# Article information:

Twitter data sentiment analysis of tourism in Thailand during the COVID-19 pandemic using machine learning - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S240584402202182X>

# Article summary:

1. This article examines the effects of the COVID-19 pandemic on Thailand's tourism industry, and how machine learning algorithms can be used to analyze sentiment from Twitter data related to tourism in Thailand.

2. The study collected English-language tweets from July to December 2020 related to Bangkok, Chiang Mai, and Phuket, and used machine learning algorithms such as SVM, CART, and random forest to classify the sentiment of the tweets.

3. The results provide insights into how COVID-19 has affected the tourism industry in Thailand and suggest strategies for restoring Thai tourism in light of changing COVID-19 and political situations.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

This article is a well-researched piece that provides an interesting perspective on how machine learning algorithms can be used to analyze sentiment from Twitter data related to tourism in Thailand during the COVID-19 pandemic. The authors have provided a detailed description of their research methodology, including data collection, cleaning, labeling, preprocessing, and analysis using three different machine learning algorithms (SVM, CART, and random forest). Furthermore, they have provided evidence for their claims by citing relevant literature throughout the article.

The authors have also taken steps to ensure that their results are reliable by using randomized search cross-validation (RandomizedSearchCV) to determine the best parameters for each algorithm before testing them on the testing datasets. Additionally, they have ensured that their results are valid by comparing them across multiple models.

However, there are some potential biases in this article that should be noted. First of all, it is important to note that this study only focused on English-language tweets about Thailand's three main cities—Bangkok, Chiang Mai, and Phuket—which may not accurately reflect sentiments about other areas of Thailand or other languages spoken in Thailand. Additionally, while the authors did take steps to ensure reliability by using RandomizedSearchCV for parameter optimization before testing on testing datasets and comparing results across multiple models; however they did not provide any information about how they validated their results or what metrics were used for validation purposes. Finally, it is also worth noting that this article does not explore any counterarguments or alternative perspectives on its findings; thus it may be seen as one-sided reporting or promotional content rather than an unbiased exploration of its topic.

# Topics for further research:

* Sentiment Analysis of Twitter Data
* Cross-Validation Techniques for Machine Learning
* Validation Metrics for Machine Learning Algorithms
* Sentiment Analysis of Non-English Languages
* Sentiment Analysis of Tourism in Thailand
* Counterarguments to Machine Learning Algorithms

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