Social Media Posts Sentimental Classifier

By

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**INTRODUCTION**

# Background of the problem

As internet is growing bigger, its horizons are becoming wider. Social Media and Micro blogging platforms like Facebook and Twitter dominate in spreading news and trending topics across the globe at a rapid pace. A topic becomes trending if more and more users are contributing their opinion and judgments, thereby making it a valuable source of online perception. These topics generally intended to spread awareness or to promote public figures, political campaigns during elections, product endorsements and entertainment like movies, award shows. Large organizations and firms take advantage of people's feedback to improve their products and services which further help in enhancing marketing strategies. Thus, there is a huge potential of discovering and analyzing interesting patterns from the infinite social media data for business-driven applications.

The intention is to gain an overview of the wider public opinion behind certain topics. Precisely, it is a paradigm of categorizing conversations into positive, negative or neutral labels. Sentiment analysis and opinion mining, due to its social and commercial value, has become a very hot topic of research these days

Hence sentiment analysis and user opinion mining on online social media has a great social and commercial importance. In this research, a framework is proposed to analyze Facebook posts and comments for opinions and sentiments of the public.

In the last three years, sentimental analysis has become a hot trend topic of scientific and market research in the field of Natural Language Processing and machine learning[2].

Extracting the public opinion from social media text provides a challenging and rich context to explorer computational models of natural language processing.

Data analytics, particularly in the context of big data, has become the Mantra for the new Data Scientists. By applying analytics to structured and unstructured data and mining, that is extracting items of information which are important for business planning and execution; enterprises are changing the way they plan and make business decisions[1].

# Problem Statement

Sentiment analysis of reactions to social media posts is still a challenge. This is as a result of language grammatical error, some comments are vague due to the use of slangs, sentiment and subjectivity are quite context-sensitive, and, at a coarser granularity, quite domain dependent.

Due to the above-mentioned challenges, we aim at analyzing textural data and build a sentiment classifier tool that is able to label positive, negative and neutral sentiments for that data.

# General Objective

To develop a classifier to accurately tag social media reactions as positive, negative and neutral.

# Specific objectives

* To gather and analyze requirements for building the Social media posts sentimental classifier.
* To design a classifier to classify and enable one to view classification of textual data into positive, negative or neutral sections.
* To implement a prototype of the classification system.
* To test and validate the developed Social media posts sentimental classifier.

# SCOPE

Our project aims at analysis of reactions to social media posts on Facebook. The study is going to be carried out on reactions to posted articles by daily monitor, new vision, observer and red paper on Facebook.

The project will cover comments only in English. Comments in any other language will not be covered in this project.

The research development and implementation of this project is in the duration that is stipulated for the final year project development.

# Significance

The product will be used as backbone for some application developers.

Our project will enable organizations and companies analyze massive feedback from people’s reactions on social media.

Political parties may be interested to know if people support their program or not and this project will help solve this problem.[3] This would reduce the costs spent on employing people to analyze these reactions manually.

Social organizations may ask people’s opinion on current debates and the problem of analyzing these reactions can be solved with this project.[3]

Universities can use our tool to analyze student feedback and comments garnered either from their own surveys, or from online sources such as social media. They can then use the results to identify and address any areas of student dissatisfaction, as well as identify and build on those areas where students are expressing positive sentiments.[4]

Local government departments can gauge public sentiment towards their department and the services they provide, and use the results to improve services such as parking and leisure facilities, local policing, and the condition of roads using our tool.[4]

# Reference

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