SRM INSTITUTE OF SCIENCE & TECHNOLOGY

Department of Computing Technologies, Faculty of Engineering and Technology

Final Year Minor Project/Internship Evaluation Form

Academic Year 2023-24

Degree Programme	**B.Tech** | B.Arch | B.Des | M.Tech | M.Arch		Type of Project work (Multi selection permitted)
Campus	**KTR** | RMP | VDP | NCR		Bio Project ☐ Fabrication Project ☐
REMARKS, If any :	Batch ID: B297		Chemical Project ☐ Industry Project / Internship ☐
			Design / Simulation Project ☐ Software Project ✓
			Experimental / Testing Project ☐

	1	2	3	4	5	6
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1	2	3	4	5	6

In case the explanation doesn't fit within the given space, you may either merge the cells or attach separate sheet

Q1: Can you briefly summarize the main objectives and goals of your project on social sentiment analysis?	The project aims to harness the vast array of user-generated content on social platforms to discern the public's perceptions and opinions. By applying sentiment analysis techniques, the project intends to categorize the emotional tone behind text data into positive, negative, or neutral sentiments. This analysis will enable the tracking of sentiment trends over time, offering valuable insights for organizations to understand and respond to public opinion. Moreover, it can guide product development, marketing strategies, and customer service by highlighting areas of success and those requiring improvement, ultimately aiding in strategic decision-making and enhancing user engagement.
Q2: What methodologies and tools did you use for collecting and preprocessing the data for sentiment analysis?	For this sentiment analysis project, we employed web scraping tools and APIs to collect a rich dataset from various social media platforms and online forums. The preprocessing stage involved cleaning the text data, which included removing special characters, URLs, and stop words, followed by tokenization and lemmatization to reduce words to their base forms. We utilized natural language processing libraries such as NLTK and spaCy for these tasks. To ensure quality and relevance, we filtered the dataset based on specific keywords and topics before feeding it into machine learning models for sentiment classification.
Q3: Have you encountered any novel insights or findings during your project that contribute to a better understanding of social sentinel?	During the project, we uncovered insightful trends that highlight the nuanced nature of online discourse. For instance, we observed that public sentiment can shift rapidly in response to real-world events, with the sentiment associated with specific keywords fluctuating significantly over short periods. We also found regional variations in sentiment towards the same event, suggesting the influence of cultural contexts on public opinion. Additionally, our analysis revealed that certain phrases commonly perceived as negative could hold a positive sentiment in specific online communities, indicating the importance of context in sentiment analysis. These findings underscore the complexity of social sentiment and its susceptibility to external and cultural factors.
Q4: How do the results of your social sentinel contribute to a better understanding of the social sentiment you analyzed? What real-world applications or implications can be drawn from these findings?	The project's results offer a deeper comprehension of the social sentiment by illustrating how external events influence public opinion. The ability to track sentiment trends aids in predicting consumer behavior and market movements. For real-world applications, businesses can leverage this data to refine marketing strategies, improve customer service, and develop products that resonate with consumer moods. In policy-making and social research, understanding sentiment variations can assist in crafting more effective communication and public engagement strategies. Overall, the findings can inform various stakeholders, from businesses to governments, enabling them to make data-driven decisions that align with public sentiment.
Q5: What are the potential future directions or areas of further research that could build upon the work you've done in this project?	Future research could delve into real-time sentiment analysis, enabling immediate feedback on public opinion during events. Incorporating multilingual and dialectal variations would broaden the understanding of global sentiments. Machine learning advancements could refine the context and sarcasm detection for more nuanced analysis. Exploring sentiment's impact on user behavior and decision-making could yield actionable insights for businesses and policymakers. Additionally, ethical considerations and privacy-preserving techniques in sentiment analysis would be crucial as the field evolves, ensuring respectful and responsible handling of user-generated content while mining for sentiments.