Twitter Sentiment / Social Media Analysis

ABSTRACT

As consumers move towards social media platforms like Twitter and Facebook to air their views about a variety of products, performing sentiment analysis on their responses becomes a desirable activity can return a wealth of information about public perception. Thus most work in this field has always concentrated on polarity detection of the opinion into three broad fields of positive, negative or neutral. In our project we aim to look at other techniques and emotion models that would aid us in helping computers understand the emotions attached to such ambiguous statements. We compare various techaniques used for sentiment analysis to that end, and propose a solution for the same. Twitter is an online micro-blogging and social-networking platform which allows users to write short status updates of maximum length 140 characters. It is a rapidly expanding service users with over 200 million registered users [24] - out of which 100 million tweets per day [20]. Due to this large amount of usage we hope to acheive a reflection of public sentiment by analysing the sentiments expressed in the tweets.

Analysing the public sentiment is important for many appalication such as firms trying to find out the response of their products in the market, predicting political elections and predicting socioeconomic phenomena like stock exchange. The aim of this project is to develop a functional classifier for accurate and automatic sentiment classification of an unknown tweet stream.