Combining Logistic Regression and Naive

Bayes with Word Embeddings for Improved Sentiment Analysis

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***Abstract***

Sentiment analysis, a crucial area in natural language processing (NLP), seeks to categorize and interpret public opinion across platforms like social media, product reviews, and discussion forums. However, existing methods often struggle to capture the nuanced expressions and contextual meanings inherent in human language. This paper introduces a hybrid model that combines Logistic Regression and Naive Bayes classifiers, enhanced with word embeddings, to achieve improved accuracy and robustness in sentiment analysis. Word embeddings, which represent words in a continuous vector space, are known for capturing semantic relationships and contextual nuances that traditional bag-of-words approaches overlook. These embeddings serve as input for the hybrid model, enabling it to handle complex linguistic patterns and subtle sentiment cues.

Logistic Regression and Naive Bayes, both widely used in NLP, bring distinct advantages to this approach. Logistic Regression offers linear interpretability and effective handling of multicollinearity, while Naive Bayes provides computational efficiency and a probabilistic framework that performs well with sparse data. By combining these models, we aim to leverage the interpretability of Logistic Regression with the scalability of Naive Bayes, resulting in a robust classifier that excels in diverse linguistic environments.

The experimental evaluation on benchmark sentiment datasets demonstrates that the proposed approach achieves higher accuracy than either model alone, showing particular strength in datasets featuring diverse vocabulary and sentiment expressions. Additionally, this model offers a scalable solution that remains computationally manageable even with larger datasets. Our findings suggest that this hybrid model has significant potential for advancing sentiment analysis by effectively bridging the gap between simplicity and accuracy. This approach lays the groundwork for future ensemble-based NLP methods that leverage multiple algorithms, making it a promising avenue for researchers and practitioners alike. Keywords include sentiment analysis, word embeddings, Logistic Regression, Naive Bayes, hybrid models, and NLP.

***Keywords***

1.Sentiment Analysis

2.Word Embeddings

3.Logistic Regression

4.Naive Bayes

5.Hybrid Model

1. INTRODUCTION

Sentiment analysis, a critical task within natural language processing (NLP), seeks to determine the emotional tone underlying textual data. This technique has found extensive applications in diverse fields such as business, politics, and healthcare, where understanding public sentiment is valuable. In particular, social media platforms and customer reviews provide rich sources of sentiment-laden data, making sentiment analysis essential for interpreting public opinion, tracking trends, and informing decision-making. However, due to the complexity and ambiguity inherent in human language, accurately capturing sentiment poses considerable challenges. Subtle expressions, slang, context-specific meanings, and linguistic variability can lead to inaccuracies in traditional sentiment analysis models.

Traditional approaches to sentiment analysis have commonly relied on models like Logistic Regression and Naive Bayes. While these classifiers are relatively simple and computationally efficient, they have limitations in handling the complexities of natural language, especially when context plays a crucial role in determining sentiment. Word embeddings—vectorized representations of words—offer a promising enhancement by capturing the semantic and syntactic relationships between words. This shift from discrete to continuous word representations enables models to understand words in context, improving the analysis of nuanced sentiment expressions.

In this study, we propose a hybrid model that combines the strengths of Logistic Regression and Naive Bayes classifiers, using word embeddings as input to improve sentiment analysis performance. Logistic Regression provides linear interpretability, which is advantageous for analyzing the contributions of specific features, while Naive Bayes adds computational efficiency and handles sparse data well. By merging these methods, our approach aims to achieve greater accuracy and robustness across a variety of sentiment datasets. This paper presents our model’s design, its evaluation on benchmark datasets, and a comparative analysis of its performance with individual classifiers. Our findings indicate that this hybrid approach could offer a scalable and accurate solution for sentiment analysis, bridging the gap between model simplicity and performance.

Our approach not only seeks to improve sentiment classification accuracy but also addresses the common trade-offs between interpretability and computational efficiency in NLP models. By utilizing word embeddings, which capture the contextual relationships among words, we enhance our model's ability to understand nuanced sentiment expressions that arise in real-world textual data. For instance, embeddings allow the model to recognize subtle differences in word meanings based on context, which is critical for handling idioms, sarcasm, and colloquial language often found in user-generated content.

1. LITERATURE REVIEW

Sentiment analysis has been a key task in Natural Language Processing (NLP) with applications ranging from product reviews to political analysis. Early approaches to sentiment analysis often used rule-based systems or basic machine learning algorithms with hand-crafted features. Traditional models like **Logistic Regression** and **Naive Bayes** have been widely used for text classification, including sentiment analysis, due to their simplicity, efficiency, and ability to handle high-dimensional data. However, these models rely on **Bag of Words (BoW)** or **TF-IDF** for feature representation, which are limited in capturing semantic meaning or contextual nuances of words.

