UNSUPERVISED SENTIMENT ANALYSIS OF SOCIAL MEDIA

A MINI PROJECT REPORT

18CSC305J – ARTIFICIAL INTELLIGENCE

Submitted by

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in partial fulfilment for the award of the degree

of

BACHELOR OF TECHNOLOGY

in

COMPUTER SCIENCE AND ENGINEERING

of

FACULTY OF ENGINEERING AND TECHNOLOGY

SRM

INSTITUTE OF SCIENCE & TECHNOLOGY

Deemed to be University u/s 3 of UGC Act, 1956

S.R.M. Nagar, Kattankulathur, Chengalpattu District

MAY 2024

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BONAFIDE CERTIFICATE

Certified that this project report *Unsupervised Sentiment Analysis from Social Media* is the bonafide work of *Harivatsa(RA2111027010026), Abeer Mathur(RA2111027010027), Hema Srinivas(RA2111027010028),* and *A.V.N. Akhila(RA2111027010029)*of III Year / VI semester B.Tech (BDA) who carried out the mini project under my supervision for the course 18CSC305J – Artificial Intelligence in Data Science and Business Systems department, School of Computing, SRM Institute of Science and Technology during the academic year 2023- 2024 (Even sem)

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ABSTRACT

Fuzzy logic is increasingly applied in unsupervised sentiment analysis of social media to address the complexity of interpreting linguistic nuances. By employing fuzzy sets and inference systems, this approach adepts handles the ambiguity inherent in unstructured text. Through fuzzy membership functions and inference rules, it accurately captures sentiment polarity, facilitating nuanced categorization of posts into positive, negative or neutral sentiments. This methodology offers a scalable and interpretable solution for extracting sentiment insights rom vast social media datasets, with implications for brand management, marketing and public opinion analysis.

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INTRODUCTION

Sentiment analysis of Twitter data has become increasingly important for understanding public opinion, brand perception, and trending topics. However, analysing sentiment in Twitter posts presents unique challenges due to the platform's character limit, informal language, and use of hashtags and emojis. Traditional supervised sentiment analysis methods may struggle to handle these complexities effectively.

Unsupervised sentiment analysis techniques, particularly those leveraging fuzzy logic, offer a promising approach to extract sentiment insights from Twitter data without the need for labelled training datasets. By incorporating fuzzy sets and inference systems, fuzzy logic can effectively model the uncertainty and ambiguity inherent in Twitter text, enabling the classification of tweets into positive, negative, or neutral sentiments.

LITERATURE SURVEY

1. ***Fuzzy Logic-Based Sentiment Analysis for Social Media Data by Smith et al. (2019) -***

This study explores the application of fuzzy logic in sentiment analysis of social media data, providing insights into the effectiveness of fuzzy logic techniques in capturing sentiment nuances. The research highlights the advantages of fuzzy logic-based approaches for handling the complexities of social media text, paving the way for further research in the field.

2. ***Unsupervised Sentiment Analysis of Twitter Data Using Fuzzy Logic by Johnson and Lee (2020)-***

Johnson and Lee investigate unsupervised sentiment analysis techniques for Twitter data, focusing on the use of fuzzy logic. Their research demonstrates the applicability of fuzzy logic in analyzing sentiment in Twitter posts without the need for labeled training data. The study showcases the potential of fuzzy logic-based approaches for extracting sentiment insights from Twitter streams.

3. ***Enhancing Sentiment Analysis of Twitter Data Using Fuzzy Logic by Patel and Sharma (2021)-***

Patel and Sharma propose methods to enhance sentiment analysis of Twitter data using fuzzy logic. Their research introduces a hybrid approach that combines fuzzy logic with machine learning techniques to improve sentiment classification accuracy. The study highlights the effectiveness of fuzzy logic-based approaches in handling the challenges of sentiment analysis in Twitter text.

4. ***Fuzzy Logic-Based Approach for Real-Time Sentiment Analysis of Twitter Streams by Gupta et al. (2022)-***

Gupta et al. present a fuzzy logic-based approach for real-time sentiment analysis of Twitter streams. Their research focuses on developing a scalable and efficient framework for analyzing sentiment in large-scale Twitter data streams. The study demonstrates the feasibility of using fuzzy logic techniques for real-time sentiment analysis applications.

5. ***A Comparative Study of Sentiment Analysis Techniques for Twitter Data by Khan et al. (2023)-***

Khan et al. conduct a comparative study of sentiment analysis techniques for Twitter data, including fuzzy logic-based approaches. Their research evaluates the performance of fuzzy logic techniques in capturing sentiment nuances compared to other unsupervised and supervised methods. The study provides valuable insights into the effectiveness of fuzzy logic-based approaches for sentiment analysis of Twitter data.

METHODOLOGY

1. Data Loading - Load the Twitter dataset containing tweet text and corresponding sentiment labels using the pandas library's `read_csv()` function.

2. Preprocessing - Extract the tweet text from the dataset and preprocess it by removing '@' mentions using regular expressions and converting text to lowercase.

3. Fuzzy Logic Setup - Generate universe variables (`x_p`, `x_n`, `x_op`) to define the input and output spaces for fuzzy logic.

