iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 8 **Issue:** VI **Month of publication:** June 2020

DOI: http://doi.org/10.22214/ijraset.2020.6281

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 8 Issue VI June 2020- Available at www.ijraset.com

Lexicon based Sentiment Analysis for Twitter

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Abstract: ***With the headway of web innovation and its development, there's a colossal volume of information present inside the web for web clients and huge amounts of information is produced as well. Web has become a stage for internet getting the hang of, trading thoughts and imparting insights. Long range informal communication locales like Twitter, Facebook, Google+ are quickly picking up prominence as they license individuals to share and express their perspectives about themes, have conversation with various networks, or post messages over the planet. There has been part of work inside the field of opinion examination of twitter information. This undertaking centres for the most part around assumption examination of twitter information which is valuable to inquire about the information inside the tweets where suppositions are profoundly unstructured, heterogeneous and 2 are either positive or negative, or impartial now and again. during this paper, we offer an overview and a similar investigation of existing methods for conclusion mining like AI and vocabulary based methodologies, close by assessment measurements. Utilizing different AI calculations like Guileless Bayes, and Bolster Vector Machine, we offer research on twitter information streams. We have additionally examined general difficulties and utilization of Feeling Investigation on Twitter.***
Keywords: Assumption, mining Twitter, positive, negative, examination.

I. INTRODUCTION

These days, the time of Web has changed the manner in which individuals express their perspectives, suppositions. it's currently essentially done through blog entries, online discussions, item audit sites, internet based life, and so on. These days, numerous individuals are utilizing interpersonal organization locales like Facebook, Twitter, Google Additionally, and so forth to exact their feelings, sentiment and offer perspectives about their day by day lives. Through the web networks, we get an intelligent media where shoppers advise and impact others through discussions. Online networking is creating an outsized volume of slant rich information inside the kind of tweets, announcements, blog entries, remarks, audits, and so forth. Additionally, internet based life gives an opportunity to organizations by giving a stage to join with their clients for publicizing. Individuals generally rely upon client produced content over online to a phenomenal degree for choosing. For example on the off chance that somebody needs to look for an item or needs to utilize any help, at that point they right off the bat search its surveys on the web, examine about it via web-based networking media before taking a decision. The amount of substance produced by clients is simply unreasonably huge for a conventional client to look into. Thus, there's a necessity to robotize this, different conclusion investigation procedures are generally utilized. Feeling investigation (SA) tells client whether the information about the product is agreeable or not before they pip out. Advertisers and firms utilize this examination information to think about their items or administrations in such how that it is frequently offered according to the client's necessities .The current framework „Sentiment Analysis" takes the static information which is as of now separated from a web-based social networking stage .The information removed is put away in a csv record or Exceed expectations document which is the contribution to the program or application. For every announcement the program investigations, the yield would be a skimming point number which is named as extremity. The extremity esteems run from - 1 to +1. In light of the extremity acquired the program decides the feeling of the announcement [3].

A. The feeling is delegated positive, negative, and impartial.
B. On the off chance that polarity>0, at that point the feeling is positive
C. On the off chance that polarity= 0, at that point the feeling is impartial.
D. On the off chance that polarity<0, at that point the feeling is negative.

Frameworks dependent on AI calculations have numerous points of interest over hand-delivered rules: The learning systems utilized during AI naturally centre around the most well-known cases, though when composing rules by hand it is regularly not in any manner clear where the exertion ought to be coordinated. Programmed learning systems can utilize factual derivation calculations to create models that are powerful to new info (for example containing words or structures that have not been seen previously) and to wrong information (for example with incorrectly spelled words or words inadvertently discarded).

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By and large, taking care of such info nimbly with manually written guidelines — or all the more by and large, making frameworks of transcribed decides that settle on delicate choices — is amazingly troublesome, blunder inclined and tedious. Frameworks in light of naturally learning the principles can be made progressively exact essentially by providing more information. Be that as it may, frameworks dependent on written by hand rules must be made progressively precise by expanding the multifaceted nature of the guidelines, which is a significantly more troublesome errand. Specifically, there is a breaking point to the multifaceted nature of frameworks dependent available created rules, past which the frameworks become to an ever increasing extent unmanageable. Be that as it may, making more information to contribution to AI frameworks basically requires a comparing increment in the quantity of worker hours worked, by and large without noteworthy increments in the unpredictability of the explanation procedure. The subfield of NLP committed to learning approaches is known as Characteristic Language Learning (NLL) and its meeting CoNLL and pinnacle body SIGNLL are supported by upper leg tendon, perceiving likewise their connections with Computational Semantics and Language Procurement [7].