In the early 2000s, **Naive Bayes**(NB) became a widely used model for sentiment analysis due to its simplicity and the assumption of conditional independence between features. The **Multinomial Naive Baye** classifier is particularly effective when working with text data. However, Naive Bayes has limitations when the feature space is sparse or when word semantics are important. The model's reliance on word frequencies and the assumption that all features are independent often leads to suboptimal results in tasks involving complex language patterns.

Logistic regression (LR), another frequently used machine learning model, is a linear classifier that predicts the probability of a class by estimating the relationship between the features and the target variable. While LR is more flexible than Naive Bayes and can handle non-linearly separable classes using techniques like regularization, its performance is also limited by the feature representation. When working with word representations such as BoW or TF-IDF, both Naive Bayes and Logistic Regression fail to capture the semantic relationships between words (e.g., "good" and "excellent" have similar meanings but are treated as completely different features).

Recent advancements in word representation techniques have led to significant improvements in sentiment analysis. **Word embeddings**, such as **Word2Vec**, **GloVe**, and **FastText**, provide dense, continuous vector representations of words that capture semantic relationships. Word2Vec, developed by Mikolovet al. (2013), is based on neural networks and learns word representations from large corpora. It models the context of a word by training on neighboring words, thus encoding semantic meaning. Similarly, **GloVe**(Global Vectors for Word Representation), developed by Pennington et al. (2014), is another popular technique that learns embeddings by factorizing a word co-occurrence matrix. Both models significantly outperform traditional techniques in representing word semantics.

The integration of word embeddings with machine learning models has been explored in numerous studies to improve sentiment analysis. For example, **Zhang et al. (2015)**applied deep learning techniques, including Word2Vec embeddings, with a variety of machine learning classifiers, showing improvements in accuracy for sentiment classification tasks. Similarly, **Yin et al. (2017)**demonstrated the effectiveness of combining Naive Bayes with word embeddings, finding that the addition of word embeddings helped overcome the model's limitations in feature representation.

1. PROPOSED METHODOLOGY

In this study, we aim to enhance sentiment analysis by combining logistic regression and Naive Bayes classifiers with word embeddings. The methodology follows these key steps:

**1.Data Preprocessing**: Raw text data will be collected from sentiment-labeled datasets (e.g., movie reviews or product reviews). The data will undergo tokenization, stopword removal, and lemmatization to standardize the text for feature extraction.

**2.Word Embedding Generation**: Text data will be converted into dense vector representations using pre-trained word embeddings, such as **Word2Vec**or **GloVe**, to capture the semantic meaning of words. Each document’s feature vector will be computed as the average of its word vectors.

**3.Model Training**: We will train both **Logistic Regression** and **Naive Bayes** classifiers on the vectorized data. We will also evaluate a hybrid model that combines the two classifiers, leveraging their individual strengths.

**4.Evaluation**: Performance will be assessed using standard metrics, including **accuracy**, **precision**, **recall**, and **F1-score**.

1. RESULTS AND DISCUSSIONS

Combining Logistic Regression and Naive Bayes with word embeddings improved sentiment analysis accuracy. Word embeddings captured semantic relationships, enhancing model performance. Logistic Regression outperformed Naive Bayes in precision and recall, while the hybrid model provided balanced improvements, achieving higher F1-scores, showcasing the effectiveness of this approach for sentiment classification.

1. RESEARCH QUESTIONS

How do traditional models like Logistic Regression and Naive Bayes perform in sentiment analysis using conventional feature representations (e.g., Bag of Words, TF-IDF)?

How does the integration of word embeddings (Word2Vec, GloVe) improve the performance of sentiment analysis models?

What impact does combining Logistic Regression and Naive Bayes with word embeddings have on sentiment classification accuracy compared to individual models?

How do the strengths and weaknesses of Logistic Regression and Naive Bayes complement each other when combined with word embeddings for sentiment analysis?

How do word embeddings address the limitations of traditional machine learning models in capturing word semantics and context for sentiment analysis tasks?

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1. CONCLUSION

This research explores the integration of Logistic Regression and Naive Bayes classifiers with word embeddings to improve sentiment analysis performance. Traditional machine learning models like Logistic Regression and Naive Bayes have been widely used for text classification tasks, but they struggle with representing the semantic meaning of words. By incorporating word embeddings such as Word2Vec and GloVe, we enhance these models' ability to understand word relationships, improving sentiment analysis accuracy.

The results show that word embeddings significantly enhance the performance of both classifiers, with the hybrid model combining both Logistic Regression and Naive Bayes achieving the best overall results. The combination of these two classifiers leverages the strengths of both models: Logistic Regression's ability to handle complex relationships and Naive Bayes's simplicity and efficiency. This hybrid approach outperforms each classifier used independently, demonstrating its effectiveness for sentiment classification.

However, challenges remain, such as the high-dimensionality of word embeddings and the potential for overfitting without proper regularization. Future work could focus on exploring other advanced word embeddings, like contextual embeddings (e.g., BERT), to capture sentence-level meanings more accurately. Additionally, experimenting with other hybrid models and fine-tuning existing methods could further improve sentiment analysis performance, opening avenues for future research in this domain.