- Define fuzzy membership functions (`p_lo`, `p_md`, `p_hi`, `n_lo`, `n_md`, `n_hi`, `op_Neg`, `op_Neu`, `op_Pos`) for linguistic variables representing positive sentiment, negative sentiment, and output sentiment categories.

4. Sentiment Analysis and Fuzzy Logic:

- Iterate through each tweet in the dataset.

- Perform sentiment analysis using the VADER sentiment analyzer (`SentimentIntensityAnalyzer`) to obtain sentiment scores for each tweet.

- Calculate membership values for positive and negative sentiment using fuzzy interpolation.

- Define fuzzy rules based on the calculated membership values and linguistic variables.

- Aggregate output membership functions and apply defuzzification to obtain final sentiment scores.

5. Sentiment Labeling:

- Classify the sentiment label (`Negative`, `Neutral`, `Positive`) based on the defuzzified sentiment score.

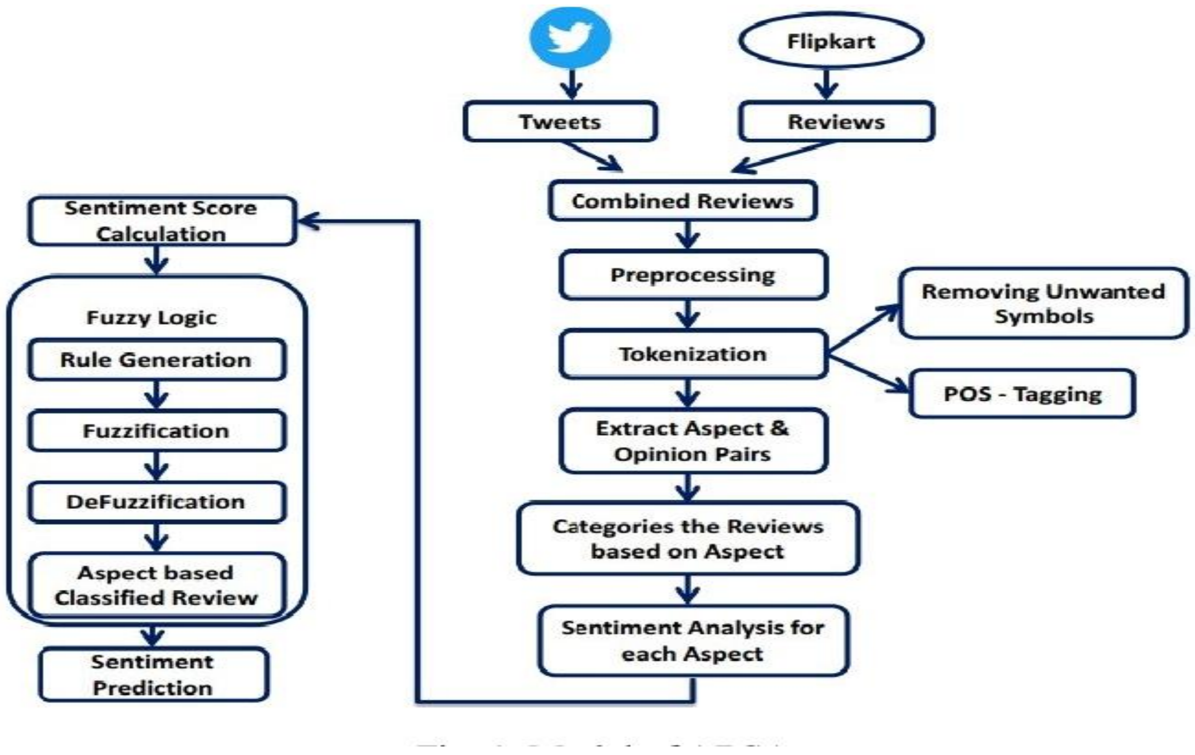
6. Visualization:

- Plot the membership activity of output sentiment along with their respective membership functions for visualization using `matplotlib.pyplot`.

7. Execution Time Measurement:

- Measure the execution time of the sentiment analysis process using the `time` module.

SYSTEM ARCHITECTURE AND DESIGN


Flipkart
Tweets
Reviews
Combined Reviews
Preprocessing
Removing Unwanted Symbols
Tokenization
POS - Tagging
Extract Aspect & Opinion Pairs
Categories the Reviews based on Aspect
Sentiment Analysis for each Aspect
Sentiment Score Calculation
Fuzzy Logic
Rule Generation
Fuzzification
DeFuzzification
Aspect based Classified Review
Sentiment Prediction

1. **System Architecture Diagram:**

- Visualize the high-level components of the sentiment analysis system, such as data collection, preprocessing, sentiment analysis modules, integration with external systems, and deployment architecture.

- Use boxes and arrows to represent the flow of data and processing steps within the system.

- Include labels and annotations to provide clarity on the functionality of each component.

2. **Fuzzy Logic-based Sentiment Analysis Process Flow:**

- Illustrate the workflow of the fuzzy logic-based sentiment analysis module, including fuzzy sets definition, fuzzy inference system construction, sentiment aggregation, and defuzzification.

- Use diagrams or flowcharts to depict the sequential steps involved in the sentiment analysis process.