II. SOCIAL NETWORKING ANALYSIS

Social network examination is the examination of people's participations and exchanges on different subjects likewise, nowadays it has gotten more thought. Millions of people offer their contribution of different subjects consistently on social Medias like Facebook and Twitter. It has various applications in different districts of research from humanism to business. Twitter nowadays is one of the notable social media which according to the statistic starting at now has in excess of 300 million records. Twitter is the rich source to get some answers concerning people's option and nostalgic examination. For each tweet it is basic to choose the thought of the tweet whether or not is it positive, negative, or impartial. Another test with twitter is only 140 characters is the limitation of each tweet which cause people to use articulations and works which are certainly not in language taking care of. Starting late twitter has loosened up the substance obstacles to 280 characters for each tweet [1].

III. SENTIMENT ANALYSIS

Social platform is a rich stage to find out about individuals' feeling and opinion with respect to various themes as they can impart and share their sentiment effectively on social Medias including Facebook and Twitter. There are diverse sentiment arranged data gathering frameworks which plan to remove individuals' assessment with respect to various themes. The estimation mindful frameworks nowadays have numerous applications from business to social sciences. Since informal organizations, particularly Twitter, contains little messages and individuals may utilize extraordinary words and shortened forms which are hard to separate their assumption by current Common Language preparing systems effectively, in this way a few analysts have utilized profound learning and machine learning strategies to concentrate and mine the extremity of the content [1]. A portion of the top shortened forms are FB for Facebook, B4 for previously, OMG for gracious my god, etc. Consequently wistful investigation for short messages like Twitter's posts is challenging.

IV. PREPROCESSING

Information pre-processing is done to take out the deficient, loud and conflicting information. Information must be pre-processed in request to play out any information mining usefulness. Information Pre-processing includes the accompanying errands [2].

A. Erasing URLs

All in all URLs doesn't add to break down the conclusion in the casual content. For instance consider the sentence "I'm at present dynamic on www.agoodmovietowatch.com as I'm getting exhausted" really the above sentence is negative but since of the nearness of the word great it might get impartial what's more, it's a bogus forecast. So as to keep away from this kind of disappointments we should utilize a strategy to evacuate URLs.

B. Cleaning

Typically individuals utilize rehashed letters in words like happyyyyy to show their power of articulation. Yet, these word are absent in the sentiwordnet thus the additional letters in the word must be disposed of. This disposal keeps the standard that a letter can't rehash more than multiple times henceforth can wipe out such letter.

C. Questions

The question words like what, which, how and so forth are most certainly not going to add to extremity subsequently so as to decrease the intricacy such words are expelled.

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D. Vanishing Special Characters

Special characters like., []{}()/' ought to be evacuated in request to expel errors during the task of extremity. For instance "it's acceptable:" if the unique characters are not expelled in some cases the unique characters may connect with the words and make those words inaccessible in the word reference. So as to beat this we expel extraordinary characters

E. Removing of Retweets

Retweeting is the way toward replicating another client's tweet what's more, presenting on another record. This typically occurs if a client prefers another client's tweet. Retweets are generally contracted with RT." For instance, RT @twitteruser I love game of thrones! This shows you are sharing the message "I love games of thrones," which was initially posted by @TwitterUser.

V. METHODOLOGY

This specialized paper reports the usage of the Twitter opinion investigation, by using the APIs gave by Twitter itself. There are extraordinary works and devices concentrating on content mining on informal organizations. In this project the wealth of accessible libraries has been utilized [1].

The way to deal with separate feeling from tweets is as follows:

1) Start with downloading and reserving the assumption word reference
2) Download twitter testing informational indexes, input it in to the program.
3) Clean the tweets by evacuating the stop words.
4) Tokenize each word in the dataset and feed in to the program.
5) For each word, contrast it and positive assessments and negative notions word in the word reference. At that point increase positive check or negative tally.
6) At last, in view of the positive check and negative tally, we can get result rate about notion to choose the extremity.

