**LITERATURE REVIEW:**

Praveen Raja[1]:This paper clearly explained that the outlook analysis is done on a micro blogging data .The words are expressed in micro blogging sites are compared with those in each other data that have been previously labeled as positive or negative .After looking at these expressions ,the algorithm then judges whether the text in the micro blogging sites and is positive or negative based on the chances for each possibility.

Pappu Rajan[2]: The objective of this paper is to determine the sentiment of the text whether it is positive or negative which is extended to strength of polarity also this approach is used to obtain the significant feature and to analyzing the overall sentiment for each object by computing the weighted average for all the sentiments in the textual data. This paper mainly focused on twitter data which is collected from R tool.

Arti Buche[3]:It clearly explained that the sentiment analysis is a type of Natural Language Processing which is used to track products, brands in the web. It has thus become a necessity for companies to collect data from various sources such as blogs, review sites, Micro-blogs and there-by determining whether they are viewed positively or negatively using part of speech tagging.

Sindhu[4]:This paper explains the sentiment analysis as a computational techniques for analyzing the opinions that are extracted from various sources like the blog posts ,comments on forums, reviews about products, policies any topic on social networking sites or tweets. the process of selecting the opinionated sentences and ignoring the factual sentences is called subjectivity detection which is then pre processed by tokenizing stop words filtering and stemming.

Jisha Manjaly[5]:This paper discussed about social media such as blogs ,twitter, face book are widely used for participatory information sharing and collaboration .the opinions are then classified to positive or negative and neutral which is further divided into the emotion states such as sad, happy and angry.

Aman Asmi[6]:This paper explains sentiment analysis is a task of detecting, extracting and classifying opinions and sentiment expressed in texts. It includes the identifications of the meaning of words within the text through natural language processing rules. Main achievement of the paper is a demonstration on an approach for automatic identifiaction and claculations of negation in opinion and sentiment analysis.

Hassan Saif[7]:This paper discussed SentiCircles, a lexicon-based approach for sentiment analysis on Twitter.Polarities of words regardless of their contect, SentiCircles takes into account the co-occurrence patterns of words in different contexts in tweets to capture their semantics and update their pre-assigned strength and polarity in sentiment lexicons accordingly .

Xing Fang and Tustin Zhan[8]: This paper presents A general process for sentiment polarity categorization is proposed with detailed process description. Experiments for both sentence-level categorization and review-level categorization are performed with promising outcomes.

Doaa Mohey EI-Din,Hoda M.O. Mokhtar and Osama Ismae[9]:This paper proposes a new technique to analyze online reviews, It is called sentiment analysis of online papers(SAOOP). SAOOP is a new technique used for enhancing bag-of –words model, improving the accuracy and performance. SAOOP is useful in increasing the understanding rate of review’s sentences through higher language coverage cases. SAOOP introduces solutions for some sentiment analysis challenges and uses them to achieve higher accuracy.

F.Morales,M.Ruiz nad L.Velasco[10]: This paper presents A set of modules to support data analytics-based algorithms along with a machine learning procedure based on artificial neural networks(ANN) That provides robust and adaptive traffic models.

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