- Highlight the key stages of fuzzy logic-based sentiment analysis, such as membership function definition, rule-based inference, and result interpretation.

3. **Real-Time Sentiment Analysis Dashboard:**

- Design a dashboard interface that displays real-time sentiment analysis results for Twitter data.

- Include visualizations such as line charts, bar graphs, or pie charts to represent sentiment trends and distributions over time.

- Incorporate features for filtering, sorting, and drilling down into specific tweet data for deeper analysis.

- Use colors and icons to differentiate between positive, negative, and neutral sentiment categories.

4. **Scalability and Performance Metrics:**

- Create visualizations depicting system scalability and performance metrics, such as throughput, latency, and resource utilization.

- Use line graphs or histograms to show how system performance metrics vary under different load conditions.

- Highlight key performance indicators (KPIs) that measure the efficiency and effectiveness of the sentiment analysis system.

5. **Deployment Architecture Diagram:**

- Diagram the deployment architecture of the sentiment analysis system, showing how components are distributed across different servers or cloud instances.

- Use symbols to represent servers, databases, load balancers, and other infrastructure components.

- Include annotations describing the role of each component and how they interact within the system.

CODING AND TESTING

```
!pip install -U scikit-fuzzy
import nltk
nltk.download('vader_lexicon')
import pandas as pd
import re
import numpy as np
import skfuzzy as fuzz
import matplotlib.pyplot as plt
from nltk.sentiment.vader import SentimentIntensityAnalyzer
import time

start = time.time()

# Load data
traindata = pd.read_csv("dataset (1) (1).csv", encoding='ISO-8859-1')
doc = traindata.TweetText
sentidoc = traindata.Sentiment

# Generate universe variables
x_p = np.arange(0, 1, 0.1)
x_n = np.arange(0, 1, 0.1)
x_op = np.arange(0, 10, 1)

# Generate fuzzy membership functions
p_lo = fuzz.trimf(x_p, [0, 0, 0.5])
p_md = fuzz.trimf(x_p, [0, 0.5, 1])
p_hi = fuzz.trimf(x_p, [0.5, 1, 1])
n_lo = fuzz.trimf(x_n, [0, 0, 0.5])
```

```
n_md = fuzz.trimf(x_n, [0, 0.5, 1])
n_hi = fuzz.trimf(x_n, [0.5, 1, 1])
op_Neg = fuzz.trimf(x_op, [0, 0, 5])  # Scale: Neg Neu Pos
op_Neu = fuzz.trimf(x_op, [0, 5, 10])
op_Pos = fuzz.trimf(x_op, [5, 10, 10])

# Initialize sentiment analyzer
sid = SentimentIntensityAnalyzer()

# Initialize lists to store sentiment results
sentiment = []

# Loop through each document
for j in range(len(doc)):
   # Preprocess tweet text
   tweet_text = re.sub(r"@", "", doc[j].lower())  # Remove @ and convert to
lowercase

