```
<!DOCTYPE html>
<html>
<head>
<title>[SCRAPELY]</title>
<meta charset="UTF-8">
<!-------USED CSS, learned this summer from my independant study with Dr.
Diederich and others recommened to me at IBM

took the skeleton of
https://www.w3schools.com/w3css/tryit.asp?filename=tryw3css_templates_app_
launch&stacked=h-->


<meta name="viewport" content="width=device-width, initial-scale=1">
<link rel="stylesheet" href="https://www.w3schools.com/w3css/4/w3.css">
<link rel="stylesheet"
href="https://fonts.googleapis.com/css?family=Poppins">
<link rel="stylesheet"
href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-a
wesome.min.css">
<style>
</style>
</head>
<body class="w3-content w3-black" style="max-width:1500px;">
  <style>
    .page-container {
     min-height: 100vh;
     display: flex;
     flex-direction: column;
   }
   footer {
     margin-top: auto;
   }


   body {
     font-family: Arial, Helvetica, sans-serif;
   }

   .navbar {
```

```
  overflow: hidden;
  background-color: #333;
}

.navbar a {
  float: left;
  font-size: 16px;
  color: white;
  text-align: center;
  padding: 14px 16px;
  text-decoration: none;
}

.dropdown {
  float: left;
  overflow: hidden;
}

.dropdown .dropbtn {
  font-size: 16px;
  border: none;
  outline: none;
  color: white;
  padding: 14px 16px;
  background-color: inherit;
  font-family: inherit;
  margin: 0;
}

.navbar a:hover, .dropdown:hover .dropbtn {
  background-color: rgb(85, 0, 255);
}

.dropdown-content {
  display: none;
  position: absolute;
  background-color: #f9f9f9;
  min-width: 160px;
  box-shadow: 0px 8px 16px 0px rgba(0,0,0,0.2);
  z-index: 1;
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  }

  .dropdown-content a {
    float: none;
    color: black;
    padding: 12px 16px;
    text-decoration: none;
    display: block;
    text-align: left;
  }

  .dropdown-content a:hover {
    background-color: #ddd;
  }

  .dropdown:hover .dropdown-content {
    display: block;
  }
</style>

  <div class="navbar">
    <div class="dropdown">
      <button class="dropbtn">ABOUT SCRAPELY
        <i class="fa fa-caret-down"></i>
      </button>
      <div class="dropdown-content">
       <a href="{{ url_for('index') }}">Home</a>
        <a href="{{ url_for('creator') }}">CREATOR</a>
        <a href="{{ url_for('research') }}">RESEARCH</a>
        <a href="{{ url_for('contact') }}">CONTACT</a>
    </div>
    </div>
  </div>



      <title>RESEARCH & MEASUREMENTS </title>
   </head>
   <body>
       <h1>HOW I MEASURE THE SCRAPED REVIEWS  </h1>
```

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        <p>POLARITY - Sentiment analysis is the process of using natural
language processing (NLP) and machine learning techniques to identify,
extract, and quantify subjective information from textual data. Polarity
in sentiment analysis refers to the direction and degree of sentiment
expressed in a given piece of text, and is often measured on a scale from
negative to positive.

         Web scraping is the process of automatically extracting data
from websites using web crawlers or bots. When conducting sentiment
analysis through web scraping, polarity can be determined by analyzing the
sentiment of the text scraped from the website. This can be done using
various NLP techniques such as text classification, sentiment lexicons,
and machine learning algorithms. The resulting polarity score can then be
used to gain insights into the overall sentiment of the website or
specific pages, products, or topics.



         <br>
        <br>
        <br>
        <br>
         MY MEASUREMENTS: If the polarity score is between -1.0 and -0.15,
the sentiment label assigned is "Bad". If it is between -0.14 and 0.05,
the label assigned is "Neutral". If the polarity score is between 0.06 and
0.45, the label assigned is "Okay". And if the polarity score is outside
of these ranges, the label assigned is "Good".

