TEAM MEMBERS

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ABSTRACT

With the advances in technology about sentiment analysis and predictive analytics, it has opened many avenues for researchers and enterprises to understand human mental state better. A person's emotions and moods have direct bearings on his/her daily activities. It is necessary to eliminate negative emotions that our family or friends might be experiencing, to help them lead a better life. Research has shown that social networking activity is a good source to gauge a person's state of mind. Mood of a user is often reflected in his/her social content, like tweets, blogs, article, status updates, etc. Timely analysis of a user's social media can be used to improve the feelings, and even save a person's life in an extreme case!

Hence it becomes important to regularly analyze the social-media health of our friends and family to take timely action. The proposed plan is to know the emotion/mood of a person, to help in eliminating any negative state of mind that might have adverse effect on his/her daily life.

SCOPE FOR FUTURE USE

Well talking about the scope of the work opted in above problem statement would be a bright future ahead. I mean it would be amazing if a person is able to know the mood of a particular person before talking to him, by that he would be able to talk upon that thing which supports the situation. If the mood of the person is happy he can rejoice that feeling and on the other part if his mood is not good then he would help him in curing him from the same. It would also act as STRESS RELIEVER which plays a very important role in a person's life. It would help the person to get rid of depression by suggesting some measures to be followed. Entire life would be a smooth going with this advancement it, would help a lot as well as in working perspective and family issue. MOOD ANALYZER basically works on sentiments so it can also be called sentiment analysis. The ability to exploit public sentiment in social media is increasingly considered as an important tool for market understanding, customer segmentation and stock price prediction for strategic marketing planning and manoeuvring. This evolution of technology adoption is energised by the healthy growth in big data framework, which caused applications based on Sentiment Analysis (SA) in big data to become common for businesses. Well from this   , information can be used by the customers as testimonials by extracting the strengths and weaknesses of the distinguishable features of each product, as well as finding the satisfaction levels of other users of those products.

Besides the benefits in entrepreneurship, an analysis of political pages provides information to political parties regarding people's view of their programs . Social organisation may seek people's opinion on current debates or on matters like the next presidential candidate. This information can be obtained by analysing the sentiment orientation of comments, the number of likes, shares or comments on posted topics. Being able to adjust one's marketing dynamically, based on the real-time reactions of your audience, will empower marketers to provide the right message at the right time to the right person . In the future, it's likely that you'll be able to calibrate your marketing mid-stream with just about any digital experience -- no two prospects may experience a brand's marketing in the same exact way. Going beyond advertising, you can already see how Facebook is on a path to incorporating emotional reaction into a user's News Feed by introducing "Reactions" this past February. Rather than simply "Liking" a post, users can now designate their reaction across six emotions: Like, Love, Haha , Wow, Sad, and Angry. It would be "**Nothing Short of a Revolution".**
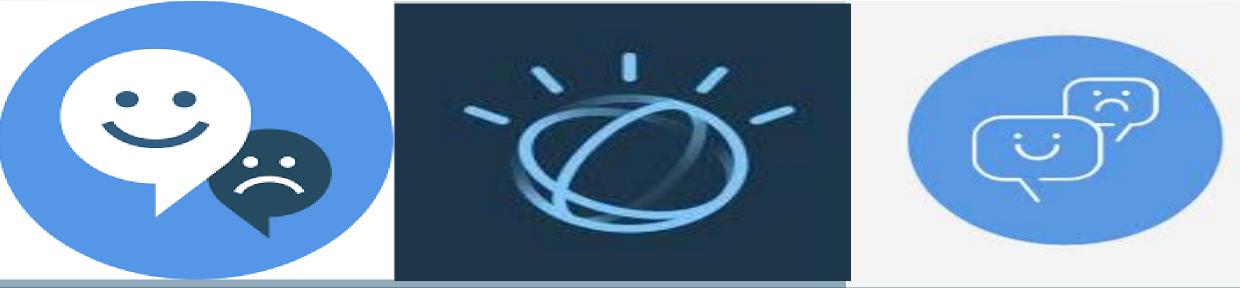
Initially, the technology was used to understand how consumers engage with their brand content and advertising, and how these emotions then influence brand awareness and purchase intent. Now the technology is also used to infuse consumer experiences, apps and interactive advertising with Emotion AI. This will help to transform the face of marketing and advertising by reading human emotions and then adapting consumer experiences to these emotions in real time

WORKING AND TECHNOLOGIES INVOLVED

Well starting with the working of our it consists of welcome page consisting of SIGN UP AND SIGN IN page where the existing user can directly sign in and on the other hand if user has no account then he/she may click at sign up page which consists of several credentials like name, password , age etc… Now by clicking on the sign in page the user needs to enter username and password by clicking on the submit button it will take it to the main page where the working of MOOD ANAYZER is performed, Where the user can directly enter the text in text area 1 rather what is he feeling right now and can express his feeling in the form of text. Then by clicking on the submit in the text area 2 he will get the output that how his/her mood is. It will basically analyze the sentiments involved in the feeling expressed above .
And the information of each person will be stored in a particular database . Then on the other hand there will be a recommendation page the where it will have name of that user and the most prominent expression involved in that feeling and we would suggest some recommendation to HELP HIM/HER WITH HIS/HER MOOD. It uses the IBM Watson service of tone analyzer.Then we have also provided with the twitter API Reference where on clicking on tweet button it would generate the tweet of that person who is logged in. and analyze the mood of the person by tweets he/she has shared on the TWITTER.

THANK YOU!!!