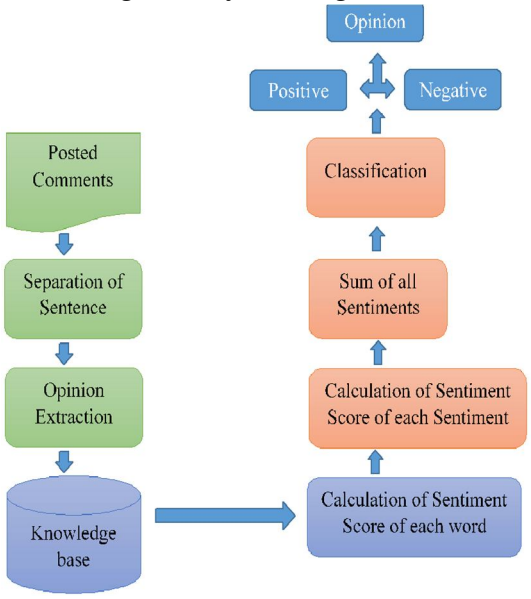

Fig 1: Architecture of Sentiment Analysis

A. Execution

In this paper, we utilized python to actualize nostalgic investigation. A few bundles have used counting tweedy and text blob. We can introduce the required libraries by following orders:

1) pip introduce tweepy
2) pip introduce textblob

The subsequent advance is downloading the word reference by running the accompanying order: python - m textblob.download_corpora. The textblob is a python library for content handling and it utilizes NLTK for common language preparing. Corpora is a huge and organized set of writings which we requirement for investigating tweets.

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B. Interface with Twitter utilizing APIs

To interface with Twitter and inquiry most recent tweets, we need to make a record on twitter and characterize an application. Clients need to go to the apps.twitter.com/application/new and create the programming interface keys. The Application settings is appeared in the figure 2. Because of the security reasons the programming interface keys are definitely not appeared.

C. Test Result

Following shows the example yield of the program for the 'phony news' as a question dependent on the last 300 tweets from Twitter.
Positive tweets rate: 16.39 %
Negative tweets rate: 72.13 %
Impartial tweets rate: 11.47

```
In [33]: import tweepy
         consumer_key = 'KIUYLt7tRZXrgbTOL9eVKDG1y'
         consumer_secret = '1eboVPgKi07A7hcdF83zvChGfF2wPgi4FFQlxGrZGgF5NgorJN'
         access_token = '1234517457781448704-IfKUSJoXIHx0xIa2wH71spyIwQA7NP'
         access_token_secret = '1DPeWtLpyUfP4H016IwQ6NYi7ZSejObpBPu4YudnKy5sZ'
         auth = tweepy.OAuthHandler(consumer_key,consumer_secret)
         auth.set_access_token(access_token,access_token_secret)

         api=tweepy.API(auth)

         tweets=api.search('ramayana',count=100)

         for tweet in tweets:
             print(tweet.text)

         RT @Koimoi: Ajay Devgn As Raavan, Hrithik Roshan As Ram &amp;amp; THIS Actress Over Deepika Padukone
         an Fame Deepika Ch…
```

Fig 2: Extract sentiment from twitter

VI. NAIVE BAYES CLASSIFIER

1) Consider a training data set D consists of documents which belongs to different classes say class A and B.
2) Prior probability of both classes A and B is calculated as shown Class A=number of objects of class A / total number of objects. Class B=number of objects of class B / total number of objects.
3) Now calculate the total number of word frequencies of both classes A and B i.e., nina = the total number of word frequency of class A .nb =the total number of word frequency of class B [6].
4) Calculate the conditional probability of keyword occurrence for given class

P(word1 / class A) = wordcount / ni(A)
P(word1 / class B) = wordcount / ni(B)
P(word2 / class A) = wordcount / ni(A)
P(word2 / class B) = wordcount / ni (B)
……
……
P(wordn / class B) = wordcount / ni (B)

5) Uniform distributions are to be performed in order to avoid zero frequency problem.
6) Now a new document M is classified based on calculating the probability for both classes A and B
P (M/W).
a) Find P(A / W) = P(A) * P(word1/class A)* P(word2/class A)……* P(wordn / class A).
b) Find P(B / W) = P(B) * P(word1/class B)*P(word2/class B)……* P(wordn / class B).
7) After calculating probability for both classes A and B the class with higher probability is the one the new document M assigned

