

MSc Research Methods – Presentation

Student M Wael Baghdadi

Topic Sentiment analysis in film reviews

Tutor Dr Nik Whitehead

Final mark

64%

Project Presentation	Marks Available	Marks Awarded
<i>Background – what is the project and why does the student want to do it?</i> Good background, with a solid description of the field.	10	7
<i>Literature review – is the project sufficiently rooted in a suitable research field?</i> The problem has been identified, and you’ve talked about the general form of the problem, but you need some references on the specific area of the problem that you’re looking at. There should be some papers out there looking at how to recommender systems work and how effective they are.	20	13
<i>Aims and Objectives – are these SMART?</i> The aims and objectives are clear and achievable.	20	14
<i>Methodology and research process – is this a practical process and does the student understand how to carry out the research?</i> Methodologies are good, but you need to include more detail on what sort of techniques you’re going to use within the project. You’ve talked about classification and sentiment analysis but haven’t explained how you will apply them. Reliability: Would the research get the same results if someone else carried out the experiments? Yes, so the research has a high reliability. Validity: Are you measuring the right things? Yes, because if you’re interested in how people feel about films then you need to have data that reflects their feelings, which reviews do, so the research has a high validity. Generalisability: Can you apply the models developed from this dataset to other datasets? No, because they are based upon the specific data attributes of this dataset, so the research has a low generalisability. Good consideration of ethics, risks and limitations.	20	12
<i>Resources and planning – are these appropriate to the project?</i> Hardware and software resources are clear. What is the data set? Where does it come from? How big is it? Planning is appropriately detailed. This is a viable MSc project.	20	12
<i>Presentation</i> Slides are informative, but it is better not to read the text on the slides. Use bullet points on the slides and save the large sections of text for the narration.	10	6