

Sentiment Analysis in Application to Behavior Prediction

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Sentiment analysis and natural language processing serve as a powerful toolkit, facilitating the collection of quantitative data from formerly inoperative sources. Investigating both the means of collecting said data, and the wide-spanning application of such data allows for meaningful insight into the complex dynamics of certain behaviors and psychological processes. When utilized alongside differential equation or other mathematical modeling techniques, sentiment analysis can provide a means of modeling the emotional landscape of individuals over time. Studies on suicide, addiction, and radicalization serve as a proof of concept regarding the efficacy of sentiment analysis. Discussion of the techniques and applications of sentiment analysis provide rationale for the further development and utilization of natural language processing for behavior modeling and prediction.