contextual analysis. Thus, determining the sentiment of each emotive word is difficult.

Another limitation faced in this study is identification of emotive words in the data. As femvertising advertisement collected from a social media, Instagram, there were many modifications to words that interfere in word identification. For instance, a femvertising advertisement used “(m)other” instead of mother. When analysed by the AntConc tool, the tool would recognise the word as ‘m’ and ‘other’ respectively. The process of eliminating these modifications, contractions and unnecessary additional components in the advertisement may be time consuming compared to analyse texts using formal writing.

5.3 Recommendations for Future Research

This study was conducted on a sample of 150 femvertising advertisements in Instagram captions, with 135 femvertising advertisements from abroad while 15 from Malaysian brand.

The femvertising advertisement selected are based on a few criteria such as the caption must be more than 30 words and containing messages targeted to women such as women empowerment, women's product and awareness. Although the sample size is sufficient for statistical analysis, it is inadequate to implement the findings towards the population in Malaysia or across the world. Hence, further studies should consider expanding the scale of sample such as collecting samples from other countries or in other language as this research limited the sample to femvertising advertisements only in English language.

In addition, although the sentiment analysis of the femvertising advertisement shows the correlation with the sentiment of emotive words analysed, it is proven that emotive words have different sentiments according to contexts which is not included in this study. This leaves a gap in the research which should be further studied. Another way to ensure the uniformity of sentiment analysis is to consider emotive phrases or sentences as a whole instead. This will help to ensure the validity and reliability of the results.

Moreover, as with most previous research, there is a lack of study in the textual analysis as more study are focused on visual analysis of femvertising (Becker-Herby, 2016). Future study should also consider textual analysis in exploring the field femvertising hence contributing to the theoretical study of the subject. Linguistic aspect that could be studied on femvertising is semantics and pragmatics in order to further understand the essence of femvertising.

As this study focuses on the sentiment analysis of femvertising advertisements from the perspective of the advertiser, the effectiveness of femvertising as well as emotive word usage in the advertisement cannot be determined. It is encouraged for future research to investigate the way femvertising advertisements perceived by the receiver via sentiment analysis. This is due to the fact that sentiment analysis are able to analyse opinions, attitude and emotions of a

text. A way to gauge the receiver's reaction is through sentiment analysis of comments or feedbacks from receivers. This will validate the effectiveness of femvertising advertisements and emotive word usage in advertisements.

5.3 Conclusion

This research aims to study pattern of emotive word usage in femvertising advertisements and analyse the sentiments of femvertising advertisement. A qualitative research method of content analysis is adopted to carry out this study. The results shows a pattern of emotive word usage which is more positive emotive words is used in femvertising advertisements to convey messages of women empowerment while negative emotive words are frequently used in transfer information relating to issues concerning women such as inequality, racism and women's vaginal hygiene. The sentiment analysis also shows the correlation between the sentiment of emotive words and the sentiment of femvertising advertisements.

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APPENDICES

APPENDIX A

Table 1

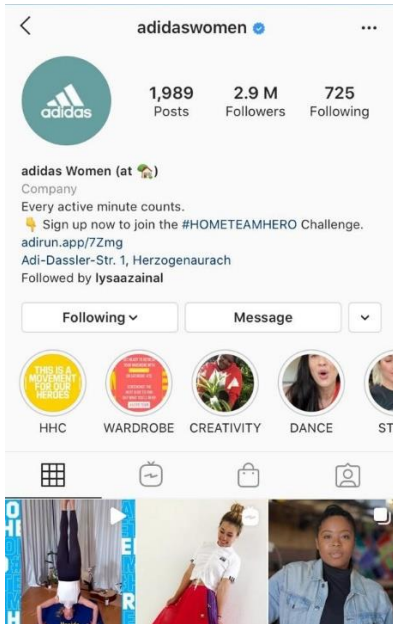
5 samples of raw data and tabulations

Original Ad	Source	Topic	Overall Sentiment	Emotive Word	Sentiment
<p>“Dealing with setbacks, you just got to accept that they’re inevitable, and you’ve got to be able to be flexible.” In the latest Trained podcast, @DinaAsherSmith, 200-meter world champion and fastest British woman EVER, talks about adjusting her training on the fly when the games were pushed out a year... and how sometimes slowing down is the best way to get faster. Yup, you read the right. Check out the podcast link in bio to get the full scoop.</p>	@nikewomen	empower	Positive	able	positive
				flexible	positive
				champion	positive
				game	neutral
				accept	positive
				best	positive
				slowing	negative
				right	positive
				faster	negative
				down	negative
				fastest	positive
				setbacks	negative
inevitable	negative				
<p>“Feelings, whatever they are, are normal and valid.” Wise words from Olympic Champion Track & Field Athlete @thiam_nafi, who’s all geared up to talk mental health in the #gurlstalktogether live event Saturday @ 5pm GMT. Link in bio to register. Til then, she’s got a little pro tip for ya: “Be kind to yourself.”</p>	@nikewomen	empower	Positive	normal	positive
				feeling	neutral
				valid	positive
				wise	positive
				tip	positive
				pro	positive
				kind	positive
				health	positive
little	negative				
<p>Alyssa Carson has a lot going on: college, work, social distancing. Oh, and training for a trip to</p>	@nikewomen	empower	Positive	exhilarating	positive
				fun	positive

