



**Final Year Project Showcase Batch-2017
Year 2021**

Department: Humanities Programme: English Linguistics		
1	Project Idea	A Sentiment Analysis of World Leaders' Response to Man-Made Disasters - APS Massacre and New Zealand Mosque Attack
2	Process	The study went through numerous stages in a limited time with limited resources. The initial phase was focused on selecting the literature of the study to understand the research gap. After the literature, the next focus was on learning and understanding the use of the software through different online resources and professional help. After that, the data was collected, where the tweets of all the world leaders were manually collected and analysed through Rapidminer software to identify the sentiments in the world leaders' tweets. After understanding the software, the final stage went quite smoothly where the answers were provided by the software and were analysed to shape them into the findings and conclusions of the study.
3	Outcome	<p>The outcome of the study are:</p> <ol style="list-style-type: none"> 1. The results show that for polarity, there is a similar trend in both events' tweets i.e there are no negative sentiments in both, only positive and neutral sentiments are identified. For the New Zealand Mosque Attack, 63.8% of the tweets are positive, whereas 36.2% of the tweets are neutral. For the APS Attack, the percentage of positive tweets is 61.5%, which is slightly lower than that of the Christchurch attack, and the neutral tweets are 38.5% which is marginally higher. 2. The subjectivity in both events' tweets is above 80%, whereas only 17.5% of New Zealand Mosque Attack tweets and 19.2% of APS Massacre tweets are recognized as objective. 3. The accuracy of the results of APS massacre tweets is 73.6% which is significantly higher than the 61.1% of the New Zealand Mosque Attack tweets. This accuracy shows the confidence level or the validity of polarity and subjectivity results for the tweets of both events.
4	Evidence (Theoretical Basis)	<p>The theoretical basis for this project came from the following domains:</p> <ol style="list-style-type: none"> 1. Leadership in disaster management 2. Social media use in disaster management 3. Man-Made disaster 4. Sentiment Analysis – Computational Linguistics
5	Competitive Advantage or Unique Selling Proposition	
a	Attainment of any SDG (e.g. How it is achieved and why it is necessary for the region)	<p>SDG#11 Sustainable Cities and Communities; SDG#16, Peace Justice and Strong Institutions</p> <p>The study focuses on world leaders and the two major events that happened in two distinct nations that are geographically very far from each other. The national stakeholders such as the linguists, discourse analysts will be able to understand how the leaders of the world responded to the event that happened in their country whereas, at the international level, the linguists and social media analysts would be able to evaluate how the leaders of the world</p>



		<p>responded to the man-made disasters that happened inside their borders. The national social media analysts would be able to identify how the world leaders used the social media platform in responding to man-made disasters. This research will help international linguists to analyze and compare the responses of the world leaders towards two major man-made disasters. This study contributes to the existing literature as it focuses on the statements that were used in tweets of the world leaders through sentiment analysis. The results of this study would explain how sentiment analysis has measured the statements and the perceptions of the people after two man-made disasters. This would help the researchers in conducting the discourse analysis and would help the linguists to focus on the comparison between the statements. The research would include the aspect of the role that the female leaders have played that how much they voiced their opinion in front of the world. Previous researches were more focused on natural disasters and recommended that in the future, researchers should focus the sentiment analysis on man-made disasters.</p>
6	Target Market (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service	<p>The national stakeholders such as the linguists, discourse analysts will be able to understand how the leaders of the world responded to the event that happened in their country whereas, at the international level, the linguists and social media analysts would be able to evaluate how the leaders of the world responded to the man-made disasters that happened inside their borders.</p>
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