CHAPTER 8

CONCLUSION AND ENHANCEMENT

The proposed work gives information about the problems with the available tools and systems in the market. It provide an effective solution for Twitter Sentiment

Analysis that will reduce the time delay and reduce the cost by using HADOOP is proposed. There are various systems to get the Analytics available in the market but are very costly, less efficient and less secure. So the proposed system uses an efficient Apache Open Source

Product which presents the model that can have Twitter Trend Analysis using HADOOP where no extra work like scraping, cleansing and data protection required. It also provide the speedy data downloading approach for efficient Twitter Trend Analysis. The proposed work concludes with the phenomenon of Open Source Software along with Commodity Hardware that will increase IT Industry Profit.

With the increased use of social media the current paper focused mainly on use of social media as a tool for election campaign. India which is known to be one of the wired countries in the world with having more than 65 % of its youth below age-group of 35;Social media plays vital role in the life of this young youth.

As twitter post are very important source of opinion on different issues and topics. It can give a keen insight about a topic and can be a good source of analysis. Analysis can help in decision making in various areas. Apache Hadoop is one of the best options for twitter post analysis. Once the system is set up using FLUME and HIVE, it helps in analysis of diversity of topics by just changing the keywords in query. Also it do the analysis on real time data, so is more useful. The analysis what I did could be helpful in finding people mood for election voting. And can be helpful in strategy planning. Also opinion mining can also be done on that data for finding polarity (Positive, Negative, Neutral) of tweets collected.

FUTURE ENHANCEMENT

Further work can be carried on to find verifying the changed sentiments of the user before and after election. The study can be enhanced to actually classify the gender of the user and to match it with actual demographics it can include the scope for verifying whether the user is human or a boat. The study can also include a machine learning approach to train a system to automatically classify the tweets and do a sentiment analysis of the tweets.