University of Sheffield

Automatically identifying complaints in social media using transformers



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Declaration

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Abstract

A complaint is a statement made by a person or an entity with the intent to indicate something is unacceptable or unsatisfactory. This is commonly used in various aspects of day-to-day life including when conducting business operations. With the proliferation of social media across our lives and the active enablement of such platforms by organisations for user engagement, it has become a common medium for users to raise complaints. With such complaints being publicly visible, it is imperative for organisations to identify, prioritise and respond to these complaints swiftly. Automatically identifying complaints in social media is an active area of research. In the past few years, the focus has been on using NLP approaches driven by developments in transfer learning and transformer-based models.

In this paper, these approaches are extended by assessing 'lightweight' transformer based models such as DistillBERT, MobileBERT which are meant to reduce the time required for fine-tuning as well as inference. The performance of these 'lightweight' models is compared with the traditional transformer models including BERT, ROBERTA, BERTweet for this particular task. The dataset used will consist of anonymised and annotated Twitter data utilized in previous research and currently available in the public domain. In addition, the nature of complaints will be analysed from a linguistic perspective along with discussions of state-of-the-art approaches for such NLP tasks.

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Introduction

1.1 Background

In the act of complaining, dissatisfaction or annoyance is expressed by a person or entity in response to a previous or ongoing event that has negatively impacted them [2]. It provides an avenue to direct dissatisfaction to the appropriate organisation or individual with the hope of rectification or redressal. The event or action could be concerning a product or service procured by the concerned person or entity. For an organisation, the need to recognise, acknowledge and act on complaints is of significant importance to businesses and organisations to retain their customers while maintaining their reputations.

Until the advent of online platforms and specifically social media, the impact of negative word-of-mouth was confined to a relatively limited audience. However, since then complaints posted online now have the potential to rapidly go viral, reaching millions of individuals and significantly damaging a company's brand reputation and accumulated good-will in a short period [3]. Customers are able to express their complaints directly, conveniently, and with enhanced effectiveness to organisations through multiple social media channels and platforms [1].

1.2 Aims and Objectives

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1.3 Overview of the Report

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Literature Survey

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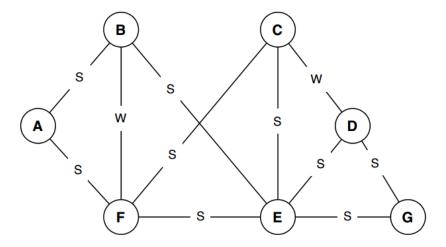


Figure 2.1: A simple figure in LATEX. Reproduced from http://tinyurl.com/nqtrlj5 with the permission of the copyright owner.

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2.3 Summary

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3.1 Project Requirements

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3.3 Ethical, Professional and Legal Issues

Planning

4.1 Risk Analysis

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4.2 Project Plan

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4.3 Another Section if You Need It

Conclusions

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Appendices

Appendix A

An Appendix of Some Kind

Appendix B

Another Appendix