**SENTIMENT ANALYSIS BASED ON DYNAMIC SOCIAL NETWORK DATA**

Sentiment Analysis is the process of ‘computationally’ determining whether a piece of writing is positive, negative or neutral. It’s also known as opinion mining, deriving the opinion or attitude of a speaker. 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 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 organisations across the world.

Twitter as a micro-blogging platform rose to instant fame mainly due to its minimalist features that allow seamless communication between users. As the conversations grew thick and faster, a placeholder feature called as Hashtags became important as it captured the themes behind the tweets. Prior studies have investigated the conversation dynamics, interplay with other media platforms and communication patterns between users for specific event-based hashtags such as the #Occupy movement. Commonplace hashtags which are used on a daily basis have been largely ignored due to their seemingly innocuous presence in tweets and also due to the lack of connection with real-world events. However, it can be postulated that utility of these hashtags is the main reason behind their continued usage. This study is aimed at understanding the rationale behind the usage of a particular type of commonplace hashtags:-location hashtags such as country and city name hashtags. Tweets with the hashtag #singapore were extracted for a week’s duration. Manual and automatic tweet classification was performed along with social network analysis, to identify the underlying themes. Seven themes were identified. Findings indicate that the hashtag is prominent in tweets about local events, local news, users’ current location and landmark related information sharing. Users who share content from social media sites such as Instagram make use of the hashtag in a more prominent way when compared to users who post textual content. News agencies, commercial bodies and celebrities make use of the hashtag more than common individuals. Overall, the results show the non-conversational nature of the hashtag. The findings are to be validated with other country names and crossvalidated with hashtag data from other social media platforms.