COMPARATIVE STUDY OF SENTIMENT ANALYSIS FOR MOVIE REVIEWS

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INTERIM REPORT

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**DEDICATION**

I dedicate this work to my wife Bhumika, my little daughter Praanvi and My parents, who have been there for me throughout this research work. You all have been my biggest supporters. Without your support I couldn’t have continued my dream of doing Masters in Machine Learning and Artificial Intelligence.

**ACKNOWLEDGEMENTS**

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**TABLE OF CONTENTS**

DEDICATION ii

ACKNOWLEDGEMENTS iii

ABSTRACT vi

LIST OF TABLES vii

LIST OF FIGURES vii

LIST OF ABBREVIATIONS viii

CHAPTER 1: INTRODUCTION .............................................................................................. 1

1. Background of the Study............................................................................................... 1
2. Problem Statement ……………………….................................................................... 3
3. Aim and Objectives ………………………………....................................................... 3
4. Scope of the Study ........................................................................................................ 3
5. Significance of the Study .............................................................................................. 4
6. Structure of the Study.................................................................................................... 4

CHAPTER 2: LITERATURE REVIEW ................................................................................... 6

1. Introduction ....................................................................................................................6
2. Sentiment Analysis in movie reviews domain................................................................ 7
3. Sentiment Analysis in product reviews domain........................................................... 14
4. Sentiment Analysis in other domains........................................................................... 19
5. Discussion.................................................................................................................... 28
6. Summary ...................................................................................................................... 28

CHAPTER 3: RESEARCH METHODOLOGY ..................................................................... 29

1. Introduction ................................................................................................................. 29
2. Methodology …………………………........................................................................ 30
   * 1. Data Selection ……………………….............................................................. 30
     2. Data Pre-Processing …………………………………………………………. 30
     3. Exploratory Data Analysis…………………………………………………… 31
3. Proposed Method …………………………………..…............................................... 31

3.3.1 Embeddings Considered …………………………………………………….. 31

3.3.2 Traditional machine learning models ……………………………………….. 35

3.3.3 Transformer based model - BERT …….…………………………………….. 36

1. Proposed Flow Diagram .............................................................................................. 37

3.5 Evaluation Metric Used…………………………….…………………….………….. 37

3.6 Expected Outcomes………………………………………………………………...…38

3.7 Required Resources………………………………………………………………...…39

3.7.1 Hardware Resources…………………………………………………………… 39

3.7.2 Software Resources….………………………………………………………… 39

3.7.3 Additional Resources……………………...…………………………………… 39

3.8 Risks and Contingency Plan….……………...……………………………………...... 40

3.9 Summary………………………………………………………………….………….. 40

REFERENCES ........................................................................................................................ 41

APPENDIX A: RESEARCH PLAN ……............................................................................... 45

APPENDIX B: DATASET AND CODE URLs ...................................................................... 41

# Abstract

In today’s world, Sentiment analysis has become the need of the hour for opinion mining on variety of subjects. It has various applications in marketing, e-commerce, advertising, politics, and research. Day by day people expressing their sentiments over internet, different websites and social media are increasing. One such domain is the entertainment industry, especially movies. Users have been expressing their views on a particular movie through various popular websites such as IMDB, Rotten Tomatoes, Twitter etc. These reviews help other people to decide whether they should spend their precious time in watching a particular movie or not. And hence lot of people go through movie review comments to find out whether they should watch a particular movie. Sentiment analysis is the process of classifying these review comments. If one doesn’t apply machine learning and AI techniques to find out overall sentiments of the topic going through all review comments. It would take humongous effort to label this review comments manually to figure out overall sentiments. So, if we automate sentiment analysis activity using machine learning and AI, it can help saving lot of human efforts. So far lot of experiments have been done using feature engineering and pre-processing using BOW, TF-IDF, Doc2Vec, Word2Vec embeddings and different machine learning models like Logistic Regression, SVM, Random Forest. Although good results have been achieved using these techniques there is still scope of doing better in feature engineering space through applying contextual embedding methods like BERT embeddings which has been introduced by the state-of-the-art model BERT. Context free embedding techniques like TF-IDF, Word2Vec etc. ignore the meaning of the word in different contexts as it creates only one representation of a given word in entire vocabulary. In contrast to that, contextual embedding technique like BERT learns different representations of a given word based on their context. While there are few experiments already done on IMDB movie review dataset using context free embedding techniques. In this research we have tried applying contextual BERT embeddings with Logistic Regression, SVM and Random Forest. And we have also tried implementing transformers-based model BERT and then compared performance of these models to other similar papers.

# LIST OF TABLES

|  |  |
| --- | --- |
| Table 3.1 | Dataset columns overview |
| Table 3.2 | Risk Mitigation Plan |

# LIST OF FIGURES

|  |  |
| --- | --- |
| Figure 2.1 | Custom Embedding Layer and Results |
| Figure 2.2 | Proposed Methodology |
| Figure 2.3 | Model Comparisons |
| Figure 2.4 | Methodology and Results |
| Figure 2.5 | Feature Extractions and Vectorizations |
| Figure 2.6 | Comparison of 8 classifiers |
| Figure 2.7 | Architecture of Two-Stream Self-Attention for Target-Aware Representations |
| Figure 2.8 | Methodology Flowchart |
| Figure 2.9 | DNN based architecture |
| Figure 2.10 | Proposed opinion mining architecture |
| Figure 2.11 | Traditional & Deep learning model results |
| Figure 2.12 | Flow Diagram of the System Architecture |
| Figure 2.13 | Accuracy of traditional ML models |
| Figure 2.14 | Classification System Diagram for Sentiment Analysis |
| Figure 2.15 | Comparison of ML model performance |
| Figure 2.16 | Using word2vec and CNN to classify opinions |
| Figure 2.17 | Proposed Model & Results |
| Figure 2.18 | Proposed Methodology and Results |
| Figure 2.19 | The architecture of CBOW and Skip-gram algorithms |
| Figure 2.20 | Process Flow diagram |
| Figure 2.21 | Comparison of ML and DL model performance |
| Figure 2.22 | Architecture of RNN based model |
| Figure 2.23 | proposed aspect-level sentiment classification model |
| Figure 2.24 | Results of fine-tuned BERT for sentiment analysis |
| Figure 2.25 | Architecture diagram of Research framework |
| Figure 2.26 | Architecture for sentiment analysis |
| Figure 2.27 | proposed architecture with CNN Bi-LSTM |
| Figure 2.28 | Overall selection process of the best performing pre-processing techniques |
| Figure 2.29 | Architecture of DNN and CNN |
| Figure 2.30 | Architecture of the proposed hybrid deep learning model |
| Figure 3.1 | TF-IDF Representation |
| Figure 3.2 | Skip Gram Representation |
| Figure 3.3 | BERT embeddings |
| Figure 3.4 | Proposed Methodology Flow Diagram |

