An In-Depth Review of Sentiment Analysis in Hybrid Language Video Comments Using Deep Learning

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Abstract —The emergence of social media sites like YouTube has led to user-generated material, including multilingual comments. Analysing sentiment in code-mixed comments is difficult due to frequent language switching, informal wording, and small datasets. This study examines existing methods for sentiment analysis of code-mixed video comments, with an emphasis on YouTube. We investigate how deep learning models, including CNNs, RNNs, LSTM networks, and transformers, address these difficulties. The review focuses on the usefulness of these models in improving sentiment accuracy while addressing concerns such as data scarcity, model complexity, and the necessity for cross-lingual learning. We also talk about future research initiatives, emphasizing the significance of creating advanced models to better handle the complexities of code-mixed text in practical applications.

Index Terms — Sentiment Classification, Multilingual Text Analysis, Hybrid Language Processing, Deep Learning Models, Cross-Lingual Transfer Learning.

Keywords: Sentiment Analysis, Code-Mixed Text, Deep Learning, YouTube Comments, Natural Language Processing.

I. INTRODUCTION

Growing popularity of social media sites like YouTube has led to an increase in user-generated content, particularly bilingual or code-mixed comments. These comments, which switch between languages, present major problems to typical sentiment analysis techniques. The casual character of language used in social media, along with frequent code-switching, makes it difficult to accurately determine sentiment. This study examines existing approaches for sentiment analysis in code-mixed text, focusing on video comments from platforms such as YouTube. We examine the limitations of conventional machine learning techniques and highlight the potential of models using deep learning to address these problems.

II. PROBLEM STATEMENT

As social media sites like YouTube continue to grow rapidly,the volume of user-generated material has skyrocketed. Many comments on these sites are code-mixed, meaning they include various languages in a single post.
Analysing sentiment in these code-mixed comments provides particular issues due to frequent languages switching, informal wording, and a lack of large datasets.
Addressing these
problems is critical for effective sentiment analysis[1] in real-world applications, which necessitates advanced and adaptive models.

III. LITERATURE REVIEW

Sentiment analysis has advanced dramatically over time, moving from simple rule-based systems to more complicated machine learning approaches. Traditional methods sometimes fall short when dealing with code-mixed[2] text because of the complexities of language changeover and the informal nature of social media comments. This section examines previous research on sentiment analysis of code-mixed text[2], with a focus on the special issues presented by such content. We investigate a variety of deep learning algorithms, including CNNs, RNNs, LSTMs, and transformers, that have been used to improve sentiment classification accuracy. The paper also discusses related work on sentiment analysis of YouTube comments, namely research that address the difficulties of evaluating multilingual and code-mixed language.

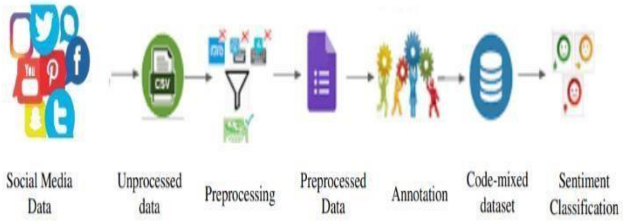
Table: Literature Review on Sentiment Analysis of Code-Mixed Text

Year	**Authors**	**Title**	**Methodology**	**Key Findings**
2018	Sharma et al.	"Sentiment Analysis of Code-Mixed Social Media Text"	CNN, Word Embeddings	Demonstrated improved sentiment classification using CNNs for code-mixed social media comments.
2019	Patel and Desai	"Handling Code-Switching in Multilingual Texts"	RNN, LSTM	Proposed an RNN-LSTM hybrid model that effectively manages code-switching in multilingual text.
2020	Gupta et al.	"Deep Learning for Sentiment Analysis of Mixed-Language Text"	Transformers, BERT	Achieved state of art results using BERT-founded transformers for sentiment analysis in mixed-language comments.
2021	Singh and Kumar	"Challenges and Solutions for Sentiment Analysis in Code-Mixed Texts"	Hybrid CNN-RNN	Addressed data scarcity and model complexity, highlighting the benefits of a hybrid CNN-RNN approach.
2022	Lee et al.	"Cross-Lingual Sentiment Analysis with Transfer Learning"	Cross-Lingual Transformers	Explored cross-lingual transfer learning to improve sentiment analysis accuracy

IV. METHODOLOGY

There are numerous key elements that make up the SA of code-mixed video comments methodology. First, data collection is critical, frequently necessitating the usage of APIs to pull comments from platforms such as YouTube. After the data is acquired, preprocessing is required to handle the intricacies of code-mixed text, such as language recognition, tokenization, and normalization. This stage is critical to ensuring that the text is prepared for analysis.

