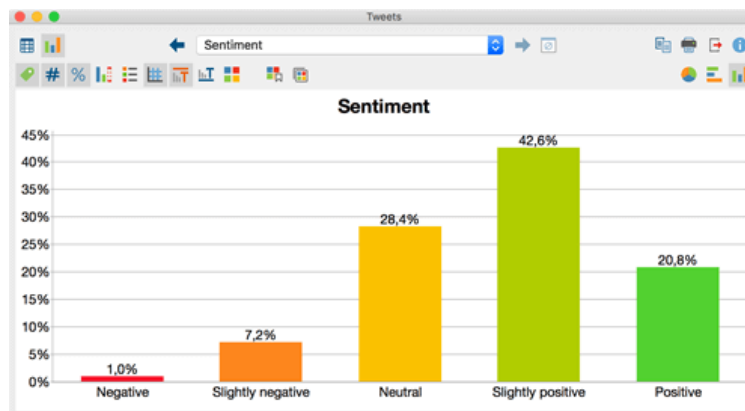


# Introducing MAXQDA Sentiment Analysis for Twitter data!



## What Is Sentiment Analysis?

At its core, sentiment analysis is about judging the feeling behind a piece of writing. The process involves taking tweets and analysing the emotion the author is expressing. MAXQDA's sentiment analysis allows you to quickly perceive public attitudes towards a certain topic, product, or event. This is done by automatically classifying your Twitter data into positive, negative, and neutral emotions.



Sentiment analysis has become increasingly popular among qualitative and quantitative researchers to extract the overall tone of large datasets.

Learn more about the benefits of our sentiment analysis feature and have a look at our blog post:

[Capturing public feeling towards COVID-19 vaccines using MAXQDA's sentiment analysis for Twitter data](#)