# LIST OF ABBREVIATIONS

|  |  |
| --- | --- |
| AUC | Area Under ROC Curve |
| BOW | Bag of Words |
| BERT | Bidirectional Encoder Representations from Transformers |
| BN | Bayes Net |
| CNN | Convolutional Neural Network |
| DNN | Deep Neural Network |
| DT | Decision Tree |
| EDA | Exploratory Data Analysis |
| FN | False Negative |
| FP | False Positive |
| FPR | False Positive Rate |
| IDF | Inverse Document Frequency |
| KNIME | Konstanz Information Miner |
| KNN | K-nearest Neighbours |
| LSTM | Long Short-Term Memory |
| NB | Naïve Bayes |
| ME | Maximum Entropy |
| MM | Markov model |
| RF | Random Forest |
| ROC | Receiver Operating Characteristic |
| RRL | Ripper Rule Learning |
| SGD | Stochastic gradient descent |
| SVM | Support Vector Machine |
| TF | Term Frequency |
| TN | True Negative |
| TP | True Positive |
| TPR | True Positive Rate |
| XGBoost | Extreme Gradient Boosting |

# CHAPTER 1

# INTRODUCTION

# 1.1 Background of the Study

Sentiment analysis is useful for finding out how customers think about a particular product or topic. Before computer era started, In the earlier times sentiment analysis was done primarily on non-online modes like paper or written documents as there was no internet services. In the recent times internet services have become part of the human life and hence more and more people have started expressing their views on online forums including social medias, publications, blogs, websites etc. Sentiment Analysis is a process of extracting sentiments from these raw reviews expressed over above various internet forums using NLP and statistics.

As Internet services are evolving more and more each day, Exponential growth has been witnessed in terms of information availability on the internet. This includes opinions and reviews for particular product or topics like movies. (Yousefpour et al., 2014). Because of tremendous value sentiment analysis brings to the table by eliminating manual efforts of parsing all reviews and figure out overall sentiment of the subject in question. Lot of researchers are attracted to this field. This area of research broadly involves NLP and Machine learning models. (Qaisar, 2020). Sentiment analysis in each field had different objectives for example if its e-commerce website reviews for a product. From the sentiment analysis product companies can gather information how good or product is doing in the market by deriving sentiments from the reviews. If the subject is movie reviews, It helps users to decide whether they should view this movie or not based on sentiment analysis that way it helps them save their time and movie if overall sentiments are negative.

Although algorithms have progressed pretty well in last few years, few challenges in this field have not been completely eliminated yet. One of these challenges is to classify statements to positive or negative even though it doesn’t have any clear emotions and sometimes statements can have words which have different meanings based on the contexts so that leads in to ambiguity in the end result of the classification.(Qaisar, 2020)

Film Industries including songs, trailers, movies etc rely heavily on sentiment analysis to figure out how people are feeling about particular song/trailer or movie. This sentiment analysis can also give pointers to other producers on what people don’t like in movies or songs etc based on that they can take actions for their next movies. And existing movie reviews help user to decide on which movie to watch or not to watch etc and film makers in a way that what particular things people like the most and disliked the most. The dataset here is taken from Kaggle and it contains IMDB movie reviews. (IMDB Dataset of 50K Movie Reviews | Kaggle, 2021)

Lot of research has already been done in this area using different context-free embedding techniques like BOW, TF-IDF, Word2Vec with different machine learning models but there is a scope of doing more research on sentiment analysis with recently introduced contextual embedding techniques like BERT embeddings with different machine learning models.

Broadly below are the two types of sentiment analysis techniques.

1. **Machine Learning based techniques**: This technique mainly falls into supervised classification category, in this technique two set of datasets are required, train dataset and test dataset, Train dataset is used to learn various patterns between variables of the subject and test document is used to check the robustness of the model on the dataset that model hasn’t seen yet. Logistic Regression, SVM and Naïve Bayes have achieved good performance in this area. One important decision to make in this method is to do feature selection. The most widely used features in this method are as (1) Term frequency (2) Part of Speech Information (3) Negations (4) Opinion words and phrases.
2. **Lexicon based techniques**: It is unsupervised technique as it requires prior knowledge of sentiment lexicons. In this technique features of a given statements are compared with sentiment lexicons whose values are known in advance. These lexicons contain the word list that represents people’s subjective feelings and opinions. Once we have these lexicons handy next task is to go through document and find out positive and negative lexicons in each statement and if statement has more positives, it’s a positive sentiment otherwise it’s a negative sentiment. There are few methods to build sentiment lexicons (1) Manually (2) From Corpus (3) From Dictionary. (Vohra and Teraiya, 2013)

# 1.2 Problem Statement

This research focuses on saving users’ precious time by suggesting them accurate sentiments of a particular movie. This research also can be used by other movie makers and actors to understand how their movie is being rated by critics. That will help them taking better actions based on these sentiments in the future movies. Most of the existing researches have solved this problem with use of different embedding techniques like BOW, Word2Vec, Doc2Vec, or TF-IDF with different machine learning models like SVM, LR, Decision Tree, Random Forest, Naïve Bayes etc. So there is a scope of solving following problems.

1. Can we get more accurate model that can help predicting movie reviews better to users?
2. Can contextual embedding techniques like BERT Embeddings do better than other traditional embedding techniques like Word2Vec, TF-IDF etc.

# 1.3 Aim and Objectives

This research is aimed to propose a model to classify sentiments on IMDB movie review with high accuracy and the goal of this research is to contribute to users who want to get accurate idea of overall sentiments on a particular movie which can help them deciding if they should watch particular movie or not.

Based on the goal of the study, Following objectives have been identified.

1. Figure out research that has been done so far in sentiment analysis domain for movie reviews.
2. Figure out the best embedding technique.
3. Build machine learning models and compare the performance of these models and Identify the most accurate model.

# 1.4 Scope of the Study

As the time duration for this research is limited, research scope will be limited to following points:

1. The dataset used here is of IMDB movie reviews and it has been taken from Kaggle, so assuming data is already valid.
2. In this research, scope will be limited to develop and compare the performance of different machine learning classification models using TF-IDF, Word2Vec Embedding and BERT embeddings only.
3. Machine learning Model experiments will be limited to Logistic Regression as interpretable models and SVM, Random Forest as part of black box models. Deep learning models will not be evaluated in this research or one model like BERT will be evaluated only if time permits.