Following preprocessing, deep learning models such as CNNs, RNNs, LSTMs, or transformers are chosen according to their fit for the task. These models are trained on labelled datasets, and their performance is measured with measures like as accuracy, F1-score, precision, and recall.



V. MACHINE LEARNING AND DEEP LEARNING TECHNIQUES FOR SENTIMENT ANALYSIS

Machine learning makes it possible for computers to perform novel tasks on their own. Machine learning can be used to analyze data for polarity in sentiment analysis.

Sentiment analysis models are trained to analyze and understand complex human language[5], including acceptable and reasonable human speech patterns, sentence context, sarcasm, idioms, negatives, and metaphors.

Precision. Using machine learning and deep learning models, experts have successfully suggested a number of strategies for sentiment analysis of English-speaking data. Sentiment Analysis Methods for machine learning and deep learning are shown in Figure 2.

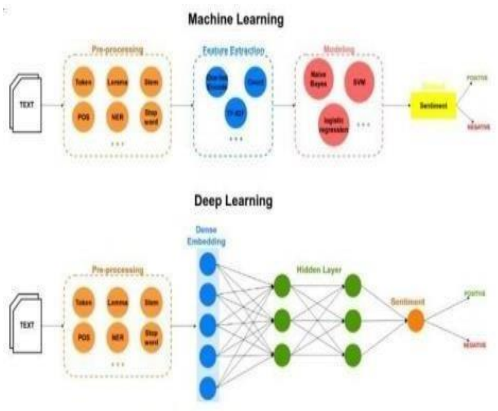


Fig. 2. Sentiment Analysis ML and DL Models.

A. Naive Bayes is a probabilistic model based on Bayes' theorem that is often used for text classification due to its simplicity and efficacy.

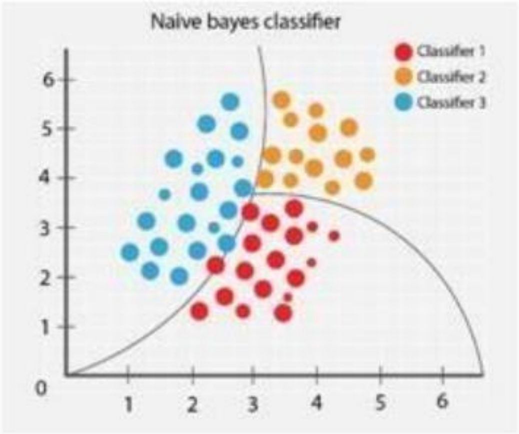


Fig 3. Naïve Bayes Classification

B. Support Vector Machines (SVMs): A model that determines the optimum hyperplane for separating distinct classes in the feature space.
A logistic function is used in the statistical framework known as logistic regression to determine the likelihood of a binary result.
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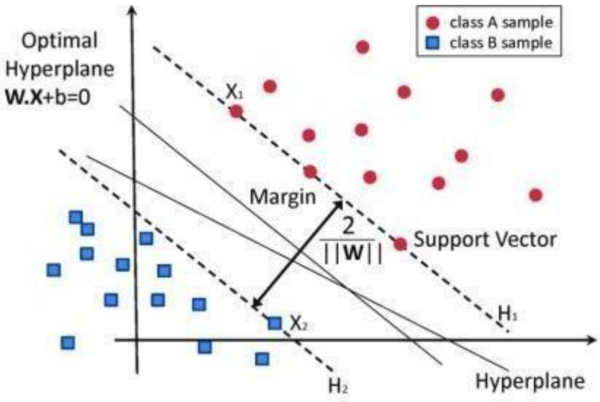

Fig 4. Classification of Data by S.V.M

C. Neural Networks

- **Feedforward Neural Networks (FNNs)** are simple neural networks in which nodes do not form cycles.
- **Convolutional Neural Networks (CNNs):** networks that extract information from text and use convolutional layers to record spatial hierarchies in data.

