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## Social Sentiment Analysis and its use in the Context of Journalism<sup>2</sup>

**Abstract:** When looking for an opinion of specific groups, journalists can find an unlimited number of discussions containing users' opinions and emotions on social media. Automatic sentiment analysis tools use mathematical algorithms and computational linguistics that can determine authors' opinions and emotions. This gives journalists the opportunity to introduce a voice of multitude directly and at first hand, instead of focusing solely on pundits' claims.

This paper examines the concept of data-driven journalism with the focus on social sentiment analysis and how it can be used to support journalists' coverage of various news events. In order to demonstrate the use of social sentiment analysis tools, the sentiment analysis of messages related to Super Bowl 2015 was conducted using free online tools for sentiment analysis (Topsy, Sentiment140 and Social Mention), which revealed that selected tools can produce consistent and compatible results that affirm them as a valid research method for journalists.

**Key words:** *sentiment analysis, data journalism, social media, opinion mining, research method*

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