# 1.5 Significance of the Study

Critics today often uses social media and movie rating websites to post their comments or rating for the movies. This data can eventually help users in decision making whether to watch that movie or not and that can really save users from wasting their precious time. Now if user starts reading all movie reviews that are provided on internet or social media sites, it will consume a lot of time as it’s a non-trivial task to go through all reviews manually and figure out overall sentiments on a particular movie. Through machine learning models we can automate the process of sentiment analysis from the pool of movie review comments and figure out what is the overall sentiment for the movie. This involves Natural language processing underneath and benefit that we get is incredible in terms of money and time saved. This sentiment analysis is basically a classification problem whether a particular comment is positive or negative or neutral and then for the whole movie how many comments are positive and how many of them are negative, this way we can achieve overall sentiment for the movie. So, this research would provide more accurate results to end users to help them taking better decisions on whether they should watch a particular movie or not based on sentiments expressed through movie reviews.

# 1.6 Structure of the Study

The first chapter contains an introduction to the issue, a background examination of the research, and issue statements. The research's goals and objectives are also given, followed by a discussion of the study's significance and scope.

The second chapter contains literature review of sentiment analysis in various domains like product reviews, movie reviews etc. It covers existing research that have been done using variety of techniques like data pre-processing, feature extraction, embeddings, machine learning models and deep learning models. Towards the end of this chapter various outcomes have been documented and conclusions have been provided.

# CHAPTER 2

# LITERATURE REVIEW

# 2.1 Introduction

In sentiment analysis field lot of research has already been done so far. A lot of work has been done with traditional machine learning models, deep learning models, Hybrid models, with different embedding techniques like BOW, Word2Vec, FastText etc. So, It is essential that we study what kind of work has been done so far and identify what is still missing in this previous work or there is a scope of improvement. So, in this chapter some of the previous work is captured Also, details are captured around the datasets, methodology and evaluation metrics used during the research.

This chapter is divided into 3 sections, first section provides details around recent research in the movie reviews domain with IMDB and Stanford movie review dataset. Second section outlines research in online product reviews domain with amazon.com product reviews and other online tweets for e-commerce products and third section provides overview of research in other domains with dataset around online tweets, Online Restaurant reviews, Global pandemic COVID-19 dataset etc. Overall, we have tried reviewing previous work that has been done on single dataset as well as on multiple datasets. Some of the research proposes new hybrid models and compare their performances with existing once and some research papers are covering comparative studies of existing models.

In the final section we will summarize the discussion on the literature review and identify gaps where this research will be focused.

# 2.2 Sentiment Analysis in Movie Reviews domain

(Haque et al., 2019) in their research used IMDB dataset and applied CNN and LSTM based models and compared their performances. IMDB dataset contained around 50000 reviews. Results showed that CNN yielded the best performance amongst all compared models. Instead of using pre-trained embeddings they tried to train embedding layer using IMDB training data.

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Figure 2.1 Custom Embedding Layer and Results (Haque et al., 2019)

(Moolthaisong and Songpan, 2020) in their research used dataset from ﻿Metacritic website and after pre-processing they changed the unstructured data into structured data using stringtoword vector filter. They used TF-IDF as word embedding technique and applied NB, Random Forest and J48 algorithms and ﻿got accuracy of 80.25%, 79.83% and 68.06% respectively.

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Figure 2.2 Proposed Methodology by (Moolthaisong and Songpan, 2020)

(Tripathy et al., 2016) concluded in the research that accuracy of classification model is inversely proportional to the value of n in n-gram. When tests were done using higher n-gram models where n is greater than 3, Accuracy decreased for models like Maximum Entropy, SVM, NB, Stochastic Gradient De-scent(SGD). However unigrams and bigrams results were remarkably better. In this study IMDB dataset was used.

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Figure 2.3 Model Comparisons (Tripathy et al., 2016)

(Sahu and Ahuja, 2016) examined IMDB dataset and proposed an approach to classify sentiment expressions from zero to four on scale and extracted the features and applied ranking and used these features for training multiclass classifier to classify reviews to a correct label. They followed approach based on n-grams and after applying classification models they achieved accuracy of 88.95% as a best one. Naïve Bayes performed the worst with accuracy score of 54.77%. Performance of Decision Tree was very near to Random Forest. Precision, Recall, F1- score, AUC and accuracy were used as evaluation metrics. Following table shows the methodology used in the research and the results.

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Figure 2.4 Methodology and Results (Sahu and Ahuja, 2016)

(Tarımer et al., n.d.) conducted a study on IMDB and twitter dataset, in this study they applied Decision tree, NB, SVM machine learning algorithms on a vector space that was created in KNIME platform. That is one analytics platform. Results they obtained were showing Decision tree was performing better than NB and SVM. And when they tried for other datasets as well and finally concluded that SVM yields better results across different datasets. Paper also highlighted that Decision tree doesn’t work with same accuracy on IMDB data and Twitter data because of twitter dataset had more spelling mistakes than IMDB.

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Figure 2.5 Feature Extractions and Vectorizations (Tarımer et al., n.d.)

(Yasen and Tedmori, 2019) In this research, They used IMDB dataset and applied around 8 different machine learning models after cleaning and pre-processing the dataset and they evaluated using 5 different metrics. Results concluded that Random Forest outperformed the other classifiers and Ripper Rule Learning performed the worst on the datasets. In their research they applied ML models after steps like tokenization, stemming and feature-selection.

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Figure 2.6 Comparison of 8 classifiers (Yasen and Tedmori, 2019)

(Pipalia et al., 2020) in their research presented classification power of pre-trained models like BERT, XLNet, T5 etc. IMDB dataset was used in this research with 50000 movie reviews. In the pre-processing step they removed special characters, HTML tags and emoji characters. Research concluded that XLNet yield the highest accuracy amongst all compared models. Training time of DistilBERT was half compared to BERT and yet not compromised on accuracy much.

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Figure 2.7 ﻿Architecture of Two-Stream Self-Attention for Target-Aware Representations (Pipalia et al., 2020)

(Tripathi et al., 2020) published comparative study of four different machine learning algorithms Naïve Bayes, Logistic Regression, Random Forest, and Decision Tree on IMDB movie reviews dataset. Comparison was done on metrics like accuracy, precision, recall, F1 score and Area under curve. Text Normalization, HTML tag removal, stop words removal, Feature extraction were done as pre-processing step. BOW and TF-IDF were used as vectorization technique. Result showed that TF-IDF with Logistic regression gave the best AUC score of 96%.

