MINI PROJECT REPORT

**Title**: Sentimental Analysis (Twitter)

**Name**: Manish Singh Negi

**University Roll No.** :2013377

**Section**: B

**Course**: Btech CSE (Core)

**Semester**: 5th

**Problem statement-**

Sentimental Analysis of Twitter

**Motivation to do the project-**

Sentiment analysis is extremely useful in social media monitoring as it allows us to gain an overview of the wider public opinion behind certain topics. Social media monitoring tools like [Brand watch Analytics](https://www.brandwatch.com/brandwatch-analytics/) make that process quicker and easier than ever before, thanks to real-time monitoring capabilities.

The applications of sentiment analysis are broad and powerful. The ability to extract insights from social data is a practice that is being widely adopted by organizations across the world.

Shifts in sentiment on social media have been shown to correlate with shifts in the stock market.

The Obama administration used sentiment analysis to gauge public opinion to policy announcements and campaign messages ahead of 2012 presidential election. Being able to quickly see the sentiment behind everything from forum posts to news articles means being better able to strategies and plan for the future.

It can also be an essential part of your market research and customer service approach. Not only can you see what people think of your own products or services, you can see what they think about your competitors too.  The overall customer experience of your users can be revealed quickly with sentiment analysis, but it can get far more granular too.

**Methodology Followed-**

* **Data Collection**

Consumers usually express their sentiments on public forums like the blogs, discussion boards, product reviews as well as on their private logs – Social network sites like Facebook and Twitter. Opinions and feelings are expressed in different way, with different vocabulary, context of writing, usage of short forms and slang, making the data huge and disorganized.

* **Text Preparation**

Text preparation is nothing but filtering the extracted data before analysis.  It includes identifying and eliminating non-textual content and content that is irrelevant to the area of study from the data.

* **Sentiment Detection**

At this stage, each sentence of the review and opinion is examined for subjectivity. Sentences with subjective expressions are retained and that which conveys objective expressions are discarded. Sentiment analysis is done at different levels using common computational techniques like Unigrams, lemmas, negation and so on.

* **Sentiment Classification**

Sentiments can be broadly classified into two groups, positive and negative. At this stage of sentiment analysis methodology, each subjective sentence detected is classified into groups-positive, negative, good, bad, like, dislike.

* **Presentation of Output**

The main idea of sentiment analysis is to convert unstructured text into meaningful information. After the completion of analysis, the text results are displayed on graphs like pie chart, bar chart and line graphs.

Thankyou Sir,

Yours Truly

Manish Singh Negi

Btech CSE (B) 5th Semester