TweetPulse: Interactive Sentiment Dashboard with Advanced Analytics

Ajith M Joshy
Department of Computer Science and Engineering
Saintgits College of Engineering
Kerala, India
ajith.csa2125@saintgits.org

Jerry Narakathara Thomas
Department Computer Science and Engineering
Saintgits College of Engineering
Kerala, India
jerry.csa2125@saintgits.org

Anitta Mary Jose
Department Computer Science and Engineering
Saintgits College of Engineering
Kerala, India
anitta.csa2125@saintgits.org

Talit Sara George
Department Computer Science and Engineering
Saintgits College of Engineering
Kerala, India
talit.sg@saintgits.org

***Abstract*—In today's digital era, understanding public sentiment is crucial for businesses and organizations aiming to stay ahead in competitive markets. This paper aims to develop a real-time sentimental analysis to analyze and interpret social media data streams. The primary application of the system is to monitor and analyze social media conversations, offering the businesses the ability to track brand perceptions and detect emerging trends and respond promptly to public opinion. However, the utility of this project extends far beyond the traditional brand management. It can be adapted to various applications including market research, crisis management and healthcare monitoring, customer engagement, financial market analysis.**

***Index Terms*—Sentiment analysis, Natural language processing, Social media analytics, Machine learning, Real-time analysis, Twitter data mining, Data visualization.**

I. Introduction

Social media sites have been used as instruments through which companies study customer opinions and make data-driven decisions in the era of the internet. Since it is a platform where people are free to give their own opinions, information pertaining to consumer attitudes towards the product abounds on Twitter. Our project collects tweets from Twitter that help analyze sentiments around different products, for example Apple products. We hope to use sentiment analysis techniques to enable business stakeholders with instant insight into the opinions of the public so that corrective action can be taken right in time about changes in customer attitudes.

This research is significant as it proves that sentiment analysis can be applicable in product-based social media monitoring. Knowing public sentiments helps brands the way they want to be seen in the eyes of the public, make strategic decisions, and enhance or control products or manages crises. The fluidity of the constantly submitted data from Twitter makes it an excellent opportunity to capture consumer opinions with the capacity to analyze it right away, so this research will be relevant and is useful to businesses seeking to stay ahead of the curve.

In this review paper, we present an overall approach to the sentiment analysis using tweets collected from Twitter. Following that are our methodologies, ranging from data acquisition through web scraping, preprocessing, and feature extraction, coupled with model training, among other things. Our analysis incorporates both traditional machine learning models with advanced embedding techniques resulting in a robust assessment of public sentiment.

II. Literature Review

The study [3] evaluates the performance of the Support Vector Machine (SVM) model in classifying the sentiment of user comments related to the 'Huawei Mate60' on the Little Red Book social media platform. The study benchmarks SVM against four other traditional classifiers: Logistic Regression (LR), K-Nearest Neighbors (KNN), Naive Bayes (NB), and XGBoost. The results indicate that the SVM model is more effective in obtaining accurate sentiment classification compared to the other four models. The proposed approach can help brands like Huawei monitor and analyze consumer sentiment on social media platforms in an automated way, providing data support for product improvement, marketing strategy development, and brand image management

The brands can comprehend and respond to evolving public sentiment by leveraging information retrieval techniques, such as Textual Similarity calculation, and Machine Learning methods to analyze product similarity for Competitive Analysis [1]. The objective is to not only monitor public sentiment towards a brand but also provide valuable insights by comparing it with similar brands in the market. Through user-friendly visualizations and tools, the research seeks to empower brands to stay abreast of public opinion and make informed decisions amidst the dynamic landscape of consumer sentiment and competition. This research offers a practical solution for brand reputation management and market research strategy in the digital age.

