

# MSc Research Methods – Presentation

**Student**                    Quan Xiaoqi

**Topic**                     Sentiment analysis in social media

**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><br>Good introduction, with a strong justification for the project.                                                                                                                                                                 | 10              | 7             |
| <i>Literature review – is the project sufficiently rooted in a suitable research field?</i><br>Solid linkage to the literature of the field. A good description of the techniques that are available for sentiment analysis. Remember to use the IEEE referencing method to include citation numbers in your text. | 20              | 17            |
| <i>Aims and Objectives – are these SMART?</i><br>The aim and objectives are good, but would be better explained in a sentence each rather than just a couple of words.                                                                                                                                             | 20              | 13            |
| <i>Methodology and research process – is this a practical process and does the student understand how to carry out the research?</i><br>Good choice and justification of methodology elements. Good coverage of ethics, etc. Sensible idea to use CRISP-DM as your data mining methodology                         | 20              | 14            |
| <i>Resources and planning – are these appropriate to the project?</i><br>Good identification of both data resources and hardware/software resources. The plan is fine, although you have rather longer than the plan shows as you will have all of July and August to complete it.                                 | 20              | 14            |
| <i>Presentation</i><br>Excellent spoken presentation with clear and attractive slides.                                                                                                                                                                                                                             | 10              | 8             |