SENTIMENT ANALYSIS ON TWITTER

My research focuses on sentiment analysis on Twitter that utilizes natural language processing (NLP) and machine learning techniques to determine the emotional tone, opinions, or sentiments expressed in tweets. I am researching this field to gain insights into public emotions and their impact on various domains, such as marketing, politics, and public opinion.

The research’s objective is to examine how Twitter sentiment affects real-world events and decision-making, with the anticipated outcome being a deeper understanding of this influence. I hypothesize that sentiment analysis can provide valuable predictive insights, helping businesses make informed decisions, policymakers gauge public opinion, and researchers understand societal trends more comprehensively.

This research is significant because it enables a deeper understanding of the digital public discourse, potentially aiding in the early detection of emerging trends, crises, or sentiment shifts. It has practical applications in marketing for product sentiment analysis, politics for tracking public opinion, and social sciences for understanding human behavior in the digital age.

Ethically, there are issues related to user privacy and data protection when conducting sentiment analysis on a platform like Twitter. Maintaining ethical standards in this research involves anonymizing and responsibly handling the data.