**ABSTRACT (250 words)**

**%--- Info about the paper with conclusion**

**INTRODUCTION (500 words)**

**Sentiment analysis is a technique which allows computers to obtain sentiment (attitudes, feelings, emotions) from human-created text. It is occasionally referred to as “opinion mining”, but some sources differentiate between the two terms [1].**

**Sentiment analysis is a part of natural language processing (NLP) field. NLP aims to allow computers to understand – obtain meaning from human text/speech, or produce content related to human language and written word.**

**Very often a purely objective examination of human language by a machine is not enough to dissect the true context behind it. Similar sentences can have different, even opposite, meanings depending on the way they are phrased (e.g., sarcasm). On top of that, sometimes, the emotions expressed (e.g., disappointment, satisfaction) are more valuable than the content itself and thus, sentiment analysis is not just a helpful tool for the synthesis of human-language in general but has many applications in various fields.**

**E-commerce and online shopping have become an undisputable part of modern global market – according to Statista [2], retail internet sales have accounted for almost five trillion USD (almost 4 trillion GBP) and are projected to gain the share of 25% of total global retail sales by 2025. The weight of online markets has been even more amplified by the Covid-19 pandemic. Users often decide between products based on their reviews or comments/posts on social media or online articles [3], [4]. Through sentiment analysis techniques, this data can be examined and used for market research [3], [4], [8]. Understanding of opinions about products and their features can greatly assist retailers in business decisions.**

**Opinions voiced on social media sites can be used with sentiment analysis in other cases too. Since the internet has become a major platform for political candidates, parties or movements, whose supporters or opponents are willing to openly share their thoughts through social media, sentiment analysis can help to identify potential voters or platforms or serve as an analysis tool for polls and predictions [3] [8].**

**While used seldomly in such cases at this time, sentiment analysis can also prove applicable in mental health diagnosis or mental health studying. Wang et al [10] have developed a sentiment analysis model that attempts to detect signs of depression of social media users in China.**

**Due to its breadth of applications and their significance, sentiment analysis is one of the most prominent research areas in machine learning and computer science. Feldman [3] counts over 700 articles that have been written on the topic and that “hundreds of start-ups are developing sentiment analysis solutions”.**

**Sentiment analysis is regarded as a classification problem. Three major classification levels are usually categorized in sentiment analysis: document-level, sentence-level, and aspect-level. Many different sentiment analysis algorithms and enhancements were proposed in the last couple of years [1]. These are divided into machine-learning or lexicon-based methods or their combinations. Different approaches and their applications are further described below in section “Literature Review”.**

**LITERATURE REVIEW (750 words)**

**There are many different techniques (and their combinations) used for different problems in sentiment analysis. Medhat et al [1] and Prabowo and Thelwall [6] have collected a survey of many diverse models, their training data sets and use cases; Zhang et al [5] have described several deep learning algorithms applicable for sentiment analysis; some more sentiment analysis tools and techniques can be also found in [7] and [8].**

**Due to its nature, sentiment analysis algorithms differ in various ways. Even the classification itself can be either binary – negative and positive (and neutral in some cases), or a scale - from negative value to positive value (in percentage for example). Moreover, this scale can be divided into different number of points, for example a model by Pang and Lee noted in [6, Table 2] assigns sentiments using a 3- or 4-point scale.**

**Document, Sentence and Aspect Level**

**As mentioned above, sentiment analysis is divided into three main classification levels. Document-level sentiment analysis aims to classify (assign negative/positive sentiment to) a whole document. Sentence-level sentiment analysis focuses only on the sentiment of a sentence or a small portion of text. Aspect-level sentiment analysis tries to also differentiate between different aspects and the sentiments expressed regarding them. An example sentence for aspect-level sentiment analysis from [1]: “The voice quality of this phone is not good, but the battery life is long”.**

**Since document- and sentence-level sentiment analysis do not differentiate between aspects included in them, they may often not provide the necessary details [1], [3]. This is the main reason for why aspect-level sentiment analysis may be used over document- and sentence-level sentiment analysis despite being generally more difficult.**

**In some cases, traditional sentiment analysis using one the three aforementioned methods cannot be used, and a comparative sentiment analysis must be applied instead. Comparative sentiment analysis aims to classify sentiments from comparative statements (i.e., X is better than Y) and the preferred items. An example sentence for comparative sentiment analysis from [3]: “**300 C Touring looks so much better than the Magnum”.

