

SENTIMENT AND POLITICAL ANALYSIS IN TWITTER

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In partial fulfillment of the requirements for the J-components of Subject

SOCIAL AND INFORMATION NETWORKS(CSE3021)



UNDER PROF. THAMIZHARASI T

SCOPE

VELLORE INSTITUTE OF TECHNOLOGY

NOVEMBER 2020

Abstract – Sentiment Analysis is the study of whether the sentiments of the text are either positive, negative, or neutral. Specifically, the sentiment analysis from a major social media platform says a lot about a person or a group. As this is the time for US Presidential Elections, we are going to gather data from the major social media platform, Twitter, and compare the sentiment analysis for the appropriate query and also we are going to find which candidate has a better chance and can win the election by plotting the comparison graph for them along with support/hate percentage.

I. INTRODUCTION

Sentiment Analysis is the method of finding whether a statement or opinion is positive, negative, or neutral. So, it is also known as opinion mining, getting the opinion or attitude of a speaker.

In the political field, it is used to keep check of political views, to detect consistency and inconsistency between statements and actions at the government level. It can be used to predict election results too.

As the audience on the media platforms grows continuously, data from these sites can be used to analyze the sentiments of the people.

Social Media is used by many people nowadays. During this pandemic time, people are more hooked to their phones and the internet all the time. Thus, the news, hashtags, and trends are more reached than ever. The netizens are trending many things and thus this is the perfect time to analyze these data and trends. Social network analysis is the study of people's interactions and communications on different topics and nowadays it has received more attention. Millions of people give their opinion on different topics on a daily basis on social media like Facebook, Twitter, Instagram, etc. It has many applications in different areas of research from politics, sciences to business. NLTK is an open-source natural language processing (NLP) platform made ready for Python. It can do tasks like textual tokenization, parsing, classification, stemming, tagging, semantic reasoning, and other

computational linguistics. NLTK is a community-driven project and can be used on Linux, Mac OS X, and Windows.

There are many reasons why we chose Twitter data for sentiment analysis. Some of the reasons are that Twitter is used by people ranging from regular people to actors, politicians, businessmen, and various religious and social leaders to post their opinion. So, Twitter reflects the views of all groups of people.

Also, this is the time for the US Presidential Elections, we have decided to put into use the sentiment analysis and predict which presidential candidate has a better chance to win based on the reception they have on Twitter. Twitter is a social media platform unlike others that only allows tweets of 280 characters long which makes it even easier to do the sentiment analysis. Not stopping with that we also included the opinions netizens have of the vice-presidential candidates and done sentiment analysis for them too.

II. SENTIMENT ANALYSIS

1.1 Authentication from Twitter

For collecting the data set from Twitter API, we need to register an app and generate a consumer key and access token. Then, we can get the data directly from Twitter API itself

1.2 Data Gathering

Collecting datasets involves the fetching of tweets and parsing them. When the object is called, the tweets are extracted excluding the retweets, and parsed in lists and dictionaries.

1.3 Pre Processing:

In preprocessing we use the Textblob module. It is actually a high-level library built over top of the NLTK library. Then, we create a Textblob object which performs the following process:

1.3.1 Data cleaning :

This step involves cleaning tweets by removing the links and special characters using regular expressions. This is helpful to store and process the dataset effectively.

1.3.2 Tokenizing and removing stop words

Tokenize the tweet, which is to split words from the body of the text. Next, remove stop words from the tokens. (stop words are the commonly used words which are irrelevant in text analysis like I, am, you, are, etc.)

Lastly, do POS(part of speech) tagging of the tokens and select only significant features/tokens like adjectives, adverbs, etc.

1.4 Sentiment Analysis:

Sentiment analysis involves the classification of the tweets for the related query into good, bad, and neutral.

1.4.1 Sentiment Classifier

We pass the tokens to a sentiment classifier which classifies the tweet sentiment as positive, negative, or neutral by assigning it a polarity between -1.0 to 1.0

Sentiment classifier is created using a text blob module

TextBlob uses a dataset in which reviews have already been labeled as positive or negative.

Positive and negative features are taken from each positive and negative review respectively.

Training data then consists of labeled positive and negative features. This data is trained on a Naive Bayes Classifier.