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Figure 2.8 ﻿Methodology Flowchart by (Tripathi et al., 2020)

(Kumar Singh et al., 2020) in their research published comparative study of deep learning models with traditional machine learning models on IMDB dataset. NB, Random Forest, SVM, LR, LSTM and CNN were used as machine learning models. In this research Logistic Regression on the word2vec was used as a base model (79.5% accuracy). They used hyper parameters tuning for better performance. Experiments were done around learning rate, different values of epochs, for regularization parameters dropouts, L1, and L2 regularizations, and for activation functions ReLU, tanh, sigmoid functions were used. Overall paper concluded that deep learning models performed better than traditional machine learning models. LSTM with ReLU yielded the best accuracy score of 93.75%.

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Figure 2.9 ﻿DNN based architecture (Kumar Singh et al., 2020)

(Wazery et al., 2019) in their research applied traditional machine learning models and deep learning models on IMDB dataset, Amazon dataset and Airline tweets and compared their performances. Word bag and word embeddings were used for feature extraction. Accuracy, Precision, Recall and F1-score were used for model evaluation. Result showed that deep learning based RNN-LSTM model yields the best accuracy score for all the datasets. NB doesn’t do well on Amazon and Airline dataset but on IMDB dataset mostly because of data formats.

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Figure 2.10 ﻿Proposed opinion mining architecture (Wazery et al., 2019)

# 2.3 Sentiment Analysis in Product Reviews domain

(Tamara and Milićević, 2018) did the comparative analysis by applying BOW, BOW with n-grams and TF-IDF embeddings to different machine learning models like Logistic Regression, SVM and few deep learning models like LSTM and ConvNet. Glove and Word2Vec embeddings were also tested here. In this research amazon product review dataset was used and paper concluded that deep learning models perform better than traditional machine learning models. LSTM yielded greater than 95% accuracy and BOW n-grams + TDF with SVM model gave around 92% accuracy. BOW with Boosting yielded around 80%+ accuracy. Because review classes were evenly distributed, accuracy was chosen as a performance criterion for this categorization assignment. As a metric, the average F-1 score of the positive and negative groups was used to combine the precision and recall of the two class labels. The test set was used to evaluate all models. In the summary table below, best score is highlighted with blue and worst score with red color.

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| Traditional Models Results  Table  Description automatically generated | Deep Learning Models Results  Table  Description automatically generated |

Figure 2.11 ﻿Traditional & Deep learning model results (Tamara and Milićević, 2018)

(Dey et al., 2020) presented comparative study of couple of machine learning algorithms on amazon product reviews. They used TF-IDF, frequent noun identifier and relevant noun remover for feature extraction. After that they used NB and SVM as machine learning approaches. Their research showed that SVM works better on amazon product reviews with high accuracy rate. They used precision, recall and F1-Score as well to measure system performance.

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Figure 2.12 ﻿Flow Diagram of the System Architecture (Dey et al., 2020)

(Bansal and Srivastava, 2018) in their research classified user reviews using CBOW and skip-gram techniques using various machine learning algorithms like SVM, LR, NB, and Random Forest using k-cross validation technique. They concluded that Random Forest with CBOW gets the highest accuracy amongst all. They used dataset consisting of 4 Lacs mobile phone reviews on amazon for different brands. They used spacy for data pre-processing and performed stemming, stop word removal, removal of punctuations etc. Accuracy was used as metric to evaluate models. Below is a summary table showing accuracy of different models with mean and 95% confidence interval of 10-fold cross validation.

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Figure 2.13 ﻿Accuracy of traditional ML models (Bansal and Srivastava, 2018)

(Bayhaqy et al., 2018) in their research did comparative study of 3 machine learning algorithms Decision Tree, KNN and Naïve Bayes on the dataset made up of tweets about e-commerce. During pre-processing stage, they applied cleansing of texts, convert to negation, convert emoticons, tokenization, filtering words that appear in large number but have no meaning, stemming etc and they concluded that Naïve Bayes performed better overall.

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Figure 2.14 Classification System Diagram for Sentiment Analysis (Bayhaqy et al., 2018)

(Mohbey, 2021) in his research applied LSTM on amazon product review dataset from Kaggle containing around 1.6 Lacs of records. and got around 93.66% accuracy. Furthermore, paper presented comparative study of LSTM with other machine learning models. Word normalization, stop word removal, tokenization and vectorization were used to pre-process data. Precision, F1-score, AUC, accuracy, recall metrics were used to access the performance of the models. For LSTM model hyper parameters like Batch size, dimensions, Activation function, optimizer, learning rate, number of epochs and dropouts were tuned. Result showed that LSTM depends only on pre-trained word vector and achieves 93% accuracy with 95% F1-score and AUC of 97% that is significantly above all other models in the comparison. Result also showed that SVM and NB do not perform well on massive dataset and takes long time to train.

Table

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Figure 2.15 Comparison of ML model performance (Mohbey, 2021)

(Tammina and Annareddy, 2020) in their research used Amazon product reviews and IMDB movie reviews dataset and applied deep CNN model and compared its performance with traditional machine learning models like SVM, Random Forest and NB. IMDB dataset had 50k records and amazon dataset had 34k records. As a pre-processing step stemming, lemmatization and punctuation removal were done. Accuracy was used as a evaluation metric. To prevent overfitting dropout hyper parameter was used. Results suggested that CNN could efficiently extract information through feature maps and performed better than other models. It took overall 2 hours to train on both datasets with 8 GB RAM and Intel i7 processor.

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Figure 2.16 ﻿ Using word2vec and CNN to classify opinions (Tammina and Annareddy, 2020)

(Hossain et al., 2020) in their research applied SVM, KNN, NB and Gradient boosting classifier on amazon consumer reviews dataset. Dataset had around 24k reviews. Research suggested that NB gets the best accuracy score although other models were also very near in the performance. Accuracy, Precision, Recall, and F1-Measure were used as evaluation metrics. For gradient boosting they used week learners and parameters like min\_samples\_leaf, max\_depth, random\_state, n\_estimator, subsamples, learning\_rate etc.

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Figure 2.17 Proposed Model & Results (Hossain et al., 2020)

(Shehu et al., 2020) in their research proposed optimised LSTM approach using ﻿Pastoralist Optimization Algorithm for sentiment analysis. Amazon product review dataset was used in the research. POA-LSTM was then compared with LSTM for performance and results showed that POA-LSTM performs better for different population sizes. Accuracy, Precision, Recall and F1-score were used as evaluation metrics. As a part of pre-processing, elimination of URLs, special ciphers, break words were done along with tokenization.

