

A Look At The Parasocial Relationship Between The Streamer And The Viewers: A Sentiment Analysis Study

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Parasocial relationships that emerge as a result of interactions such as likes, comments, and messages between media personalities and their followers are not yet an adequately studied area. In addition, the intensity and effects of parasocial relationships are changing as a result of the increased use of social media and the ease of interaction. In order to examine the current situation, this study will examine the parasocial relationship between the streamer and the viewer on a widely used social media platform called Twitch. The study will be carried out using sentiment analysis, a natural language processing method. The interaction between the broadcaster and the viewer will be closely examined with data collected from the chat section of the broadcast. Thus, the interactions between the streamer and the viewers who watch them live and simultaneously can be observed unfiltered and firsthand. This study aims to obtain a new perspective on parasocial relationships and to observe the effects of different platforms and content on this relationship.

Keywords: parasocial relationship, sentiment analysis, Twitch, natural language processing, social media