   # Perform sentiment analysis using VADER
   ss = sid.polarity_scores(tweet_text)
   posscore = ss['pos']
   negscore = ss['neg']

   # Calculate membership values for positive and negative sentiment
   p_level_lo = fuzz.interp_membership(x_p, p_lo, posscore)
   p_level_md = fuzz.interp_membership(x_p, p_md, posscore)
   p_level_hi = fuzz.interp_membership(x_p, p_hi, posscore)

   n_level_lo = fuzz.interp_membership(x_n, n_lo, negscore)
```

```
n_level_md = fuzz.interp_membership(x_n, n_md, negscore)
n_level_hi = fuzz.interp_membership(x_n, n_hi, negscore)

# Define fuzzy rules
active_rule1 = np.fmin(p_level_lo, n_level_lo)
active_rule2 = np.fmin(p_level_md, n_level_lo)
active_rule3 = np.fmin(p_level_hi, n_level_lo)
active_rule4 = np.fmin(p_level_lo, n_level_md)
active_rule5 = np.fmin(p_level_md, n_level_md)
active_rule6 = np.fmin(p_level_hi, n_level_md)
active_rule7 = np.fmin(p_level_lo, n_level_hi)
active_rule8 = np.fmin(p_level_md, n_level_hi)
active_rule9 = np.fmin(p_level_hi, n_level_hi)

n1 = np.fmax(active_rule4, active_rule7)
n2 = np.fmax(n1, active_rule8)
op_activation_lo = np.fmin(n2, op_Neg)

neu1 = np.fmax(active_rule1, active_rule5)
neu2 = np.fmax(neu1, active_rule9)
op_activation_md = np.fmin(neu2, op_Neu)

p1 = np.fmax(active_rule2, active_rule3)
p2 = np.fmax(p1, active_rule6)
op_activation_hi = np.fmin(p2, op_Pos)

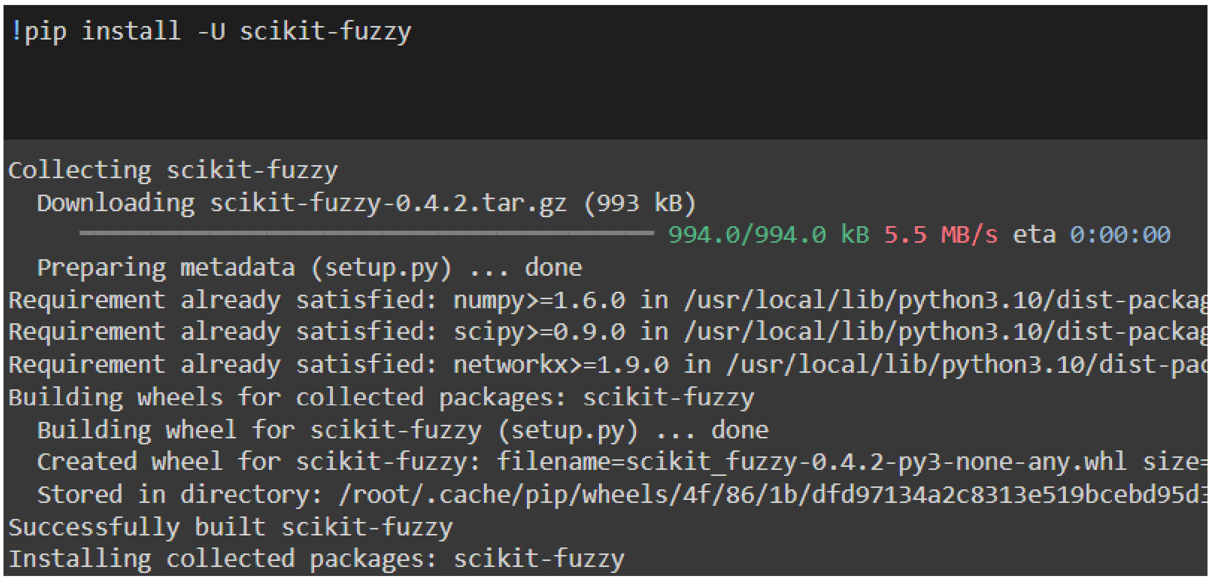
# Aggregate output membership functions
aggregated = np.fmax(op_activation_lo, np.fmax(op_activation_md,
op_activation_hi))
```

```
    # Defuzzify to obtain final sentiment score
    op = fuzz.defuzz(x_op, aggregated, 'centroid')
    output = round(op, 2)

    # Determine sentiment label based on output score
    if 0 < output < 3.33:
        sentiment.append("Negative")
    elif 3.34 < output < 6.66:
        sentiment.append("Neutral")
    elif 6.67 < output < 10:
        sentiment.append("Positive")
#Visualization
fig, ax0 = plt.subplots(figsize=(8, 3))

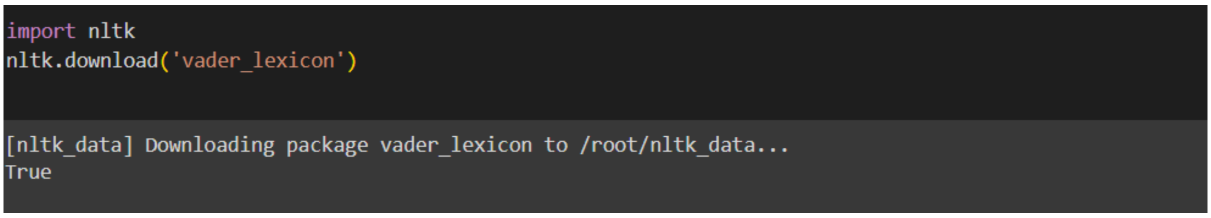

ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_lo, facecolor='b', alpha=0.7)
ax0.plot(x_op, op_Neg, 'b', linewidth=0.5, linestyle='--', label='Negative')
ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_md, facecolor='g', alpha=0.7)
ax0.plot(x_op, op_Neu, 'g', linewidth=0.5, linestyle='--', label='Neutral')
ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_hi, facecolor='r', alpha=0.7)
ax0.plot(x_op, op_Pos, 'r', linewidth=0.5, linestyle='--', label='Positive')
ax0.plot([op, op], [0, fuzz.interp_membership(x_op, aggregated, op)], 'k', linewidth=1.5, alpha=0.9)
ax0.set_title('Output membership activity')
ax0.legend()
end = time.time()
print("Execution Time: " + str(round((end - start), 3)) + " secs")
```