The social media platforms has become a source for hate speeches in various topics. The hate speech can be detected using a hate speech detection model [20] based on long-short term memory (LSTM), using term frequency inverse document frequency (TF-IDF) vectorization, and compares its performance with other machine learning and deep learning models such as support vector machine (SVM), Naive Bayes (NB), logistic regression (LR), XGBoost (XGB), random forest (RF), K-nearest neighbor (k-NN), artificial neural network (ANN), and bidirectional encoder representations from transformers (BERT). The authors obtained and classified a real-time Twitter data stream of a trending topic using the Twitter API into two classes: hate speech and non-hate speech. The LSTM model achieved an accuracy of 97% for detecting hate speech, outperforming the other models.

During COVID-19 pandemic, a total of 999,978 COVID-19 related Weibo posts from January 1 to February 18 2020 was collected to understand public sentiment and concerns in China during the early stages of the pandemic. The researchers used a fine-tuned BERT model [18] to classify the sentiment of the posts into positive, neutral, and negative categories, achieving 75.65% accuracy. They then applied topic modeling using TF-IDF to extract the key themes discussed in the negative sentiment posts. The analysis revealed that people were concerned about the virus origin, symptoms, impact on work and school, and public health control measures. The findings provide insights that could assist governments in making effective public health decisions during a crisis.

The field of sentiment analysis can be improved significantly by introducing a novel AI-powered approach that navigates the complexities of sentiment identification and classification in the digital age [10]. The aim is to revolutionize decision-making processes and quality assurance within the dynamic realm of digital media by utilizing a groundbreaking AI-powered approach to sentiment analysis. The study integrates traditional statistical methodologies, such as machine learning models, with advanced deep learning architectures to capture the intricacies of sentiment in a dynamic, multilingual, and culturally diverse digital environment. The research places particular emphasis on the real-time analysis of sentiment in the context of Twitter data, exploring the immediate impact of sentiments on decision-making processes and quality assurance in digital media.

The limitations that we have been noted from the existing systems are :

- Lack of Real-Time Analysis: Restricted to static datasets, making it challenging to capture or analyze sentiment changes as they occur, which limits responsiveness to new developments.
- Limited Trend Detection and Emerging Topic Identification: Unable to perform continuous monitoring of social media data, so immediate identification of new or trending topics is often missed.
- Reduced Insight Relevance Over Time: Insights from historical data become out dated quickly, as new data is not incorporated, limiting the relevance of these systems for current events.
- Fragmented Visualization: Despite using graphs and charts, these systems often lack a unified dashboard, which impedes the efficient monitoring and interpretation of multiple sentiment metrics in a single view, reducing usability for stakeholders needing comprehensive, real-time insights.

III. Methodology

In sentiment analysis, especially when analyzing data from social media platforms like Twitter, various methods have been proposed to collect, preprocess, and analyze text data. This section reviews the techniques that have been widely used in recent studies to tackle the challenges associated with sentiment analysis, highlighting the strengths and limitations of each approach.

A. Data Collection Methods

Data collection for sentiment analysis on Twitter typically involves one of the following methods:

- Twitter API: The Twitter API is the most commonly used tool for collecting data from Twitter. It allows for the extraction of tweets using specific keywords, hashtags, or user handles. Many studies have relied on this API to gather real-time or historical tweets for sentiment analysis.
- Web Scraping: In cases where the Twitter API is limited (e.g., in terms of rate-limits or access to older tweets), some studies have employed web scraping techniques. This method allows researchers to extract tweets directly from web pages, although it may violate Twitter's terms of service if not done carefully.
- Public Datasets: Several pre-collected datasets, such as Sentiment140 and SemEval, have been used in sentiment analysis research. These datasets provide labeled sentiment data, which allows researchers to train and evaluate models without the need for real-time data collection.

B. Data Preprocessing

Data preprocessing is critical for cleaning raw tweet data and preparing it for analysis. The following preprocessing steps are typically employed:

- Tokenization: Tweets are split into individual tokens or words. This allows for more manageable analysis and is the first step in feature extraction.
- Stop-word Removal: Common words like "the," "is," and "and" that do not contribute to sentiment are removed to reduce noise.