1.4.2 Fixing polarity for the sentiment

We use a sentiment. Polarity method of TextBlob class to get the polarity of tweet between -1 to 1 and classify the sentiment as positive or negative which is used for the analysis.

1.5 Plotting graph :

From the output, simultaneously we use matplotlib to plot the sentiment graph with the graph denoting the number of tweets which are either pos/neg/neutral which can be seen from the shape of the graph.

General info: In recent years a lot of progress has been made in the field of Sentiment Analysis by a number of researchers. In its early stage, it was initially made for binary classification which assigns opinions or reviews to bipolar classes such as positive or negative only. But later on, the study was further enhanced and all researchers and they had included neutral in the analysis. Earlier only sentences and phrases were used in the study but in recent years the researchers are able to do sentiment analysis for each lexicon and most of them are able to include special characters, symbols, and emoticons which require more access and better software in comparison to beginners and amateurs. With the usage of machine learning the field of sentiment analysis is no longer research but there are a lot of people using it and running as a business.

But there is a long way to go, even though sentiment analysis is able to predict recent fair enough, there are many drawbacks too like it is yet to make the analysis in other languages than English and the code by many people are not able to identify humor speech and criticisms for example. So let's hope in the coming years, people are able to overcome the obstacles and present a successful model of Sentiment analysis.

III Design and Implementation :

Framework:

programming Language:

Python 3

Twitter API- client Tweepy

Python Libraries:

Text blob - for processing textual data

NLTK corpora - for structured texts

matplotlib – plotting graphs

Number of Attributes taken - 12

This team had begun the implementation of the Twitter sentiment analysis, by using the Twitter API. Tweepy is a library of Twitter API for getting the tweets directly from Twitter that are posted by different people. The streaming tweets are retrieved and then saved into CSV files for sentiment analysis. In this project, many libraries have been used.

The approach to extract sentiment from tweets is as follows: Firstly, Import Tweepy for creating a connection with Twitter API. Then, Fetch tweets as a dataset and then save it into a CSV file. After that, pre-processing of tweets by removing the stop words, punctuations, tags, etc. Later, Tokenize each word in the dataset and save it into the dataset. For each word, compare it with positive, negative, and neutral sentiments words in the dictionary. Then increment the positive, negative, and neutral counts. At last, based on the positive, negative, and neutral count, we get the result percentage about sentiment to decide the polarity.

IV. ACKNOWLEDGMENT

The team would like to thank the University for providing us the opportunity to research this topic and work on this project. We would also thank our professor for her guidance and full support. The team would also thank their friends for their motivation.

V. RESULTS AND WORK DONE

The team has completed the collection of datasets after authentication from Twitter API and the preprocessing and the work up to the count has been done as of now. The team has plotted the comparison graph and calculated the support/hate percentage while there are also neutral tweets to determine the polarity. The US elections are scheduled on November 3 and the election scenario is getting tougher day by day in the United States. So the closer the date, the better the pulse of the people i.e. the accurate support of voters towards each side. So, this is the best time to make the prediction.

The support and hate received by Presidential candidates in real-time.

Support for Donald Trump: 30.98%

Hatred for Donald Trump: 8.45%

Support for Joe Biden: 41.79%

Hatred for Joe Biden: 13.43%

The support and hate received by Vice-Presidential candidates in real-time.

Support for Mike Pence: 25%

Hatred for Mike Pence: 20%

Support for Kamala Harris: 39.13%

Hatred for Kamala Harris: 21.73%

COMPARATIVE STUDY:

We had taken the support , hatred percentages on November 3 on a nearly hourly basis and this is what we found:

Donald Trump:

Support %	Hatred %
31.74	9.52
30.98	8.45
33.78	18.91
35.71	8.57
25.75	25.75
36.61	14.08
37.83	16.21