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| Methodology  A picture containing graphical user interface  Description automatically generated | Results  Chart, line chart  Description automatically generated |

Figure 2.18 Proposed Methodology and Results (Shehu et al., 2020)

**2.4 Sentiment Analysis in other domains.**

(Al-Saqqa and Awajan, 2019) in their survey found the in the word embedding techniques CBOW and skip-gram, Skip-gram works better for infrequent words than the other. And CBOW works well with frequent words and is faster compared to skip-gram. They used different datasets like Twitter dataset, Arabic Health Services dataset, Airline tweets, Kaggle competition dataset etc in English, Chinese and Arabic languages.

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| Architecture of CBOW and skip-gram  Diagram  Description automatically generated |

Figure 2.19 ﻿The architecture of CBOW and Skip-gram algorithms (Al-Saqqa and Awajan, 2019)

(Singh et al., 2021) in their study applied deep learning models such as simple neural network, CNN and two RNNs like LSTM and GRU on web crawled customer reviews and reported that RNN outperforms simple NN and CNN models. They also plotted various charts measuring loss vs epochs and noticed that simple NN overfits. And other RNN and CNN models do well in comparison. Research also noted that GRU takes lesser time than LSTM to train. Overall GRU yielded the best accuracy score of 85.84%.

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Figure 2.20 Process Flow diagram (Singh et al., 2021)

(Dhola and Saradva, 2021) compared several machine learning as well as deep learning models on twitter dataset with 1.6 Million of tweets for sentiment classification. Dataset had equal number of positive and negative tweets. Tokenization and stemming were done as pre-processing and SVM, Multinomial NB, LSTM and BERT were applied as machine learning and deep learning models. And result showed that deep learning models like BERT and LSTM performed better. They used precision, recall, F1-score, and accuracy metrics for evaluation. Below is a summary table. Right side of the table shows the comparison of accuracy metric.

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Figure 2.21 Comparison of ML and DL model performance (Dhola and Saradva, 2021)

(Seo et al., 2020) presented comparative study of different deep learning models like CNN and RNN on 13 different datasets. Performances of these models were compared based on word level input and character level input and metric used was Area under ROC. Result showed that sentiment classification performance with the size of dataset irrespective of the model used. Word level input always yielded better performance for both models. They also noted that increasing model complexity is not always giving better results for CNN models but for RNNs. Employing LSTM/GRU unit helped in getting better performance. Overall best model was bidirectional LSTM with word level inputs. Following is the summary of the performances of the models and best scores are highlighted in bold letters.

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| --- | --- |
| Architecture of RNN based models  Diagram  Description automatically generated  Architecture word level input  Diagram  Description automatically generated  Architecture character level input  Chart, diagram  Description automatically generated | Results  Table  Description automatically generated  Table  Description automatically generated |

Figure 2.22 Architecture of RNN based model (Seo et al., 2020)

(Zhang and Rao, 2020) in their research proposed to apply BERT output containing rich contextual information as an input of Deep neural network and then used this neural network to classify aspect-level sentiments. They did comparative study of this model with other models on three public datasets and concluded that BERT embeddings as an input to Deep neural network performed better than other baseline models by almost 2%. They used dropouts, batch size, learning rate, max epoch, max sequence length, optimizer as hyper parameters. Below is a summary of comparison between different models on different dataset.

|  |  |
| --- | --- |
| Methodology  Diagram  Description automatically generated | Results    Table  Description automatically generated |

Figure 2.23 ﻿proposed aspect-level sentiment classification model (Zhang and Rao, 2020)

# (Devlin et al., 2019) in their research fine-tuned BERT model on labelled sentiment dataset and got accuracy of 87.3% on data from stockwits.com. Dataset contained around 14 million records and BERT base pre-trained model was used with 12 layers, 768 hidden and 12 heads after fine tuning. To overcome catastrophic forgetting problem, they used hyper parameters like learning rate, batch size, optimizer, and number of epochs. Below table shows evaluation metrics for the proposed model.

Table

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Figure 2.24 Results of fine-tuned BERT for sentiment analysis (Devlin et al., 2019)

(Zahoor et al., 2020) in their research performed sentiment analysis activity on restaurant reviews. Dataset used in this research had around 4000 records and several machine learning algorithms were applied on this dataset such as NB, SVM, LR and Random Forest. Performance comparison of these models showed that Random Forest gives the best accuracy score of 95%. Precision, Recall, F1 score and Accuracy were used as evaluation metrics.

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| Methodology  Diagram  Description automatically generated | Results  Table  Description automatically generated |

Figure 2.25 ﻿Architecture diagram of our research framework (Zahoor et al., 2020)

(Tiwari et al., 2020) in their research study performed sentiment analysis on the twitter data with different traditional machine learning models like DT, Random Forest and SVM and reported that Random Forest yields best accuracy score. Performance of Decision Tree was also very comparable to Random Forest.

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| Methodology  Diagram  Description automatically generated | Results  Table  Description automatically generated |

Figure 2.26 Architecture for sentiment analysis (Tiwari et al., 2020)

(Mengistie and Kumar, 2021) collected about 40000 tweets about COVID-19 from twitter, used FastText and GloVe pre-trained models for sentiment classification task. They trained hybrid model CNN-Bi-LSTM with both pre-trained models with FastText and GloVe and got 99.33% and 97.55% accuracy respectively. Precision, recall, accuracy and F1 score were used as evaluation metrics. Result showed that FastText model performed better than GloVe model because FastText contains more features

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| Methodology  Diagram  Description automatically generated | Result  Table  Description automatically generated  Chart, table, bar chart  Description automatically generated |

Figure 2.27 proposed architecture with CNN Bi-LSTM (Mengistie and Kumar, 2021)

(Pradha et al., 2019) in their research compared pre-processing techniques like stemming, spelling correction and lemmatization to obtain the efficient method. 1.3 Million records were used as dataset retrieved from twitter. Dataset contained reviews of two popular products Amazon Alexa and Google Now. SVM, NB and Deep Learning models were trained on this dataset and result showed that SVM performs better than other models mainly because data was unstructured, and paper claimed that data pre-processing plays very important role in prediction accuracy and computational time. Computational speed was also compared for these models in the results section. SVM took the least time to train amongst all compared. NB took more time compared to others. Computational time of the pre-processing steps were also compared and found that stemming took the least time and spelling correction took the most time.