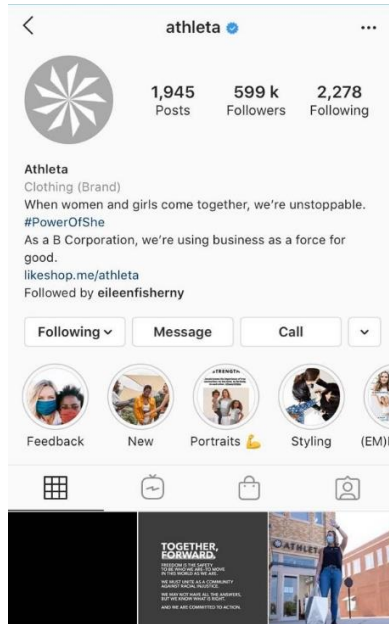
Mars. Sounds scary right? Nah. “Getting over fears is exhilarating,” she says. “It’s fun to see what you’re capable of.” *moonwalks out* Tap the link in our bio for more about Alyssa’s race to space.				capable	positive
				scary	negative
				fears	negative
Let’s be real: working out doesn’t feel the same for everybody. Or everybody. Even a goddess like @theroxyreyes was less than comfy when she started hitting the gym. But then it led to yoga. And running. And lots of other stuff like (drumroll pls)... confidence. Now she’s all about the growth. “Wellness is when you strive to better your wellbeing physically AND mentally,” she says. What’s your wellness routine right now? Tag us to show how you’re keeping your mind + body strong & we just might repost ya.	@nikewomen	empower	Positive	real	positive
				goddess	positive
				wellness	positive
				strive	positive
				better	positive
				wellbeing	positive
				confidence	positive
				strong	positive
				mind	neutral
				body	neutral
				growth	neutral
less	negative				
This bright light is Rebeckah Price, Nike Trainer and founder of irise yoga + wellness in Toronto, Canada. She turned to yoga as a way to deal with anxiety 20 years ago, and still gets those good feels from her practice today. “During these times it’s easy to get overwhelmed and feel anxious, nervous or even afraid. Being able to practice yoga allows me	@nikewomen	empower	Positive	bright	positive
				light	positive
				sure	positive
				deal	positive
				feels	positive
				wellness	positive
				good	positive
				able	positive

to get into the flow of things and feel grounded, focused and calm. I'm reminded that I'm strong and can handle the uncertainty." One thing is for sure: You can't stop Rebeckah.				able	positive
				calm	positive
				uncertainty	negative
				strong	positive
				sure	positive
				anxious	negative
				nervous	negative
				afraid	negative
				anxiety	negative

