



**Final Year Project Showcase Batch-2018  
Year 2022**

<b>Department: Humanities</b> <b>Programme: English Linguistics</b>		
<b>1</b>	<b>Project Idea</b>	Application of Computational Linguistic Modelling: A Comparative Analysis of Pakistani Media outlets and Public Tweets on COVID-19 vaccine
<b>2</b>	<b>Process</b>	To perform sentiment analysis we used two algorithms, VADER and TextBlob. VADER is a lexicon- and rule-based sentiment analysis tool designed specifically for social media text. It does not require any training data and employs a sentiment lexicon that has been broadly labeled (positive or negative). Natural Language Toolkit (NLTK), which offers a simple user interface to the NLTK library, is the foundation of TextBlob, a Python library for processing textual data. After the results, we performed Linguistic Analysis that were based on four aspects (1) Intensification and Downtoning (2) Negation (3) Sentence & Clause Pattern (4) Relevant Sentences
<b>3</b>	<b>Outcome</b>	The results revealed a more neutral to positive sentiment inclination in the tweets in both public and news tweets by TextBlob and Vader.
<b>4</b>	<b>Evidence (Theoretical Basis)</b>	This study attempts to compare the sentiments regarding covid-19 vaccines in Pakistan by the Pakistani public and the media outlets on Twitter. We collected tweets in two sets of data, one from media outlets and the other from the general public, during the time period of November 2020 to June 2021. In order to extract sentiments from the tweets, we performed sentiment analysis on the two datasets using TextBlob and VADER. We used two different computational linguistics models (i.e. TextBlob and VADER) to increase the reliability of our results. After performing sentiment analysis, we also performed linguistic analysis on the tweets manually in order to verify our results and provide a justification for our results from a linguistic perspective. We hope that the findings of our study will help highlight the significance of the role of media in the mid of a health crisis like covid-19, and increase awareness in reasonable use of language on media platforms
<b>5</b>	<b>Competitive Advantage or Unique Selling Proposition</b> (Cost Reduction, Process improvement, Attainment of any SDG (Sustainable Development Goal), increase of market share or capturing new market or having superior performance over a competitor. In summary, any striking aspect of the project that compels the industry to invest in FYP or purchase it. Some detailed description is required in terms of how, why when what. You can select one or more from the following dropdown and delete the rest of them). Please keep relevant options, delete the rest of them, and correct the sequence	
<b>a</b>	<b>Attainment of any SDG</b> (e.g. How it is achieved and why it is necessary for the region)	<b>SDG#3: Good Health and Well Being</b> People of Pakistan have been showing a mixed response towards different vaccination/vaccines that are being provided by the government or UNO to eradicate different diseases in the region. The burning issue of covid-19 vaccination has similarly created doubts and mixed



		<p>responses from Pakistan. In order to disseminate a positive outlook towards covid-19 vaccination, Pakistani government sought help from Media. Hence, the study was conducted to assess the impact of media outlets' sentiments towards the covid-19 vaccines in Pakistan and its impact on Pakistani people.</p> <p>The study would help media outlets realize the significance of using positive sentiments' loaded words to create positivity among people for vaccination. This would help government achieve SDG in health and medicine sector of Pakistan.</p>
<b>b</b>	<b>Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process</b> (e.g. What is the issue is current process and what improvement you suggests)	The findings of the study could be used to identify the words used in media and public tweets that reflect positive emotions towards an event. Hence, a glossary of terms could be developed that would enhance the efficiency of media people and government in spreading positivity among Pakistani citizens
<b>c</b>	<b>Capture New Market</b> (e.g. Niche market or unaddressed segment)	In Pakistan, language is considered the least important in catering to the disastrous situations that occur, this study creates awareness about the role of language in emergency/crisis communication
<b>6</b>	<b>Target Market</b> (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service	Individuals, Families, Media outlets, policy makers, and government organizations dealing with emergency and crisis communication
<b>7</b>	<b>Team Members</b> (Names along with email address)	S. Rabab Zehra ( <a href="mailto:Rababzehra1554@gmail.com">Rababzehra1554@gmail.com</a> ) Iman Saleem ( <a href="mailto:nazazra79@gmail.com">nazazra79@gmail.com</a> ) Warda Amjad ( <a href="mailto:wardabajwa999@gmail.com">wardabajwa999@gmail.com</a> ) Mehak Malik ( <a href="mailto:mehakmalik2451@gmail.com">mehakmalik2451@gmail.com</a> )
<b>8</b>	<b>Supervisor Name</b> (along with email address)	Miss Mahwish Arif ( <a href="mailto:mahwisharif@neduet.edu.pk">mahwisharif@neduet.edu.pk</a> ) Miss Hina Mohammad Ali ( <a href="mailto:hinaali@cloud.neduet.edu.pk">hinaali@cloud.neduet.edu.pk</a> )