Literature Survey:

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| **Sr. No** | **Title of Paper** | **Name of Authors** | **Published Year** | **Remarks / Findings** |
| 1 | Twitter Sentiment Analysis Using Machine Learning Techniques | * Tejaswini Zope * Dr.K. Rajeswari | 2022 | Methodology:   * Understand the Problem Statement * Tweets Preprocessing and Cleaning * Story Generation and Visualization from Tweets * Extracting Features from Cleaned Tweets * Model Building   Algorithms:   * Logistic Regression * Random Forest   Advantages:   * Better Accuracy * Effectiveness   Applications:   * Useful in knowing the opinion of the public |
| 2 | Twitter Sentiment Classification using Distant Supervision | * Alec Go * Richa Bhayani * Lei Huang | - | Algorithms:   * SVM * Maximum Entropy * Naïve Bayes   Advantages:   * Effectiveness   Disadvantages:   * Neutral tweets are not handled. * Focuses only on English sentences.   Applications:   * Customer Feedback Analysis * Brand Reputation Management |
| 3 | Sentiment Analysis in Social Media Text | * Alexandra   Balahur | 2013 | Methodology:   * Tweet Preprocessing * Sentiment Classification of tweets * Evaluation and Discussion   Algorithms:   * SVM * SMO * Naïve Bayes   Advantages:   * Improvised results * Good results even though tweets employ minimal linguistic processing. * The method is easily   applicable to other languages.  Disadvantages:   * Adapting the methodology to diverse contexts can be a challenge. |
| 4 | Distantly Supervised Lifelong Learning for Large-Scale Social Media Sentiment Analysis | * Rui Xia * Jie Jiang * Huihui He | 2017 | Algorithms:   * Naïve Bayes * Maximum Entropy * SVM * Logistic Regression   Advantages:   * Integration of past knowledge * Adaptablity * Efficiency   Disadvantages:   * Not efficient for large scale social media   Applications:   * Sentiment Based Advertising * Customer Feedback Analysis |
| 5 | Robust Sentiment Detection on Twitter from Biased and Noisy Data | * Luciano Barbosa * Junlan Feng | 2010 | Methodology:   * Subjectivity Detection * Polarity Detection   Advantages:   * Effectiveness * Improved performance * Scalability   Disadvantages:   * Handling mixed sentiments within a single tweet could be a challenging aspect. * Adapting the methodology to diverse contexts can be a challenge.   Applications:   * Social Media Monitoring * Brand Reputation Management * Customer Feedback Analysis |
| 6 | Combining Lexicon-based and Learning-based Methods for Twitter Sentiment Analysis | * Lei Zhang * Riddhiman Ghosh * Mohamed Dekhil * Meichun Hsu * Bing Liu | 2011 | Methodology:   * Data Collection * Preprocessing * Feature Extraction * Method Comparision * Evaluation Measures * Manual Evaluation * Transfer Learning   Algorithms:   * Lexicon-based Method * Learning based Method * Transfer Learning   Advantages   * High Precision * Automated Opinionated tweet Identification * No Manual labelling Required   Applications   * Business Marketing * Marketing Research * Opinion Mining |
| 7 | Multilingual Sentiment Analysis on Social Media Disaster Data | * Muhammad Jauharul Fuady * Roliana Ibrahim | 2019 | Methodology:   * Data Preprocessing * Learning * Classification   Algorithms:   * Multilingual Sentiment Classifier * Deep Learning   Advantages:   * Effective Multilingual Sentiment Classification * Improved Performance   Disadvantages   * sentiment classification is not accurate through the morphological similarity between words in different languages   Applications:   * Understanding public reactions during disasters. * Information dissemination and awareness. |
| 8 | Sentiment Analysis of Twitter Data | * Apoorv Agarwal * Boyi Xie * Ilia Vovsha * Owen Rambow * RebeccaPassonneau | 2011 | Methodology:   * **Data Collection** * **Feature Analysis** * **Modelling Techniques**   Algorithms:   * Naïve Bayes * Maximum Entropy * SVM * Tree Kernel Model * Unigram Model   Advantages   * Improved classification accuracy * Effective due to structural information capture.   Applications   * Real-Time Reactions and Opinions * Feedback Analysis * Social Media Monitoring * Market Research |
| 9 | A Systematic Study of Sentiment Analysis for Social Media Data | * Kanika Jindal * Rajni Aron | 2021 | Algorithms:   * Naïve Bayes * Random Forest * SVM   Advantages:   * Efficiency * Accuracy * Scalability   Disadvantages:   * Handling Multiple Opinions in a Sentence is a complex task * Limited Context Understanding   Applications   * Market Research * Competitive Analysis |
| 10 | Sentiment Analysis on Social Media Data Using Intelligent Techniques | * Kassinda Francisco Martins Panguila * Dr. Chandra J. | 2019 | Methodology:   * Data Collection * Preprocessing * Feature Extraction * Method Comparision * Evaluation Measures   Algorithms:   * Naïve Bayes * Maximum Entropy * Logistic Regression * SVM * CNN * MLP * Decision Tree   Advantages:   * High Accuracy * Adaptability * Enhanced Decision Making   Disadvantages:   * Noisy or biased data can lead to inaccurate analysis * Choosing the most appropriate algorithm can be challenging * Lack of Contextual understanding   Applications:   * Strategic Decision Making * Marketing Strategies * Product Development |