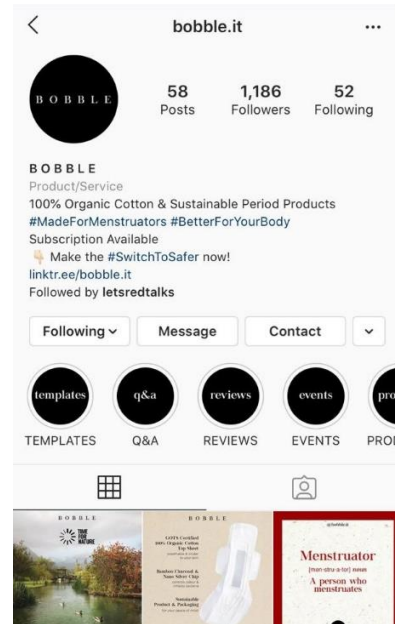
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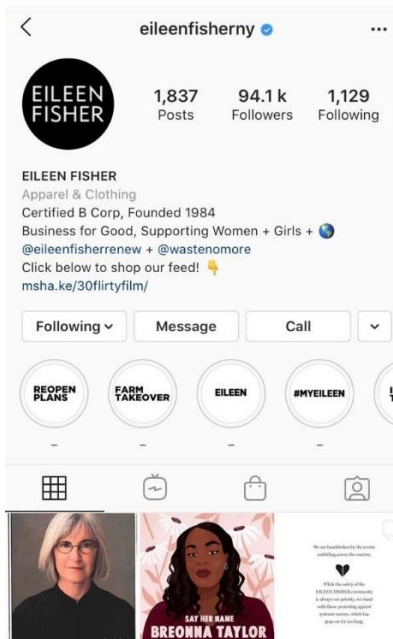
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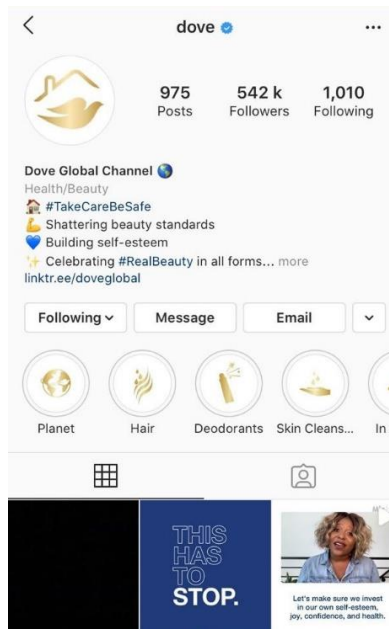
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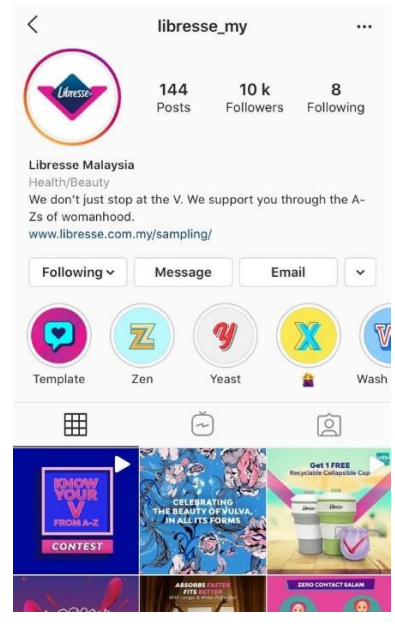
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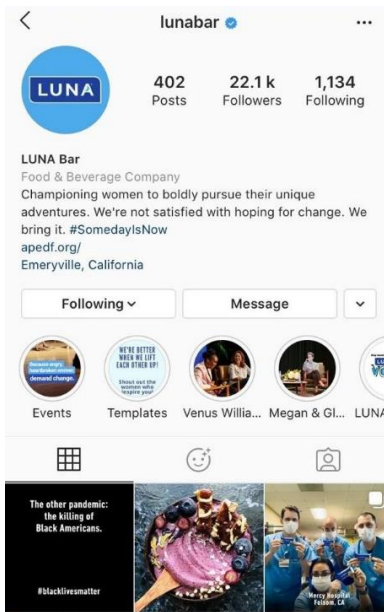
Eileen Fisher



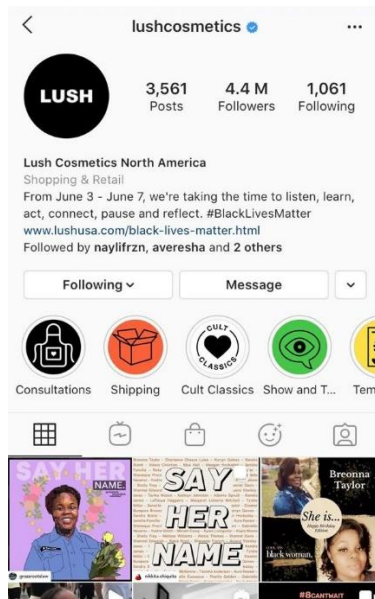
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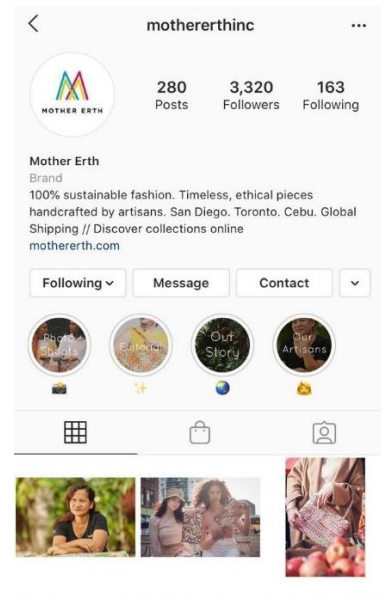
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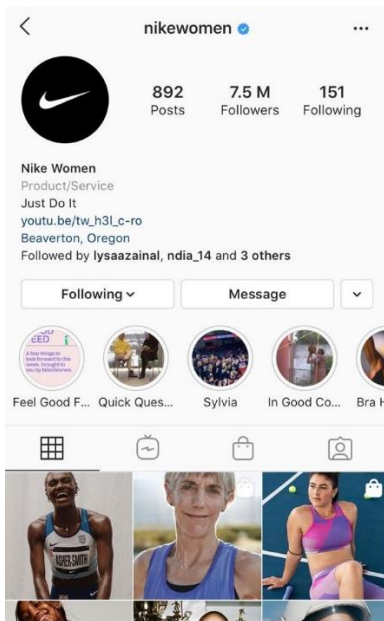
Luna Bar



Lush Cosmetics



Mother Erth



Nike Women