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| Methodology  Diagram  Description automatically generated | Results  Table  Description automatically generated  Technique speed Results  Table  Description automatically generated |

Figure 2.28 ﻿Overall selection process of the best performing pre-processing techniques (Pradha et al., 2019)

(Indulkar and Patil, 2020) in their research applied two multi-layer perceptron-based models namely deep feed forward neural network and Convolutional Neural network on Uber and Ola dataset extracted through tweets from twitter. Google’s word2Vec was used to generate word embeddings. Accuracy was chosen as an evaluation metric. Deep NN with 2 layers yielded the best accuracy. Also, it was reported that same model did not perform well for Ola dataset because tweets extracted from ola did not have proper formatting although cleaning was done.

CNN model is used typically in image processing but still it was used in the experiment here to see how well it does on text processing.

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| Methodology  Deep Feed Forward Neural Network  Diagram  Description automatically generated | Methodology  CNN  Diagram  Description automatically generated |
| Accuracy of Deep Feed Forward NN  Table  Description automatically generated | Accuracy of CNN  Table  Description automatically generated |

Figure 2.29 Architecture of DNN and CNN (Indulkar and Patil, 2020)

(Salur and Aydin, 2020) in their research applied hybrid model that combined word embedding techniques like Word2Vec, FastText and character-level embedding with different deep learning-based models like GRU, CNN, LSTM, BiLSTM and compared their performances. They proposed a model which extracted features of different deep learning methods of word embeddings and combines these features and classifies text for a particular sentiment. Dataset used was made up of Turkish tweets about GSM operator in Turkey. They achieved best classification accuracy of 82.14% using proposed approach of combining CNN+BiLSTM with FastText and character-level embedding.

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| Methodology  Diagram  Description automatically generated | Results  Table  Description automatically generated |

Figure 2.30 ﻿Architecture of the proposed hybrid deep learning model (Salur and Aydin, 2020)

# 2.5 Discussion

The objective behind study of existing research is to understand different methods that are already applied in sentiment classification problem space and based on that find out a different approach to solve sentiment classification problem on IMDB movie review dataset.

A lot of research has been done using traditional machine learning models like SVM, NB, Random Forest, Decision Tree, Logistic Regression, Maximum Entropy etc. as well as deep learning models like CNN, RNN, BERT, XLNET etc. with word embeddings as TF-IDF, Word2Vec, Doc2Vec, Glove etc. But limited research is done with BERT embedding as input to traditional machine learning models and hence in this research we are going to focus on applying BERT embeddings to some traditional machine learning models like LR, SVM, NB, DT, Random Forest etc and compare their performances based on Accuracy, AUC, Precision, Recall, F1-score etc.

Few researchers have applied state of the art and transformer models like BERT, XLNet, RoBERTa etc. on product reviews sentiment classification domain. So, it makes sense to compare the performance of traditional machine learning models with one or more transformer model.

# 2.5 Summary

This chapter provides an overview of previous work done in sentiment classification domain using various pre-processing steps, vectorization techniques, traditional and deep learning model buildings etc. We have tried covering sentiment analysis research work done in movie reviews domain, product reviews domain and in other domains. Literature review also covered papers that compared machine learning models and evaluated their performances based on accuracy, precision, recall, f1-score etc. And later we discussed the motivation for this research.

# CHAPTER 3

# RESEARCH METHODOLOGY

# 3.1 Introduction

In the recent years there has been a huge leap forward in the natural language processing space with the introduction of transformers. Transformers provide thousands of pre-trained models to perform on text processing tasks like summarization, text generation, extraction of information, question-answering etc. BERT, RoBERTa, XLNET etc are some examples of transformers. Transformers provide user friendly APIs to quickly download pre-trained models and fine tune them based on the dataset. In the real-world results transformers have outperformed all traditional and deep learning models like RNN and CNN. Therefore, in this research we are focusing on extracting rich contextual information from transformer model BERT and then applying this embedding with some traditional machine learning algorithms as well as State of the Art Transformer models like BERT on IMDB movie reviews dataset and compare their performances.

BERT embedding captures the context of the word also that contrasts with other context free embedding techniques like TF-IDF, Word2Vec, Doc2Vec etc. These contextual embeddings achieve state of the art results in natural language processing tasks like sentiment analysis. So here in this research we are going to generate word vector from BERT embeddings and apply it on traditional machine learning models like Logistic Regression, SVM, NB, Random Forest and compare their performance with same models built using TF-IDF and Word2Vec Embeddings.

# 3.2 Methodology

# 3.2.1 Data Selection

This dataset consists of IMDB movie reviews taken directly from Kaggle Website. Dataset has 2 columns Review and Sentiment. Review column represents user reviews some of the are large comments and some of them are small. Sentiment column has two labels “Positive” and “Negative”, Overall, there are 50000 records in the dataset and classes of positive and negative reviews are balanced that is 25000 each.

(IMDB Dataset of 50K Movie Reviews | Kaggle, 2021)

Table 3.1: Dataset columns overview

|  |  |
| --- | --- |
| Variable | Definition |
| Review | User’s review statements are given as review column. |
| Sentiment | Classification of sentiment, i.e., positive, negative |

# 3.2.2 Data Pre-Processing

There is an approach called Exploratory Data Analysis (EDA) that helps extracting the information enfolded in the data and based on that we can summarise the main attributes or characteristics of the data that is more important to study for a given problem.

1. Stop Word Removal - Stop words refer to the most common words in a language and they don’t add much value to the overall meaning of a sentence. So, they can be removed to reduce the overhead of processing these words.
2. Tokenization – It refers to breaking a piece of text into smaller units called tokens.
3. Remove HTML content – All HTML tags that are present in the reviews add no meaning to the sentences, so they all need to be removed. hyperlinks also need to be removed.
4. Substituting multiple spaces with single space.
5. Remove words containing numbers.
6. Converting to lowercase.
7. Lemmatization/Stemming - Stemming is the process of transforming the word into its base word by cutting off common prefixes or suffixes. e.g., studies and studying will be transformed to studi. Lemmatization is the process of transforming the word into its dictionary representation. e.g., studies and studying will be transformed to study.
8. Feature Extractions using different embedding techniques like TF-IDF, Word2Vec Embeddings and BERT Embeddings.

# 3.2.3 Exploratory Data Analysis

EDA will help identifying characteristics of dataset, based on EDA we can see need of lemmatization vs stemming etc. It will also help in taking right approach for research methodology. Following data will be analysed during EDA.