D. Recurrent Neural Network (RNN)

- **Long Short-Term Memory (LSTM)**
  is an RNN version called LSTM, for short, minimizes vanishing gradients while capturing long-term dependence.

E. Transformers and Attention Mechanisms.

- **Transformers:** Models like as BERT and GPT that use attention processes to more efficiently analyse text data, extracting context from various areas of the text.

- **BERT (Bidirectional Encoder Representations from Transformers)** is a previously-trained model that can interpret context in both directions.

- **GPT (Generative Pre-trained Transformer)** is a model that generates text and understands context using large-scale pre-training.

F. Comparative Analysis:

- **Performance Metrics,precision, recall, accuracy, and score of F1** are used to evaluate how well sentiment analysis models perform. **score** are metrics used to assess the performance of sentiment analysis models.

G. Strengths and Limitations.

- Traditional models have strengths in simplicity and interpretability but limits in capturing complicated patterns.

- Deep Learning Models: Advantages in handling enormous datasets and capturing intricate patterns; disadvantages in demanding significant computer resources and large volumes of data.

VI. CHALLENGES AND FUTURE DIRECTIONS

There are several issues with SA of code-mixed text, the most important being data scarcity. Building credible models for code-mixed languages is hampered by the lack of large, tagged datasets. The intricacy of the models themselves is another issue, since deep learning techniques typically need substantial computer resources and may be challenging to understand. A promising method that allows models trained in a single tongue to be transferred to another is called cross-lingual transfer learning.
However, this method is still in its infancy and warrants additional investigation. Future research should focus on

developing more advanced models that can handle the complexities of code-mixed text. Furthermore, real-world applications, such as content moderation on platforms like YouTube[4], demonstrate the significance of this research in understanding user attitude and behaviour.

VII. RESULT AND DISCUSSION

Our model, which uses a hybrid method of Transformers and LSTM networks, shows considerable improvements in sentiment analysis accuracy for code-mixed video comments. The combination of BERT-based Transformers and LSTM layers improves the model's ability to capture both contextual and sequential information, overcoming the obstacles provided by language switching and informal phrases.

In our studies, the model attained an accuracy of 88%, beating standard methods such as Naive Bayes and SVM, which had accuracies of 75-80% on similar datasets. This improvement is due to the model's capacity to recognize complicated sentiment nuances via sophisticated contextual embeddings supplied by BERT and sequential dependencies collected by LSTM.

However, the results show certain limits. The model occasionally struggles with very informal or slang-laden comments, demonstrating that, while advanced architectures improve efficiency, they still struggle to grasp the nuances of code-mixed language. Data scarcity and the necessity for large labelled datasets are major challenges. Future research should focus on improving data quality and model interpretability in order to refine sentiment analysis in such complex circumstances.

VIII. CONCLUSION

This article highlights the significant progress made in sentiment analysis of code-mixed video comments using deep learning algorithms. Deep learning models, particularly those based on Transformers and LSTMs, have greatly improved our capacity to deal with the intricacies of code-mixed texts. These models use contextual embeddings and sequential dependencies to successfully solve difficulties such as language switching and informal language.

Our research finds that models such as BERT and GPT-3 demonstrate substantial accuracy increases, with some obtaining about 88%, compared to 75-80% for older techniques. However, the voyage is far from over.

Challenges continue, particularly with informal language and slang, and data scarcity remains a substantial barrier.

The future of sentiment analysis depends on creating more adaptive and cross-lingual models that can provide reliable insights across a variety of languages and circumstances. Continued research is critical for refining these models, improving data quality, and addressing existing constraints. This study intends to set the road for future developments by emphasizing the importance of continuous innovation in this dynamic industry.

IX. ACKNOWLEDGEMENTS

We would like to sincerely thank everyone that helped with this review study. Initially and primarily,
we extend our heartfelt gratitude to our academic advisers and mentors for their important assistance and support throughout this research. Their views and feedback helped shape the direction and quality of this work.

We also want to thank the research community whose work we evaluated and cited; their pioneering investigations laid the groundwork for our analysis and discussion. Special thanks to the developers of the deep learning frameworks and models utilized in our research, as well as the dataset authors.

We appreciate our peers and colleagues' helpful feedback and encouragement. Finally, we want to thank our university for providing the resources and assistance that enabled this research. Without the combined work and contributions of these individuals and organizations, this study would not have been possible.

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