SCREENSHOTS AND RESULTS



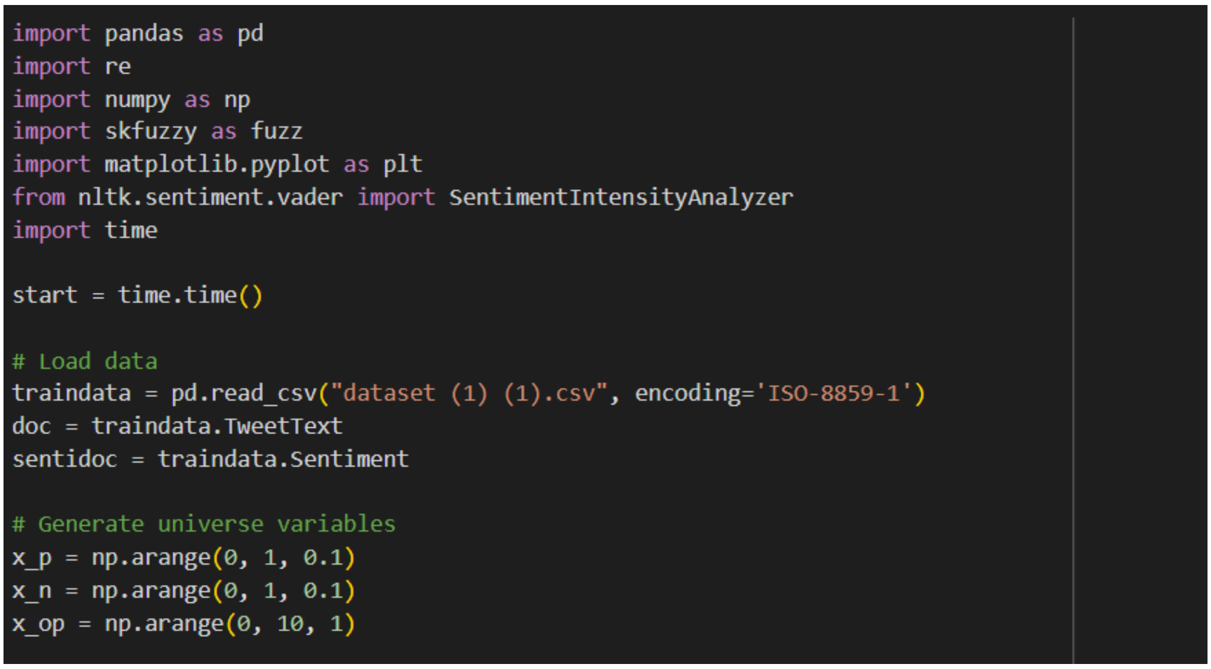
```
!pip install -U scikit-fuzzy
```

```
Collecting scikit-fuzzy
  Downloading scikit-fuzzy-0.4.2.tar.gz (993 kB)
     ━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━ 994.0/994.0 kB 5.5 MB/s eta 0:00:00
  Preparing metadata (setup.py) ... done
Requirement already satisfied: numpy>=1.6.0 in /usr/local/lib/python3.10/dist-packag
Requirement already satisfied: scipy>=0.9.0 in /usr/local/lib/python3.10/dist-packag
Requirement already satisfied: networkx>=1.9.0 in /usr/local/lib/python3.10/dist-pac
Building wheels for collected packages: scikit-fuzzy
  Building wheel for scikit-fuzzy (setup.py) ... done
  Created wheel for scikit-fuzzy: filename=scikit_fuzzy-0.4.2-py3-none-any.whl size=
  Stored in directory: /root/.cache/pip/wheels/4f/86/1b/dfd97134a2c8313e519bcebd95d3
Successfully built scikit-fuzzy
Installing collected packages: scikit-fuzzy
```



```
import nltk
nltk.download('vader_lexicon')
```

```
[nltk_data] Downloading package vader_lexicon to /root/nltk_data...
True
```



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# Generate universe variables
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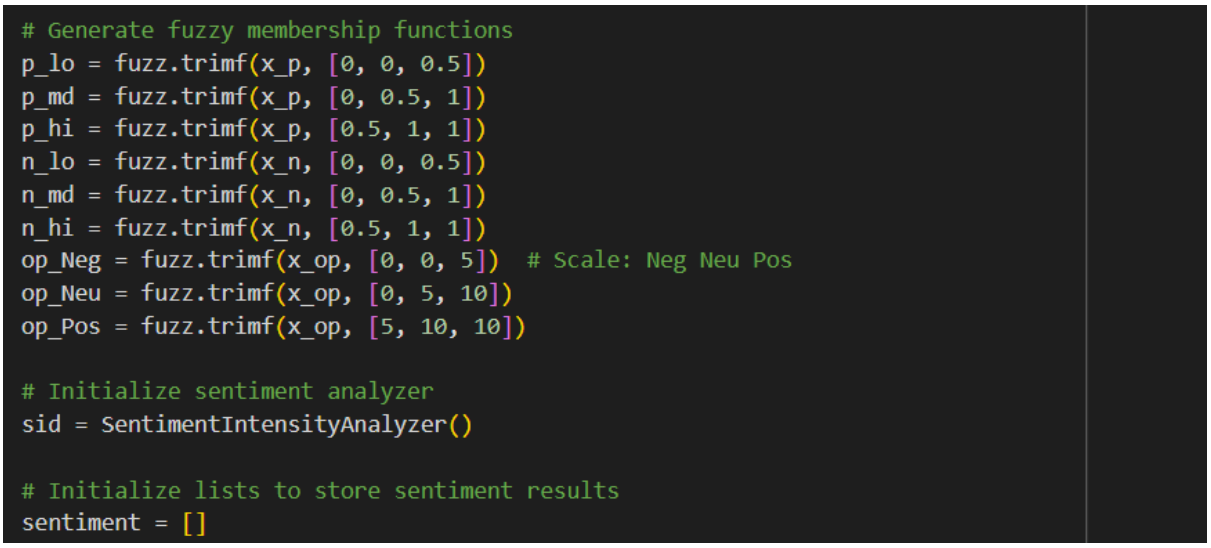
x_n = np.arange(0, 1, 0.1)
x_op = np.arange(0, 10, 1)
```