1. Distribution of positive and negative sentiments.
2. Missing Values analysis.
3. Unique values of rows in the dataset.
4. Effect of sentence length on label to be predicted.
5. Top Unigram, Bigrams and Trigrams for positive and negative reviews.
6. Word clouds for top Unigram, Bigrams, Trigrams for positive and negative reviews.
7. Automatic EDA report through pandas-profiling library.

# 3.3 Proposed Method

In this research traditional and transformer-based models will be built with 3 different embeddings.

**3.3.1 Embeddings Considered**

Following are the embedding techniques considered for this research.

* TF-IDF
* Word2Vec
* BERT Embeddings

**Why These 3 Embedding techniques only?**

We saw during literature review that, A lot of research already has been done using TF-IDF and Word2Vec embedding techniques with traditional machine learning models. But a very limited research is done with BERT embeddings with Traditional machine learning models. TF-IDF and Word2Vec are context free embedding techniques. They ignore the meaning of the word in different contexts as it creates only one representation of a given word in entire vocabulary. In contrast to that, contextual embedding technique like BERT learns different representations of a given word based on their context. So, applying these three techniques on same traditional machine learning models would help us learning which embedding technique works better as well as we can compare our model’s performance with other base papers that have experimented with TF-IDF and Word2Vec embeddings already on IMDB dataset. (Tripathi et al., 2020)

Below is a brief understanding around these embedding techniques.

**TF-IDF:**

Assume that we have a problem at hand where we want to figure out a which document is the most relevant for the review statement or comment that we want to search in these documents. So one naïve solution for this problem is to simply gather words of the review statement or comment and figure out how many documents do not include all the words of the review statement or comment and simply eliminate them. But since its very naïve approach intuitively we can think of that still a lot of documents will still remain relevant for the searching operation. So the next addition we can do in filtering is to count frequency of each term in the document. This is called Term Frequency.

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Document frequency is similar to term frequency, It represents the count of a particular term in the set of document. In other words, It is the number of documents where the given term is present.

Text

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In the term frequency, all the terms are given equal importance or weightage. But in practical scenarios some words occur too frequently like “is”, “are”, “of” etc. and that has very less to no importance, hence we need to rationalise or weigh down high frequency terms and weigh up the low frequency terms, IDF is an factor which helps achieving this by lowering weightage of high frequency terms and increasing weightage for low frequency terms.

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Here N is total number of documents and DF is number of documents containing given term.

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Figure 3.1: TF-IDF Representation (BoW Model and TF-IDF For Creating Feature From Text, 2021)

**Word2Vec Embeddings:**

Word vector helps representing the words as vectors. So you can vectorize these words and match these vectors to find similarities, But this sounds impractical if you have millions of words. So we might need to find similarities between these encoded vectors.

Word2Vec is very well known predictive model that strives to output a target word provided a context or the context words from the target. It’s a vector representation of words such that the cosine distance between those vectors reflects the semantic “distance” between the words they represent. For example if word1 and word2 have a similar meaning, then cos distance of word1 vector and word2 vector should be small.

Word2Vec has two implementations 1) Skip-gram 2) CBOW. In the skip-gram model, prediction of context is done based on the representation of the input word. And in the CBOW model, prediction of the word in the middle is done based on surrounding words.

(NLP 101: Word2Vec — Skip-gram and CBOW | by Ria Kulshrestha | Towards Data Science, 2021)

Word embeddings help achieving dimensionality reduction so number of feature required to build the model is less. Also it captures the meanings of the words and semantic relationships.

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Figure 3.2: Skip Gram Representation (NLP 101: Word2Vec — Skip-gram and CBOW | by Ria Kulshrestha | Towards Data Science, 2021)

**BERT Embeddings:**

BERT Embeddings comprises of 3 different embeddings.

1. Position Embeddings are used to understand the location index information of the input. This can overcome the shortcomings of RNN which doesn’t keep location information.
2. Segment Embeddings are unique embeddings for different sentences that is learnt by BERT. In these embedding different sentences are given different embeddings.
3. Token Embeddings are unique embeddings in which BERT learn specific token from the word token vocabulary.

|  |
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| A screenshot of a game  Description automatically generated with medium confidence |

Figure 3.3: BERT embeddings (What is BERT | BERT For Text Classification, 2021)

# 3.3.2 Traditional machine learning models

Following traditional machine learning models will be built with all three embedding techniques mentioned in section 3.3.1.

* Logistic Regression
* SVM
* Naive Bayes
* Decision Tree
* Random Forest

**Why only these models?**

Based on literature review, Lot of research has already been done with above traditional machine learning models with TF-IDF and Word2Vec embeddings on IMDB dataset. So in order to compare performance of these models with relatively recent embedding technique like BERT we would train all these traditional machine learning model with TF-IDF and Word2Vec embeddings and BERT embeddings and then compare the performance of these models to infer which embedding technique works better.

**Why BERT embeddings only?**

BERT is as a deeply bi-directional model by design. That means it captures the meaning of the word from both left to right and right to left contexts from the first layer itself to the last layer. Because of this BERT generates embeddings that has more than 1 vectors for a given word based on its context and hence it can handle the issue of ambiguous words with more than one meanings based on context successfully.

# 3.3.3 Transformer based model - BERT

BERT has been released with two versions, BERT-Base and BERT-Large. They have 12 layers with 110M parameters and 24 layers 340M parameters respectively. BERT is pre-trained using large corpus of Toronto book corpus and Wikipedia. BERT is trained using two objectives.

* Some words from the input are masked and model learns to predict these words. This is called Masked Language Model. In this, from each sequence 15% of the tokens are processed with 80% probability of token being replaced with MASK, 10% probability of token being replaced by random token and 10% probability of the token is unchanged.
* Two sequences are fed as input and the model is trained to predict if one sequence follows the second or not. This is called Next sequence Prediction. In this two sentences X and Y are separated in a such a way that 50% of time Y would be actual next statement and other 50% of time it would be a random statement. (A Light Introduction to BERT. Pre-training of Deep Bidirectional… | by constanza fierro | dair.ai | Medium, 2021)

To identify between two sentences following pre-processing steps are done before feeding into model.

1. CLS and SEP tokens are inserted at the beginning and end of the statement.
2. Sentence embedding that can indicate if it’s the same statement or different statement.
3. Positional embedding that can indicate the index or position in the statement.

