**Abstract**

The growth of the web and social networking sites such as Facebook, Instagram, Twitter, Blogs, and Forums etc. have been emerged into a huge volume of user reviews and opinions about particular aspects of products or services. People like to share their experiences, thoughts, opinions, feelings, and preferences according to their understanding and observation about the services. Their point of view or impression may be positive, negative or neutral. This opinion is used for identifying trends, user interest, and prediction of stock markets, political polls, and market researches, enhancing the user experience by presenting the things of their own interest and to influence them towards a particular direction. For one particular aspect, one may have a positive opinion while some other may have a negative opinion at the same time. Thus, classifying opinion and sentiment of people is a difficult task. Furthermore, the shared reviews and feelings are not in specifically structured format, thus identifying its positivity or negativity perspective automatically, is also convenient.

Therefore, analysis of an unstructured format of text and extract the information for determining the user’s sentiments requires special machine learning techniques and semantic algorithms for their classification. To find solution for above problem, we proposed algorithm to evaluate Quality of document and improve its impact.

Algorithm will take input as document and it find sentiment words in it. These words are evaluates such as whether it gives positive, negative or neutral impact. These words are compared with dictionary which gives its synonyms of word. We consider two cases for replacement of word that are if word give high sentiment impact then it is necessary to replace this word with word which giving low sentiment impact and vice versa. And finally word is replace with its synonym in both cases according to need of user to improve impact of document.