**Machine Learning and Lexicon-Based Approach**

**Approaches to sentiment analysis include machine learning and lexicon-based algorithms. Machine learning algorithms built for sentiment analysis are used in machine learning approaches. Lexicon-based approaches are dependent on a sentiment lexicon – a “collection of known and precompiled sentiment terms” [1].**

**Machine learning approaches tend to be more accurate, however they require a training phase which must be conducted before they can be utilized [8]. Lexicon-base approaches, on the other hand, do not have any such limitations and are thus more widely utilized by the marketing research community [8]. Machine learning approaches can be then further divided into supervised and unsupervised learning, lexicon-based approaches into dictionary- and corpus-based [1]. Hybrids and combinations of both approaches can be also used in some cases [1], [6], [8].**

**Naïve Bayes and Bayesian Network**

**Naïve Bayes is a famous machine learning algorithm, which calculates weights for each feature of a class and based on that then deduces probability for each corresponding class – the item with the highest calculated probability is then selected as the prediction. It is a probabilistic classifier and [1] describes it as the simplest and most commonly used sentiment analysis classifier.**

**Naïve Bayes assumes the independence of classified features, whereas Bayesian Network assumes the opposite – all features are completely dependent. The computational complexity of a Bayesian Network for sentiment analysis is very expensive and is thus not frequently utilized [1].**

**Support Vector Machine**

**Support Vector Machine is a linear classifier, and its objective is to classify data by splitting point sets with hyperplanes in an n-dimensional space. Support Vector Machine is another prominent machine learning algorithm and as such has many uses even outside sentiment analysis. Support Vector Machines are particularly suited to be used on text data and have been thus extensively utilized in sentiment analysis [1].**

**Neural Network**

**Neural Networks are (to some extent) based on the operations of neurons in the human brain. Each neuron has a different weight and carries some information to other neurons, organized in layers. The training process of a Neural Network utilizes a back-propagation algorithm to adjust weights for the neurons.**

**According to Zhang et al [5], the advances in hardware and its availability in the past years have made neural networks considerably applied in sentiment analysis and natural language processing as a whole. Description of some specific neural network algorithms utilized in sentiment analysis can be found in [1], [5] and [7]**

**Dictionary-Based**

**Dictionary-based approaches utilize a manually created word dictionary with positive/negative orientations. This set can be then expanded by searching for synonyms and antonyms [1].**

**Corpus-Based**

**Corpus-based approaches also use a word dictionary, however there is also a set of rules and patterns built on top of it, by which the words are classified.**

**Further SA description**

**Machine learning vs lexicon approach**

**Which algs are used and for which tasks**

**Alg description? – ml methods (confusion matrix)**

**Which data was used**

**-----------------------------------------------------------------------------------------------**

**AI EXPERIMENTS (500)**

**The experiments which were conducted showcase an elementary binary sentiment classifier, which uses support vector machine algorithm as its model. The classifier was programmed in and made in MatLab [15]. Datasets used for training the model (and for which were thus the results calculated) were [], [] and [], however the model was coded to be universal and can be trained with any (binary) sentiment lexicon.**

**What is matlab**

**How was it used**

**Ml methods (confusion matrix)**

**Algs decriptions**

**RESULT ANALYSIS (500)**

**Idk wtf**

**CONCLUSION AND FUTURE WORK (200)**

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