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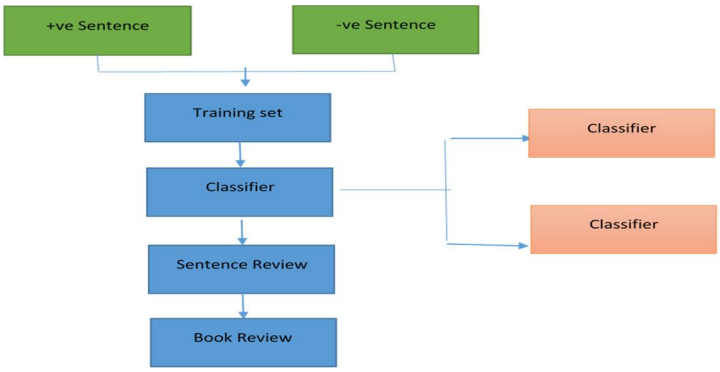

Fig 3: Naive Bayes Classifier

VII. FEATURE EXTRACTION:

The pre-processed dataset has many distinctive properties within the feature extraction method, we extract the aspects from the processed dataset [4]. Later this aspect is employed to compute the positive and negative polarity during a sentence which is beneficial for determining the opinion of the individuals using models like unigram, bigram. Machine learning techniques require representing the key features of text or documents for processing [5]. These key features are considered as feature vectors which are used for the classification task. Some examples feature that are reported in literature are:

A. Words and Their Frequencies

Unigrams, bigrams and n-gram models with their frequency counts are considered as features. There has been more research on using word presence instead of frequencies to raised describe this feature. Panget al Showed better results by using presence rather than frequencies.

B. Parts of Speech Tags

Parts of speech like adjectives, adverbs and a few groups of verbs and nouns are good indicators of subjectivity and sentiment. We will generate syntactic dependency patterns by parsing or dependency trees.

C. Opinion Words and Phrases

Apart from specific words, some phrases and idioms which convey sentiments are often used as features. E.g. cost someone an arm and leg.

D. Position of Terms

The position of a term with during a text can effect on what proportion the term makes difference in overall sentiment of the text.

E. Negation

Negation is a crucial but difficult feature to interpret. The presence of a negation usually changes the polarity of the opinion. e.g., i'm not happy.

F. Syntax

Syntactic patterns like collocations are used as features to find out subjectivity patterns by many of the researchers.

VIII. APPLICATION

Opinion Analysis has numerous applications in different Fields.

A. Applications that utilization Reviews from Websites

Today Internet includes an enormous assortment of audits and criticisms on nearly everything. This incorporates item audits, inputs on policy driven issues, remarks about administrations, and so on. In this way, there's a prerequisite for a slant investigation framework which will remove feelings a couple of specific item or administrations. It'll assist us with automating in arrangement of criticism or rating for the given item, thing, and so on this can serve the prerequisites of both the clients and along these lines the merchants.

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B. Applications as a Sub-part Technology

An estimation indicator framework is regularly useful in recommender frameworks too. The recommender framework won't suggest things that get huge amounts of criticism or less appraisals. In online correspondence, we experience harsh language and other negative components. These are regularly distinguished just by recognizing an exceptionally negative feeling and correspondingly making a move against it.

C. Applications in Business Intelligence

It has been seen that people these days will in general heaps of items which are accessible online before they get them. What's more, for a few organizations, the web conclusion chooses the achievement or disappointment of their item. Hence, Sentiment Analysis assumes a vital job in organizations. Organizations additionally wish to remove feeling from the web audits in order to improve their items and progressively their notoriety and help in consumer loyalty.

D. Applications across Domains

Re-centre look in social science and different fields like clinical, sports have likewise been profited by Sentiment Analysis that show slants in human feelings particularly via web-based networking media.

E. Applications in Smart Homes

Shrewd homes are asserted to be the innovation of the more drawn out term. In future whole homes would be arranged and others would be prepared to control any a piece of the house utilizing a tablet gadget. As of late there has been parcel of research happening Internet of Things (IoT). Conclusion Analysis would likewise discover its way in IoT. Like for example, bolstered the current supposition or feeling of the client, the house could change its climate to make a calming and tranquil condition.