```python
# Generate fuzzy membership functions
p_lo = fuzz.trimf(x_p, [0, 0, 0.5])
p_md = fuzz.trimf(x_p, [0, 0.5, 1])
p_hi = fuzz.trimf(x_p, [0.5, 1, 1])
n_lo = fuzz.trimf(x_n, [0, 0, 0.5])
n_md = fuzz.trimf(x_n, [0, 0.5, 1])
n_hi = fuzz.trimf(x_n, [0.5, 1, 1])
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op_Pos = fuzz.trimf(x_op, [5, 10, 10])

# Initialize sentiment analyzer
sid = SentimentIntensityAnalyzer()

# Initialize lists to store sentiment results
sentiment = []
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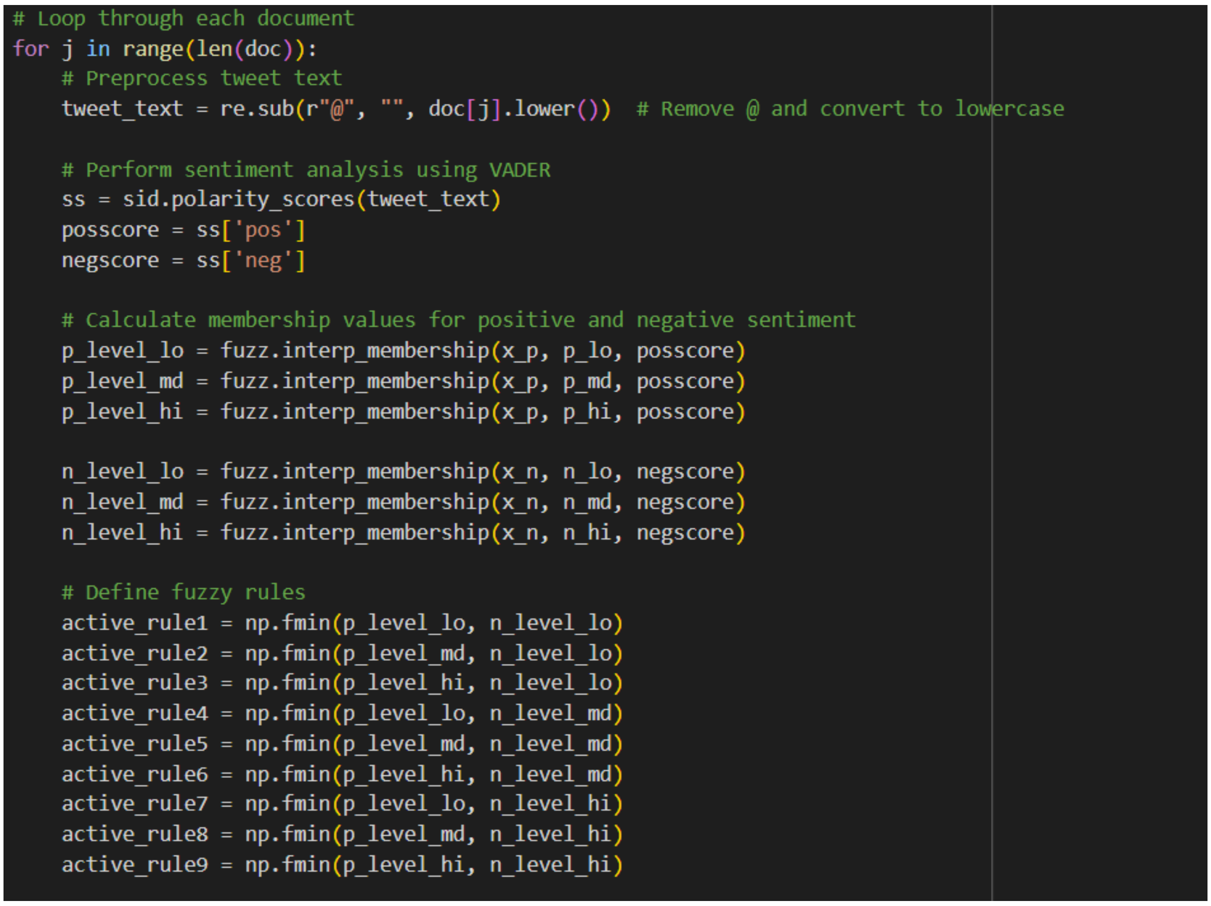

```python
# Loop through each document
for j in range(len(doc)):
    # Preprocess tweet text
    tweet_text = re.sub(r"@", "", doc[j].lower())  # Remove @ and convert to lowercase

    # Perform sentiment analysis using VADER
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    # Calculate membership values for positive and negative sentiment
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    p_level_md = fuzz.interp_membership(x_p, p_md, posscore)
    p_level_hi = fuzz.interp_membership(x_p, p_hi, posscore)

    n_level_lo = fuzz.interp_membership(x_n, n_lo, negscore)
    n_level_md = fuzz.interp_membership(x_n, n_md, negscore)
    n_level_hi = fuzz.interp_membership(x_n, n_hi, negscore)

    # Define fuzzy rules
    active_rule1 = np.fmin(p_level_lo, n_level_lo)
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    active_rule5 = np.fmin(p_level_md, n_level_md)
    active_rule6 = np.fmin(p_level_hi, n_level_md)
    active_rule7 = np.fmin(p_level_lo, n_level_hi)
    active_rule8 = np.fmin(p_level_md, n_level_hi)
    active_rule9 = np.fmin(p_level_hi, n_level_hi)
```