**Why BERT model?**

BERT is a deeply bi-directional model and it has achieved state-of-the-art results in NLP tasks such as sentiment classifications, question answering etc. Before transformers got the attention for NLP tasks, RNN and CNN were used to get state-of-the-art results. But RNN is not efficient for long sequences as it tend to forget the contents or mixes the contents in some cases. Also sequential nature of execution makes it more time consuming to train as it’s hard to leverage GPUs or TPUs. LSTM offers advantage over RNN by adding a GATE mechanism to decide which information the cell should remember and which it should forget. But still LSTM can’t be trained in parallel. That’s a major drawback. CNN has an advantage over RNN as it can be trained in parallel but capturing dependencies for long sequence can be pretty complex and impractical. Transformers solves these problem as it can learn long term dependencies very well and it can be parallelised to so it reduces time to train models.

(BERT Explained: State of the art language model for NLP | by Rani Horev | Towards Data Science, 2021)

# 3.4 Proposed Flow Diagram

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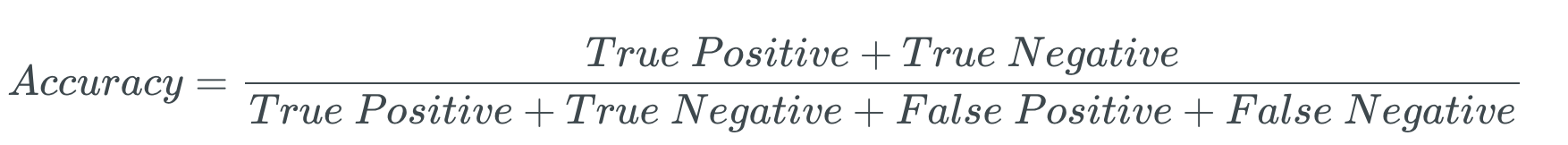
Figure 3.4: Proposed Methodology Flow Diagram

# 3.5 Evaluation Metric Used

Confusion matrix will be created to evaluate model’s performance because they allow us to derive metrics like True Positives, True Negatives, False Positives, and False Negatives easily.

It allows comparing expected values with actual values and that’s the reason it will help in this sentiment classification task. Since sentiment classification is a binary classification problem, we are going to use AUC (Area Under Curve) – ROC (Receiver Operating Characteristics) as a metric to evaluate various model performances. By calculating AUC-ROC, Goodness of the model can be determined. If the curve is sticky towards upper left side, it means that the model is very good and if it is more towards the 45-degree diagonal, it means that the model is almost completely random. So, if AUC is larger if model is good.

1. Accuracy - It’s a ratio of accurately predicted reviews to total number of reviews.



1. Precision – It’s a ratio of reviews classified accurately for a given sentiment to the total count of reviews classified as for that sentiment.

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1. Recall - It is opposite of precision, It measures false negatives against true positives.

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1. F1-Score – It is the harmonic mean of precision and recall.

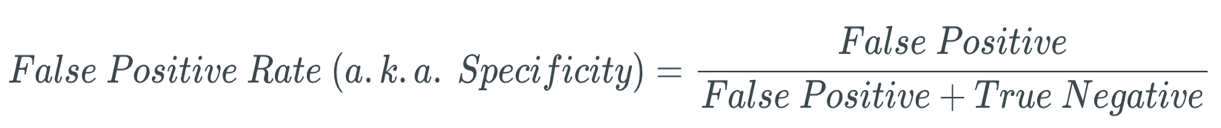
A picture containing graphical user interface

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1. TPR – It’s a ratio of accurately predicted sentiments to the sum of



1. FPR – it measures the frequency at which model predicts Positive where a Negative is observed.



Macro Average and Weighted average for precision, recall and F1-score will also be calculated. In that macro average is exactly same as usual average that we observe and weighted average considers how many of each class were present in its calculation, this is particularly helpful when dataset is imbalance. So if one of the predicted class is fewer in dataset, it would have less impact on precision, recall and f1-score.

# 3.6 Expected Outcomes

The research is targeted to get better accuracy in sentiment classification task using contextual word embedding techniques like BERT embeddings. Logistic Regression, Decision Tree, SVM , NB and Random Forest model will be built with TF-IDF, Word2Vec and BERT embeddings and we would compare results of these embedding techniques on these models. Then Transformer model BERT will be built with BERT embeddings and it will be compared with traditional machine learning models. As a outcome we would get the best model for this sentiment classification task that can also be leveraged for other domains like product reviews and other similar domains.

# 3.7 Required Resources

This research needs experiments with traditional models and transformer model So, Google Colab GPU and Personal Computer will be used.

**3.7.1 Hardware Resources**

Following hardware resources will be required.

* Operating System: MacOS BigSur.
* Processor: 2.2 GHz 6-Core Intel Core i7
* Memory: 16 GB

**3.7.2 Software Resources**

Following software resources will be required.

* Python Version - 3.3
* Anaconda Package.
* Jupyter Notebook - 2.2.6
* Python Libraries - Pandas, NumPy, Matplotlib, Seaborn, scikit-learn.
* Access to cloud offerings like Kaggle notebooks, Google Colab etc.

**3.7.3 Additional Resources**

* UpGrad team has provided GPU enabled Nimble box for processing needs. So that will be used for building transformer models.

# 3.8 Risk and Contingency Plan

Following are the risks identified and potential plan of mitigation.

Table 3.2 Risk Mitigation plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Risk Description | Probability of  Occurrence | Loss Size  (Days) | Risk Exposure  (Days) | Mitigation Plan |
| Software Resources | 25% | 8 | 2 | Will build models on personal computer. |
| Covid Impact | 15% | 10 | 2 | Might need to optimise time by reducing number of experiments on models |
| Data Quality issues | 15% | 5 | 1 | Cleaning data and more pre-processing. |
| Model Building might take more time than anticipated because of unknown issues, need extra reading etc. | 30% | 10 | 3 | Will ask for help from Supervisor, professor |

Total Risk exposure is around 8 days that is not very difficult to mitigate.

# 3.9 Summary

This chapter detailed out the proposed research methodology to perform sentiment analysis and classification on IMDB movie review dataset. As a summary, Dataset will be downloaded from Kaggle, After EDA and pre-processing steps, three different word embeddings will be created Word2Vec, TF-IDF and BERT embeddings and then traditional machine learning models will be created, and performance of these models will be compared. In the second phase, Transformer model BERT will be created, and its performance will be compared with other trained models.

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**APPENDIX A: RESEARCH PLAN**

Following Gantt chart provides high level overview of the tasks that are performed with timelines and the plan ahead till the final report submission.

Chart

Description automatically generated

APPENDIX A: Project Plan Gantt Chart