IX. CONCLUSION

In this paper, we offer a review and relative investigation of existing strategies for sentiment mining including AI and vocabulary based methodologies, nearby cross space and cross-lingual techniques and a couple of assessment measurements. Research results show that AI strategies, as SVM and Naive Bayes have the absolute best precision and might be viewed as the standard learning techniques, while vocabulary based techniques are compelling now and again, which require barely any exertion in human-marked record .We additionally considered the outcomes of fluctuated includes on classifier. We thought that more the cleaner information, progressively exact outcomes are frequently gotten. Utilization of bigram model gives better feeling precision when contrasted with different models. We will work in the investigation of blending AI strategy into supposition vocabulary technique in order to improve the precision of assessment grouping and versatile ability to kind of spaces and various dialects.

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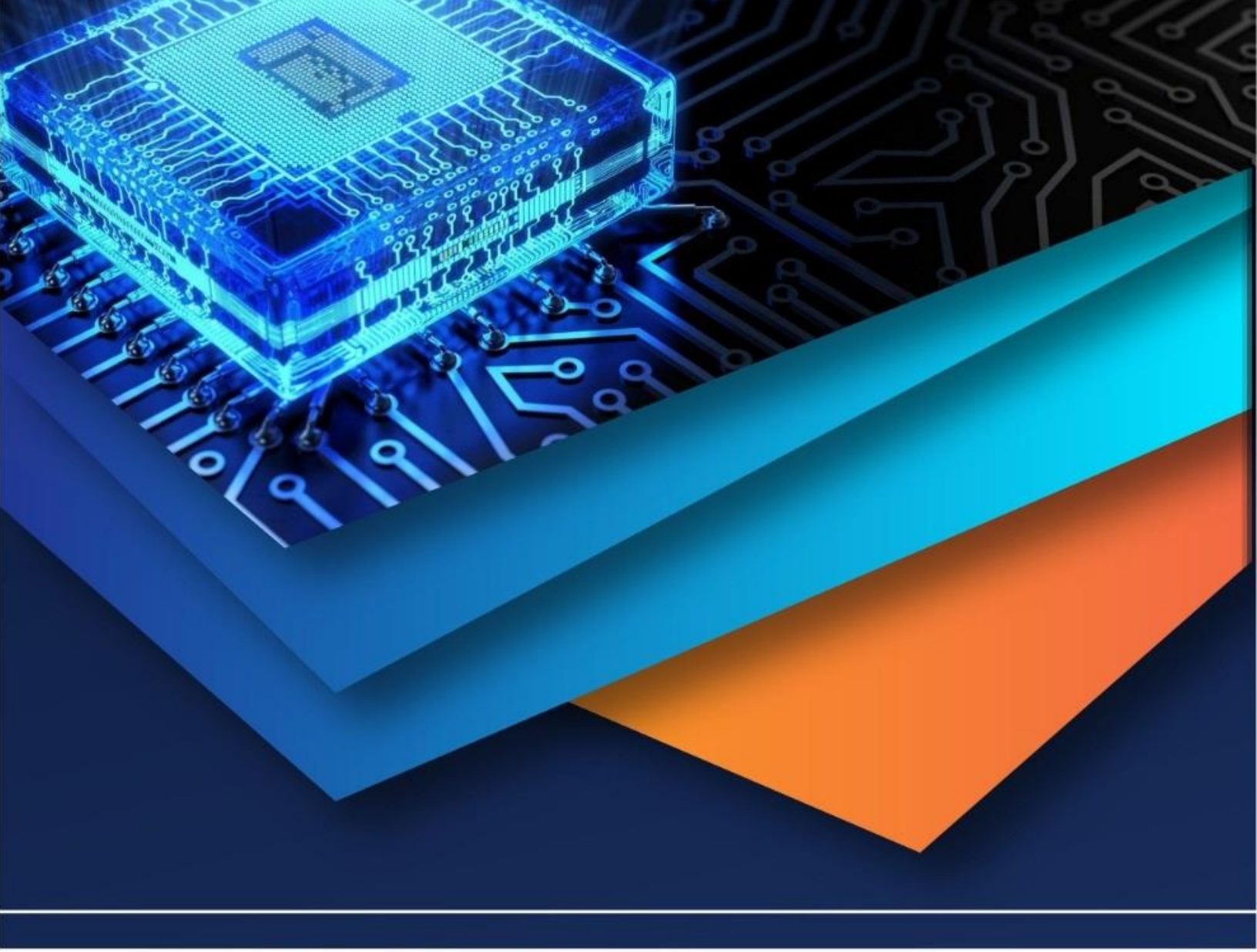

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