- Stemming and Lemmatization: These techniques are used to reduce words to their root form (e.g., ”running” becomes ”run”). This step helps in unifying different word forms.
- Noise Removal: Tweets often contain irrelevant characters, such as URLs, user mentions (e.g., @username), or hashtags. These are typically removed or encoded in a way that doesn’t affect sentiment classification.
- Handling Emojis and Slang: Emojis and slang words play a crucial role in sentiment analysis on social media. Some studies have treated emojis as part of the sentiment score, while others map them to their respective sentiment meanings.

These preprocessing techniques are crucial for ensuring that the data is clean, relevant, and ready for feature extraction and modelling.

C. Feature Engineering

Several techniques are used to transform raw text data into features that can be used by machine learning and deep learning models:

- TF-IDF: Term Frequency-Inverse Document Frequency is a popular method for text representation. It identifies important terms in a document based on how often they appear in the document relative to the entire corpus.
- Word Embeddings: Methods like Word2Vec and GloVe represent words as vectors in a continuous vector space. These embeddings capture the semantic meaning of words and can be used to measure the similarity between terms.
- BERT: The Bidirectional Encoder Representations from Transformers (BERT) model has been increasingly used in sentiment analysis. Unlike traditional word embeddings, BERT considers the context in which words appear, which improves performance on tasks that require understanding the meaning of words in context.

Feature extraction techniques play an important role in the success of sentiment analysis models, as the quality of the features directly impacts the model’s ability to classify sentiment correctly.

D. Sentiment Classification Models

Once the features are extracted, several machine learning and deep learning models can be used to classify sentiment:

- Traditional Machine Learning Models: Support Vector Machines (SVM), Logistic Regression, Naive Bayes, and Random Forest are often used for sentiment classification. These models are usually effective when the data is structured and feature engineering is carefully done.
- Deep Learning Models: Neural networks, particularly Long Short-Term Memory (LSTM) networks, are widely used for sequential data like text. LSTMs and other Recurrent Neural Networks (RNNs) can capture the contextual relationships between words in a sentence. Recently, transformers like BERT have significantly advanced the state of the art in sentiment analysis by leveraging attention mechanisms to capture dependencies across the entire sequence of text.
- Ensemble Models: Combining multiple models to leverage their strengths is another popular technique. XGBoost, for instance, is an ensemble method that is often used for sentiment analysis tasks and has been found to perform well in certain cases.

Each of these models has been shown to have strengths in different contexts. For example, deep learning models like LSTM or BERT are particularly useful for capturing complex relationships between words, while traditional models like Logistic Regression may be more effective when feature engineering is strong.

E. Evaluation Metrics

The effectiveness of sentiment analysis models is typically evaluated using several key metrics:

- • Accuracy: The proportion of correctly classified instances. However, accuracy can be misleading if the data is imbalanced.
- Precision: The percentage of correct positive predictions out of all predicted positive instances.
- Recall: The percentage of actual positives correctly identified by the model.
- F1 Score: The harmonic mean of precision and recall, providing a balance between the two. This metric is particularly important when the classes are imbalanced.
- Confusion Matrix: The confusion matrix provides a more granular view of the model’s performance, showing the counts of true positives (TP), false positives (FP), true negatives (TN), and false negatives (FN). This allows for better insights into where the model may be making errors.

These metrics are essential for comparing the performance of different models and determining their suitability for a given sentiment analysis task.

IV. Challenges and Future Research Directions

Despite advances in sentiment analysis, there remain several challenges that need to be addressed:

- Data Imbalance: Many sentiment analysis tasks involve imbalanced datasets, where positive or negative sentiment is underrepresented. Techniques like oversampling, undersampling, or using synthetic data may be necessary to address this issue.
- Multilingual Sentiment Analysis: Analysing sentiment across different languages and cultures remains a challenge, especially for non-English languages.
- Contextual Sentiment: Sarcasm, irony, and other context-dependent sentiments are difficult for many models to capture. Further research is needed to improve the models’ ability to understand these nuances.

