

# Trolling or Triumph ? Unveiling hidden opinions in a sea of tweets using NLP

## Problem Statement:

Traditional methods like polls struggle to capture the real time pulse of public opinion during elections .

Social media offers a massive dataset , but analysing it efficiently is difficult due to volume , complexity and bias.

This research develops and applies advanced NLP techniques like sentiment analysis to automatically classify and analyse opinions expressed in election-related tweets.

Sentiment analysis can automatically classify opinions(positive,negative,neutral) expressed in election-related text, offering valuable insights.

## Objective:

Understanding public opinion

Predicting election outcomes

Enhancing democratic processes

To develop robust sentiment analysis techniques to revolutionise our understanding of public opinion and its role in elections .

## Impact:

- ❖ Empower informed voters
- ❖ Guide effective campaigns
- ❖ Inform policy development
- ❖ Reveal hidden narratives