

MSc Research Methods – Presentation

Student Xin Yu

Topic Sentiment analysis in movie reviews

Tutor Dr Nik Whitehead

Final mark

73%

Project Presentation	Marks Available	Marks Awarded
<i>Background – what is the project and why does the student want to do it?</i> Good introduction and description of the problem.	10	7
<i>Literature review – is the project sufficiently rooted in a suitable research field?</i> Very thorough review of the background literature in the field. Plenty of different techniques mentioned. The paper discussing the differences between working in English and Chinese looks as if it will be very useful.	20	15
<i>Aims and Objectives – are these SMART?</i> Good aim and objectives. You may want to look at association analysis as well as correlation in order to predict what other movies people might like.	20	15
<i>Methodology and research process – is this a practical process and does the student understand how to carry out the research?</i> Good choice of data mining and machine learning methods to use within this project. You're correct in that there are no significant ethical issues but reliability, validity and generalisability are a bit different. Reliability – if someone else did the analysis would they get the same answers? Probably, as it is mainly mathematical, therefore the reliability is high. Validity – are you measuring the right thing? Probably, as you're looking at how well reviews reflect how good a film is, therefore the validity is high. Generalisability – can your results be applied to other situations? Not really, as the models will be very much tailored to the dataset they work from, therefore the generalisability is low. This is what we'd expect from a data mining/machine learning project	20	13
<i>Resources and planning – are these appropriate to the project?</i> Recognition that there will be a lot of pre-processing of the data. The plan is good, but you'll probably have a bit more time than the 8 weeks you've allowed there. It is clear that this is a viable project at MSc level.	20	15
<i>Presentation</i> Good clear slides. Remember to use the IEEE referencing method to include citation numbers in your text.	10	8