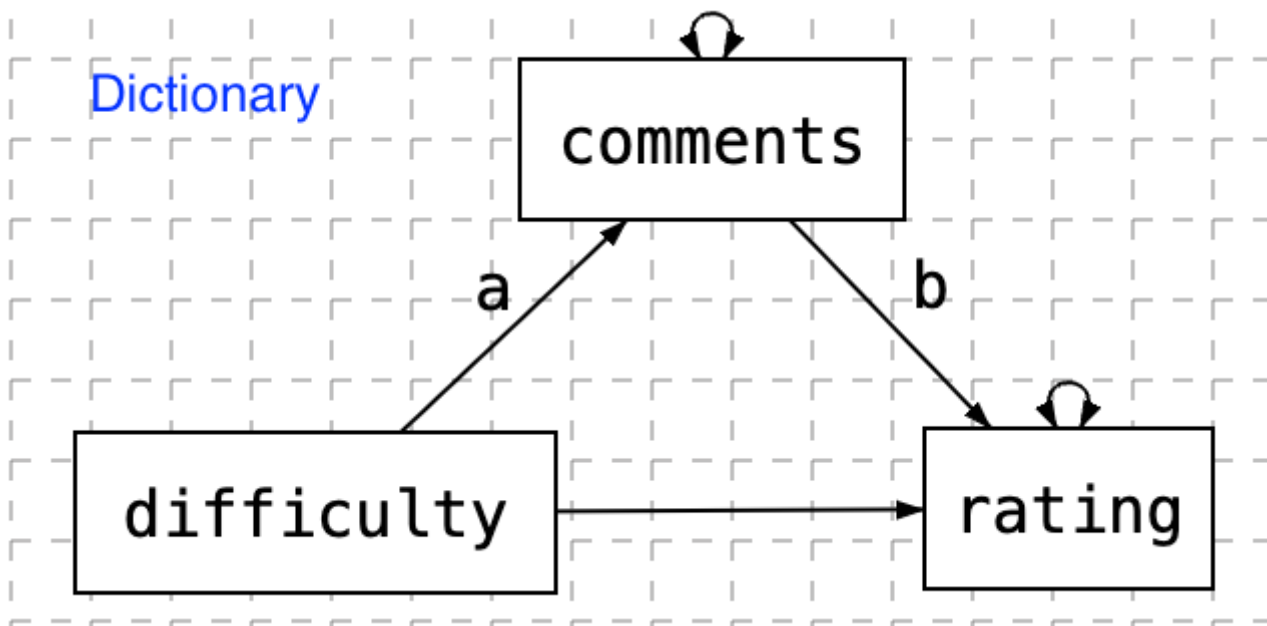# Video tutorials text data analysis

Here we show how to conduct different types of analysis.

