

Decoding Emotions Through Sentiment Analysis of Social Media Conversations

Abstract

In the digital age, social media platforms have become a rich source of unfiltered human expression, making them ideal for analyzing public sentiment and emotional trends. This study aims to decode emotions embedded in social media conversations using sentiment analysis techniques. By leveraging natural language processing (NLP) and machine learning algorithms, we analyze textual data from platforms such as Twitter, Facebook, and Reddit to identify and classify emotional cues like happiness, anger, sadness, and surprise. The research not only categorizes sentiments as positive, negative, or neutral but also delves deeper into nuanced emotional states. The findings have significant implications for fields such as marketing, mental health, public opinion tracking, and crisis management, offering a data-driven approach to understanding collective emotional behavior in online communities.