# PREDICTING SENTIMENT FOR REVIEWS (COMMENTS) IN MODERN AZERBAIJANI MOVIES

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**ABSTRACT:** The burgeoning influence of social media and platforms for sharing personal views have saturated the internet with massive amounts of viewpoints that fit for all types of topics. One of them is YouTube which is the most popular video contents sharing platform around the world. [16] As a consequence, YouTube has become one of the most preferred choices to the movie producers and studios for communicating with their potential viewers through sharing trailers and teasers. [12] Data regarding the trailers of a movie from YouTube can provide useful insights for sentiment analysis. In this paper, we have prepared a dataset on Azerbaijani movies which consists of 82.806 comments from YouTube. In a movie review context, it is possible to use Sentiment Analysis to give the user a single rating for each movie that is a cumulative result of the reviews, comments that have been posted on Youtube. This paper also contains some details regarding sentiment-based classification of data. [9]

KEYWORDS: Sentiment Score, sentiment analysis, Natural Language Processing, movie review.

## 1. INTRODUCTION

YouTube is the most influential and commonly used portal for video sharing, where any registered user can upload, display, share, support or dislike any video content [1]. As a result, we can now note the heavy presence of different corporations on YouTube via their platforms seeking to connect with their customers. The film industry already has a good influence on YouTube, as do many industries. After viewing the trailers and the clips, the users express their initial impressions through likes, dislikes, and comments. [6]

This project aims at obtaining feedback of the people from their comments on social media and then apply sentimental analysis. Sentiment analysis is a relatively new field in machine learning. It pertains to identifying the emotions or opinions that are expressed in the form text in some context. Sentiment Analysis is a major subject in machine learning which aims to extract subjective information from the reviews. [8] The field of the sentiment of analysis is closely tied to natural language processing and text mining. It can be used to determine the attitude of the reviewer with respect to