V. Results and Discussion

A. Comparative Analysis

Paper Reference	Research Focus	Dataset\Source	Methodologies	Results/Efficiencies	Limitations
Ingole et al., 2024	Brand sentiment analysis for competitive surveillance	Social Media	Sentiment analysis model (specific techniques not detailed)	Increased monitoring accuracy for brand sentiment	Limited to competitive brand contents only
Nguyen, 2024	Enhancing social media sentiment analysis with DL	Social media	Advanced deep learning techniques	Higher accuracy than traditional methods	High computational cost due to deep learning
Xiaohong He, 2024	Sentiment classification of social media comments	Social media	SVM models	87% accuracy in sentiment classification	limited scalability with large datasets.
Rani et al., 2024	Survey of sentiment analysis tools and techniques	Various social media datasets	Comparative analysis of multiple techniques	Highlights pros and cons of each technique	Does not offer solutions for integration issues
Omar, 2022	Opinion mining of telecom services during COVID-19	Telecom feedback	Discourse-based opinion mining	Insights on customer experience during the crisis	Context-specific model limits generalizability
Suhaiman et al., 2023	Sentiment analysis in public security	Social media	Taxonomy, trend analysis	Identified trends and public concerns in security	Limited applicability beyond public security
Kausar et al., 2021	Twitter sentiment analysis during covid-19	Twitter	Public sentiment analysis	Revealed shifts in public opinion during the outbreak	Focus on covid-19 limits general applicability
Zineb et al., 2021	Data analysis e-commerce sentiment	E-commerce reviews	Intelligent approach in big data	Improved decision-making through insights	Limited to e-commerce domain
Anupama B S, 2020	Real-time Twitter sentiment analysis	Twitter	NLP techniques	Effective real-time monitoring	Limited by API rate restrictions
Radaideh & Dweiri, 2023	Sentiment prediction in digital media	Digital media content	NLP and machine learning	High prediction accuracy in media sentiment	Requires domain specific adjustments
D. P. & Ahmed, 2016	Survey on big data analytics	Big data (general)	Comparative study of tools and challenges	Overview of big data challenges and tools	Outdated with new tools and technologies
Mahajan & Mansotra, 2021	Crime correlation with social media sentiment	Social media (crime-related)	Semantic sentiment analysis	Detects patterns linking sentiment to crime	Limited to crime-related data
Bangera & K. N., 2021	Progressive sampling model for big data analytics	Big data (general)	Fortune-sensitive sampling model	Enhanced sampling efficiency	High setup complexity
Wankhade et al., 2022	Survey on sentiment analysis methods and challenges	Various social media sources	Comparative survey	Highlights applications and challenges	Limited practical implementation details
Alattar & Shaalan, 2021	Opinion reason mining and sentiment variation	Social media	Opinion reason mining	Effective in interpreting sentiment shifts	Limited support for real-time processing
Motz et al., 2022	Live sentiment analysis with machine learning	Social media (various)	Multiple ML and text processing algorithms	Real-time sentiment tracking	Processing lag in high-volume scenarios
J. Park, 2020	Customer satisfaction evaluation for cosmetics brands	Twitter	Sentiment driven framework	Enhanced customer satisfaction insights	Focused on cosmetics; may not generalize
K. Park et al., 2024	Fine-grained product review analysis for product design	Product reviews	Contextual meaning-based approach	Improved detail in product review sentiment	Context-specific; lacks general sentiment analysis
Shayaa et al., 2018	Survey on sentiment analysis in big data	Big data	Comparative analysis	Identified open challenges in big data sentiment	Limited to foundational challenges
Roy et al., 2024	Real-time hateful sentiment detection in tweets	Twitter	LSTM-based approach	High accuracy in real-time hate speech detection	High computational cost due to LSTM

B. Analysis of Trends, Challenges and Gaps

1) Trends:

- Shift towards Deep Learning Models: A clear trend is the increasing adoption of deep learning models, such as BERT and LSTM, for more accurate sentiment classification. These models are preferred due to their ability to understand semantic context and handle complex data structures.
- Real-Time Processing Emphasis: Given the dynamic nature of social media, many studies are focusing on real-time sentiment analysis and trend detection. This trend highlights the need for systems that can process data quickly and provide up-to-the-minute insights.