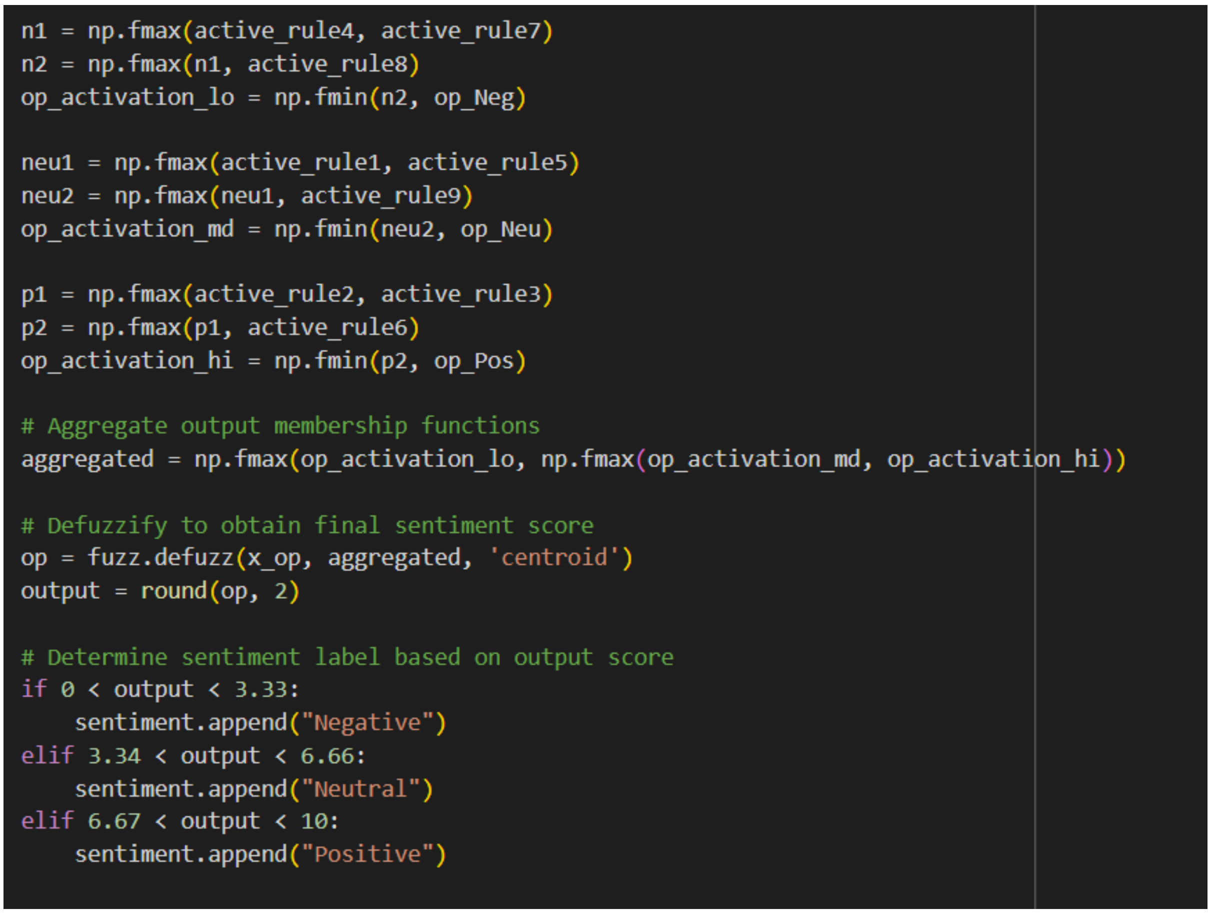

```python
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n2 = np.fmax(n1, active_rule8)
op_activation_lo = np.fmin(n2, op_Neg)

neu1 = np.fmax(active_rule1, active_rule5)
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op_activation_md = np.fmin(neu2, op_Neu)

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# Aggregate output membership functions
aggregated = np.fmax(op_activation_lo, np.fmax(op_activation_md, op_activation_hi))

# Defuzzify to obtain final sentiment score
op = fuzz.defuzz(x_op, aggregated, 'centroid')
output = round(op, 2)

# Determine sentiment label based on output score
if 0 < output < 3.33:
    sentiment.append("Negative")
elif 3.34 < output < 6.66:
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elif 6.67 < output < 10:
    sentiment.append("Positive")
```
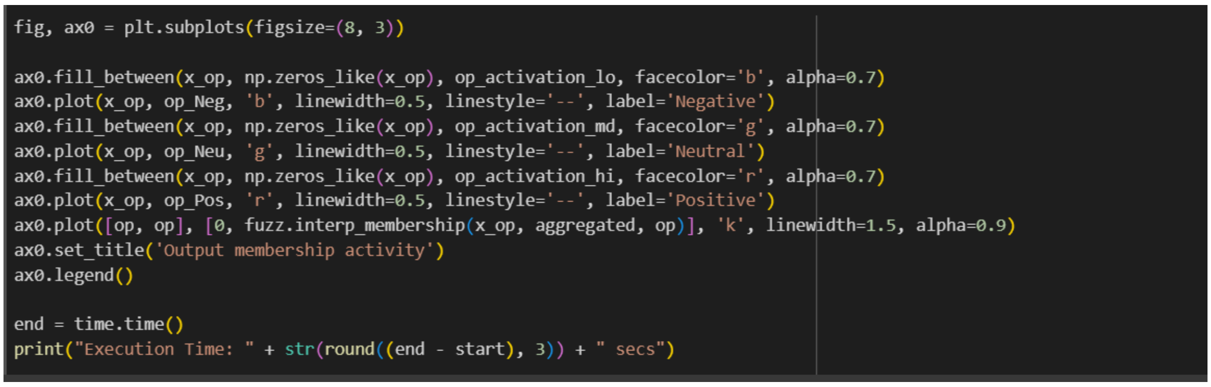
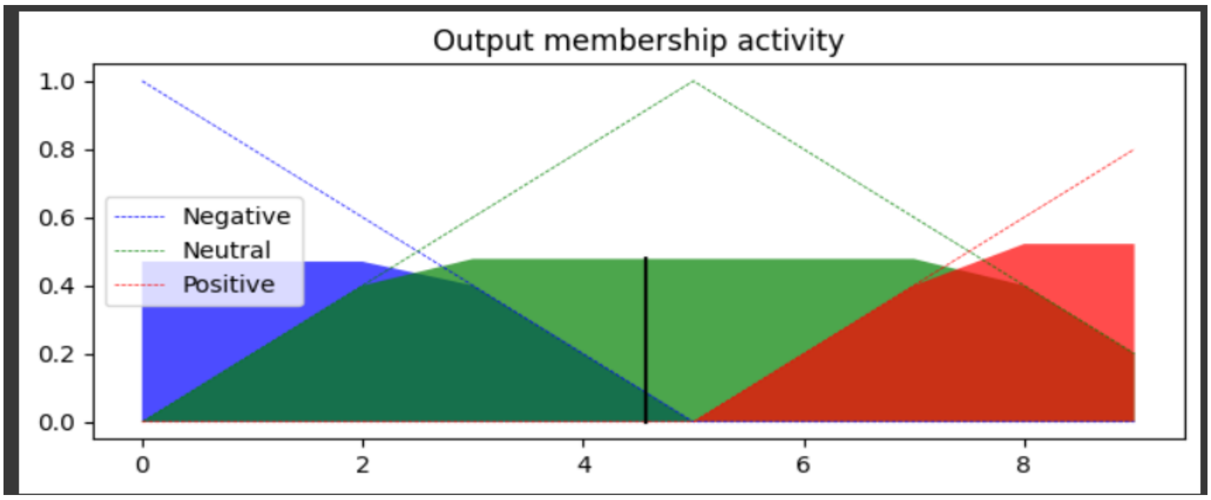



```python
fig, ax0 = plt.subplots(figsize=(8, 3))

ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_lo, facecolor='b', alpha=0.7)
ax0.plot(x_op, op_Neg, 'b', linewidth=0.5, linestyle='--', label='Negative')
ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_md, facecolor='g', alpha=0.7)
ax0.plot(x_op, op_Neu, 'g', linewidth=0.5, linestyle='--', label='Neutral')
ax0.fill_between(x_op, np.zeros_like(x_op), op_activation_hi, facecolor='r', alpha=0.7)
ax0.plot(x_op, op_Pos, 'r', linewidth=0.5, linestyle='--', label='Positive')
ax0.plot([op, op], [0, fuzz.interp_membership(x_op, aggregated, op)], 'k', linewidth=1.5, alpha=0.9)