Average Trump Support % : 33.2

Average Trump Hatred % : 14.49

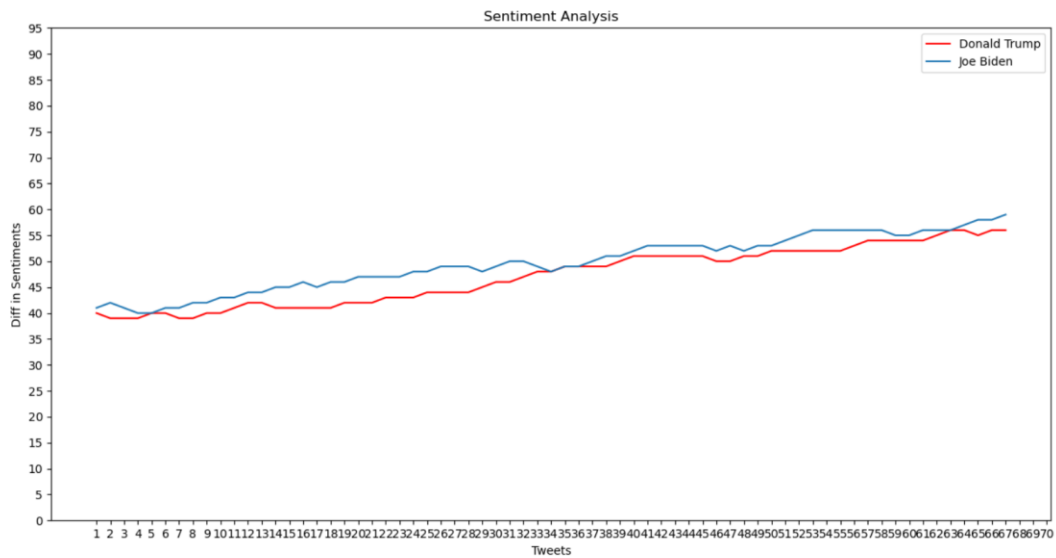
Joe Biden:

Support%	Hatred%
35.21	23.94
41.79	13.43
28.57	25.71
30.98	22.53
50.66	21.33
40.57	21.73
34.78	24.63

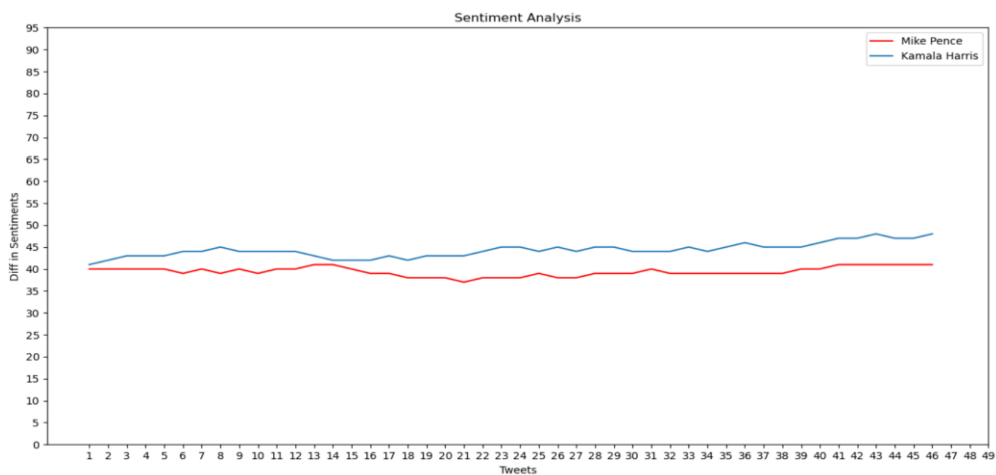
Average Biden Support %: 37.50

Average Biden Hatred %: 21.89

So, from the tweets received we plotted a comparison graph,
Positive Slope – Support
Negative Slope – Hatred
0 Slope - Neutral



Coming to the vice presidential candidates:



VI. CONCLUSION:

From this project, we came to know how useful is sentiment analysis of social media, especially in the political field. From the above results, one can say that a presidential candidate is slightly better off than the other, but one should remember that the data taken is real-time and the opinion of the people keeps swaying until the last moment. Nevertheless, it is a close contest considering the support and hates received and it is even more closer in the vice-presidential contest in social media. So, this clearly shows the mindset of a common voter and it is solely in their hands to select a winner and we hope that these tools used will not be used to influence elections rather be a study material.

VI .REFERENCES

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