2) Challenges:

- Lack of Hybrid Models: While many studies focus on either traditional machine learning methods like SVM or deep learning approaches like LSTM, there is limited exploration of hybrid models that combine the strengths of both approaches. A hybrid model could potentially offer a more balanced trade-off between computational efficiency and accuracy.
- Limited Real-Time Processing Optimization: While real-time trend detection is often discussed, there is limited work on optimizing real-time processing to handle large-scale data influxes without sacrificing speed or accuracy.
- Visualization of Dynamic Data: Few studies address the challenge of real-time visualization in dynamic, high-volume scenarios. The rapid updating of data points creates difficulties in ensuring that visualizations remain accurate and easy to interpret for stakeholders.

3) Future Directions:

- Improved Data Acquisition Methods: Future research could focus on enhancing data acquisition techniques to overcome the rate limit issues of the Twitter API. Approaches that bypass API restrictions or explore alternative data sources could improve data collection during high-traffic periods.
- Hybrid Models for Feature Extraction and Classification: Developing hybrid models that combine the strengths of traditional machine learning and deep learning approaches could provide a more scalable solution for sentiment analysis. These models would balance accuracy with computational efficiency, especially in real-time applications.
- Efficient Real-Time Processing: To address the real-time processing challenges, further research could focus on optimizing algorithms that can handle large data volumes with minimal lag. Techniques such as stream processing or incremental learning could be explored to enable faster sentiment classification without compromising accuracy.
- Noise Reduction Techniques: More research is needed to develop robust preprocessing pipelines that effectively deal with noisy social media data. Techniques like domain-specific stopwords, lemmatization, and contextual embeddings could be investigated to clean the data before sentiment analysis.
- Advanced Visualization Techniques for Real-Time Data: Future studies could explore interactive and dynamic visualization tools that can adapt to the continuous flow of data and update in real time. These tools could provide more accurate and user-friendly visual representations of sentiment trends, making them more useful for stakeholders who rely on real-time insights.

VI. Conclusion

This review paper has provided a comprehensive overview of the current state of sentiment analysis in social media, specifically focusing on methodologies, challenges, and trends identified from the analysis of 20 relevant research papers. The insights gained from these studies underline the importance of efficient data acquisition, advanced feature extraction techniques, and robust model training approaches in accurately classifying sentiment from large volumes of social media data. Key findings from the literature suggest that while deep learning models like BERT and LSTM have shown substantial promise in improving sentiment accuracy, they face significant challenges, particularly related to computational cost and scalability. Real-time processing, a crucial aspect of sentiment analysis for social media platforms, is often hampered by high data volumes, noise, and lag issues. Furthermore, despite the use of advanced visualization techniques, maintaining accurate and interpretable sentiment trends in real-time applications remains a challenge due to frequent data updates and dynamic content. The review also highlighted several key limitations within the existing methodologies, including the constraints imposed by data acquisition platforms (e.g., Twitter's API), the computational intensity of deep learning models, and the need for better real-time data processing mechanisms. Moreover, a gap exists in hybrid models that combine traditional machine learning methods with deep learning approaches, which could potentially offer more balanced performance in terms of accuracy and computational efficiency. Addressing these gaps will be crucial for advancing sentiment analysis methodologies, particularly for large-scale, real-time applications. Future research should focus on developing more scalable and efficient models, improving data preprocessing to deal with noisy social media data, and enhancing real-time visualization techniques to better interpret sentiment trends. Additionally, efforts to overcome the data acquisition limitations of platforms like Twitter could improve the breadth and depth of sentiment analysis in high-traffic events or topics. In conclusion, while the field of sentiment analysis in social media has made significant strides, ongoing research is essential to overcome the existing limitations and further enhance the accuracy, scalability, and efficiency of sentiment analysis systems. By focusing on hybrid models, optimized real-time processing, and advanced visualization techniques, the next generation of sentiment analysis tools could be even more effective in capturing the dynamic nature of public sentiment, ultimately benefiting various industries, including marketing, politics, and public relations.

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