**LITERATURE REVIEW**

* **Sentiment Analysis in Twitter**

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Twitter is one of the most commonly used platforms for sharing opinions, expressing views. Sentiment Analysis on twitter can allow users to understand the opinions expressed in tweets and classifying them in positive or negative categories. The organizations can use sentiment analysis to get an idea of the customer reviews of their products, and subsequently try and improve their services based on the reviews.

* **Sentiment Analysis On Twitter Data**

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Sentiment analysis is a type of natural language processing for tracking the mood of the public about a particular product or topic. Sentiment analysis, which is also called opinion mining, involves in building a system to collect and examine opinions about the product made in blog posts, comments, reviews or tweets. Sentiment analysis can be useful in several ways. In fact, it has spread from computer science to management sciences and social sciences due to its importance to business and society as a whole. In recent years, industrial activities surrounding sentiment analysis have also thrived. Numerous startups have emerged. Many large corporations have built their own in-house capabilities. Sentiment analysis systems have found their applications in almost every business and social domain. The goal of this report is to give an introduction to this fascinating problem and to present a framework which will perform sentiment analysis on online mobile phone reviews by associating modified K means algorithm with Naïve bayes classification and KNN.

* **Deep Convolution Neural Networks for Twitter Sentiment** **Analysis**

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Twitter sentiment analysis technology provides the methods to survey public emotion about the events or products related to them. Most of the current researches are focusing on obtaining sentiment features by analyzing lexical and syntactic features. In this paper, we introduce a word embeddings method obtained by unsupervised learning based on large twitter corpora, this method using latent contextual semantic relationships and co-occurrence statistical characteristics between words in tweets. These word embeddings are combined with n-grams features and word sentiment polarity score features to form a sentiment feature set of tweets. The feature set is integrated into a deep convolution neural network for training and predicting sentiment classiﬁcation labels. We experimentally compare the performance of our model with the baseline model that is a word n-grams model on ﬁve Twitter data sets, the results indicate that our model performs better on the accuracy and F1-measure for twitter sentiment classiﬁcation.