Mediation analysis with dictionary-based sentiment

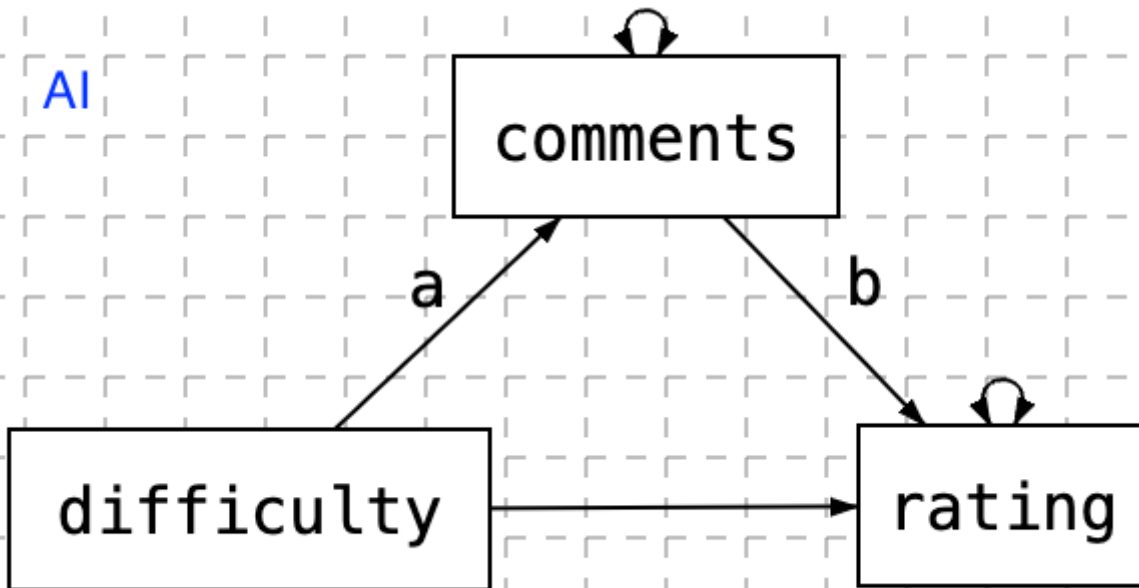The model used here is

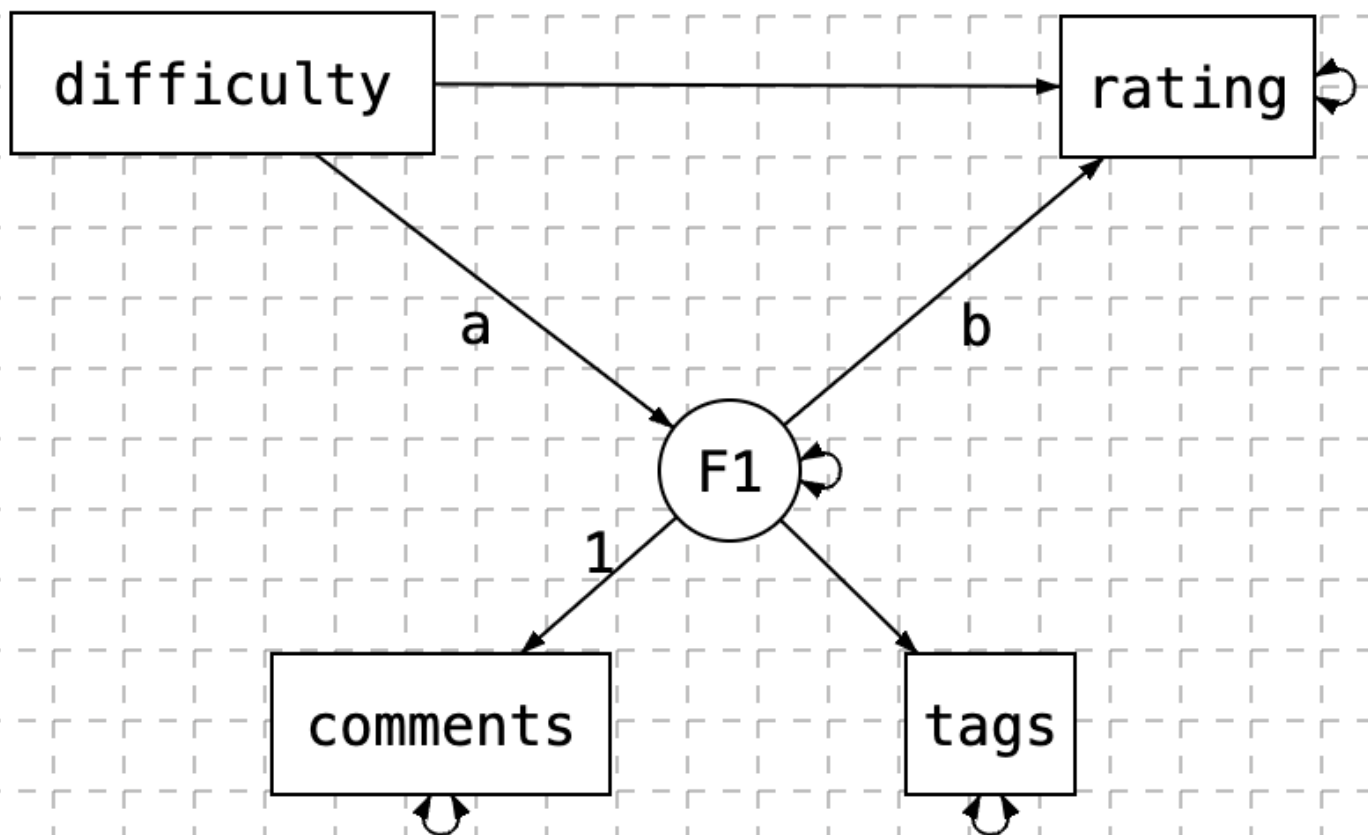The video tutorial

Mediation analysis with AI-based sentiment

The model is

Factor analysis

In this example, we form a factor using two text variables - teaching comments and tags.