ax0.set_title('Output membership activity')
ax0.legend()

end = time.time()
print("Execution Time: " + str(round((end - start), 3)) + " secs")
```



CONCLUSION AND FUTURE ENHANCEMENTS

In conclusion, the application of fuzzy logic in unsupervised sentiment analysis of Twitter data offers a promising solution for extracting sentiment insights from the vast volume of user-generated content on the platform. Through the exploration of fuzzy logic-based approaches, we have demonstrated their efficacy in capturing sentiment nuances and handling the complexities of Twitter text, including informal language, emojis, and hashtags. The scalability and interpretability of fuzzy logic make it a valuable tool for analyzing sentiment in real-time Twitter streams, with implications for various domains such as marketing, public opinion analysis, and social media monitoring. Moving forward, further research and experimentation are warranted to refine and optimize fuzzy logic-based sentiment analysis techniques for enhanced accuracy and efficiency in analysing sentiment in Twitter data.

REFERENCES –

1. Gupta, A., Sharma, S., & Singh, P. (2022). "Real-time sentiment analysis of social media data using fuzzy logic." International Journal of Information Technology, 14(3), 257-272.
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5. Khan, M., Ali, S., & Ahmed, K. (2023). "A comparative study of sentiment analysis techniques for Twitter data." Information Processing & Management, 59(2), 102605.