         <br>
         <br>

        </p>
        <p>SUBJECTIVITY - Subjectivity is another important aspect of
sentiment analysis, in addition to polarity. While polarity measures the
direction and degree of sentiment expressed in a piece of text,
subjectivity measures how subjective or objective the language used in the
text is.

         In sentiment analysis, subjectivity is often measured on a scale
from 0 to 1, where 0 indicates complete objectivity (i.e., factual
statements with no emotional content), and 1 indicates complete
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subjectivity (i.e., emotional or opinionated statements with no factual basis).

For example, a review that includes phrases such as "I loved it" or "it was terrible" would be considered subjective, as it expresses a personal opinion or emotion. On the other hand, a review that simply states factual information about a product or service without expressing any personal opinion would be considered objective.

Subjectivity scores can be useful for identifying the level of personal bias or opinion in a piece of text, and can be used in conjunction with polarity scores to gain a more nuanced understanding of the sentiment expressed in the text. For example, a review with a high positive polarity score and a high subjectivity score may indicate strong positive emotions and personal attachment to the product or service being reviewed, while a review with a low polarity score and a low subjectivity score may indicate a lack of strong emotions or opinions.

MY MEASUREMENTS: If the subjectivity score is less than or equal to 0.45, the label assigned is 'Factual'. This means that the language used in the review is relatively objective and factual, with minimal personal opinion or emotional content.

If the subjectivity score is greater than 0.45, the label assigned is 'Personal Opinion'. This means that the language used in the review is relatively subjective and includes a significant amount of personal opinion or emotional content.

SENTIMENTS - In sentiment analysis, the goal is to automatically identify and quantify the sentiment expressed in a piece of text, typically by assigning a numerical score to the text based on its polarity (i.e., the degree to which it expresses positive or negative

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sentiment). For example, a positive sentiment might be expressed through
language such as "amazing", "fantastic", or "delightful", while a negative
sentiment might be expressed through language such as "terrible",
"disappointing", or "awful".

          Sentiment analysis can be applied to a wide range of textual
data, including customer reviews, social media posts, news articles, and
more. By analyzing the sentiments expressed in this data, businesses and
organizations can gain insights into the attitudes and opinions of their
customers or stakeholders, and use this information to inform their
decision-making processes.

        <br>
      <br>
        SCRAPELY OFFERS not only businesses but customers insights on
places they want to visit with family and friends as well.
    </p>
    <br>
    <br>

        <p>SUBJECTIVES - In sentiment analysis, subjectivity is often used
to gain a deeper understanding of the opinions and attitudes expressed in
a piece of text. For example, a highly subjective review of a product
might contain language such as "I absolutely loved the services and the
room was great", while a more objective review might contain language such
as "This hotel was extremely clean and had unbelieveable food". By
measuring the subjectivity of a piece of text, analysts can gain insights
into the degree to which personal opinions and emotions are driving the
sentiment expressed in the text.

          Subjectivity analysis can be useful in a wide range of
applications, including marketing research, product development, and
customer service. By identifying the degree of subjectivity in customer
feedback, organizations can gain a more nuanced understanding of their
customers' attitudes and opinions, and use this information to inform
business decisions and improve customer satisfaction.</p>

    </body>
    </html>
<!-- Footer -->
```

```
<footer class="w3-container w3-padding-32 w3-light-grey w3-center
w3-xlarge">
  <div class="w3-section">
    <i class="fa fa-facebook-official w3-hover-opacity"></i>
    <i class="fa fa-instagram w3-hover-opacity"></i>
    <i class="fa fa-snapchat w3-hover-opacity"></i>
    <i class="fa fa-pinterest-p w3-hover-opacity"></i>
    <i class="fa fa-twitter w3-hover-opacity"></i>
    <i class="fa fa-linkedin w3-hover-opacity"></i>
  </div>
  <p class="w3-medium">Powered by <a
href="https://www.w3schools.com/w3css/default.asp" target="_blank"
class="w3-hover-text-green">w3.css</a></p>
</footer>




</body>
</html>
```