DL PEER MENTOR PROJECT ABSTRACT

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Topic: Sentiment analysis of top colleges in India using Twitter data

Abstract

Sentiment analysis is a useful technique for understanding people's opinions and emotions expressed in text data. In this project, we will perform sentiment analysis on Twitter data to analyze the opinions and sentiments of users about the top colleges in India. We will collect tweets of colleges based on the National Institutional Ranking Framework (NIRF) rankings. The results of the study provide insights into the perception of people towards the top colleges in India and can be useful for college administrators to improve their reputation management and understand the areas where they need to focus their efforts.

The collected Twitter data is pre-processed by removing noise, such as stop words and special characters, and tokenizing the tweets. The sentiment of the tweets is then classified into positive, negative, or neutral using machine learning algorithms such as Naive Bayes, Support Vector Machines, or Recurrent Neural Networks.

Further this gives the results by applying machine learning algorithms like Support Vector Machine, Artificial Neural Network Model and Multi-Layer Perceptron, and deep learning algorithms like Recurrent Neural Network.

The analysis of the sentiment of the tweets provides insights into the public perception of the top colleges. The study aims to answer questions such as which colleges have the most positive sentiment on Twitter, which colleges have the most negative sentiment, and which topics are most commonly associated with positive or negative sentiment towards these colleges.

The results of this study can be used by colleges to understand their brand perception and to improve their reputation management strategies. Additionally, the study can be used by students to gain insights into the public perception of colleges they are considering attending.