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TWITTER SENTIMENTAL ANALYSIS

A Report for the evaluation 3 of Project 2

Submitted by

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SCHOOL OF COMPUTING AND SCIENCE AND

ENGINEERING

BONAFIDE CERTIFICATE

Certified that this project report <u>"TWITTER SENTIMENTAL ANALYSIS"</u> is the bonafide work of <u>"ANIL KUMAR YADAV (1613105012)</u>" who carried out the project works under my supervision

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I would prefer to thank all those that helped me directly or indirectly. Last but not the smallest amount, I'd prefer to acknowledge the continuing support of my friends, whose patience and encouragement during these long days and nights are paramount in making this project a reality.

THANK YOU.

DECLARATION:

I hereby declare that this submission is my very own work which, to the simplest of my knowledge and belief, it contains no material previously published or written by another person nor material which to a considerable extent has been accepted for the award of the other degree or diploma of the university or other institute of upper learning, except where due acknowledgment has been made within the text.

I inform that every data used in this report if it's taken from any site is clearly referenced under the reference section.

SIGNATURE Anil Kumar Yadav 16SCSE105095 Date: 17-may-2020

ABSTRACT

Sentimental analysis is the method of finding sentiment such as positive, negative or neutral from text as well as emoticons data. With the rise of social networking there has been a huge amount of user generated content. Millions of people are sharing their thoughts daily using microblogging sites like twitter, Facebook, YouTube. We will be mining the sentiments or opinions from very popular and real time microblogging site i.e Twitter, where users present real time reactions and opinions about everything. Public and Private opinion about a wide variety of subjects are expressed. Twitter offers organizations a fast and effective way to analyze user's perspective about the product or decision. This project reports on the design of sentimental analysis, extraction of huge amount of tweets. Results classify customer's perspective via tweets into positive, negative or neutral category and present them in pie chart.

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CHAPTER 1 INTRODUCTION

Nowadays internet is one of the most developing areas. People are frequently communicating, discussing and sharing their thoughts and opinions through internet. Due to these reasons internet has became essential part of human life. Internet covers wide range of information such as academic, public's opinion about products, comments about social issues and many more things. Majority of the public likes to listen other opinions before taking any final decision. Sentimental analysis is one of the research areas.

Microblogging websites are most commonly used platforms for representing views on variety of topics. This is due to the nature of microblogs on which people post real time opinions on products they are using, current issues in day to day life. Many times various organizations use these opinions from microblogs to get a sentiment for their product. Consumers have all the power when it comes to what they like and how they respond to any particular product. Social media can change the behavior of consumers, for example, a previous study [1] mentions that 87% of the internet users are influenced in their purchase and decision by other customer's reviews. So if any organization gets to know what consumers like and what they don't like they can come up with good products and ideas.

In this project, we look at popular microblogging platform known as Twitter and build model which can classify "tweets" into positive, negative and neutral sentiment. We build a three way task of classifying sentiments into positive, negative and neutral classes. Advantage of using twitter data over any other data sets is that the tweets are collected in a streaming way and so they represent actual tweets in terms of language use and content.

CHAPTER 2

LITERATURE SURVEY

Various researchers had already done researches in sentimental analysis. Some of them are discussed below:

Asliet al. [2] presented methods for normalizing the noisy tweets and differentiated them on the basis of polarity. Authors of this paper collected more than 2 million tweets from 2009-2010 using Twitter API. To generate sentimental words they have employed a mixture model approach and calculated F-score of each and every word than selected words having more than 10% F-score. They also suggested a frame work to gain a knowledge of the lexicon from collected tweets so we can represent words such as luv, lovwww and llove as one word i.e love.

Gang Li et al. [3] proposed a method known as clustering-based approach to overcome the drawbacks of previously defined methods. In this approach k-means clustering algorithm is used and tweets are clustered into positive negative clusters. The dataset used for this experiment was movie reviews which contains 1000 positive and 1000 negative reviews about movie. Compared to existing methods this method produced the accuracy of 77.17% and is faster on the basis of operations.

Lianghoet al.[4] proposed a multi domain active learning framework. This model selects text data from all domains such as Books, DVD, Electronics and Kitchen from amazon.com. The authors of this paper implemented term "frequency" for the weightage of features. In this paper authors presented framework in the linearly-separable manner and left the non-separable method for future work.

Po-iet-al. [5] proposed a new method that extracts the sentiments of microblogs. They found that some tweets are positive but it is negative in case of emotions. To overcome this problem they combined supervised learning with opinion expressions. This system is called Opinion miner. They have used tweets from of different categories like movie, camera, mobiles as training set. This model gave an accuracy of 91%.

Agarwal et al. [6] approached a new way of mining sentiment from twitter i.e 3-way task of classifying sentiments of people into positive, negative and neutral classes. They experimented with unigram models, feature based model and tree kernel based model. From the results of all the experiments they came to a conclusion that tree kernel based method is the best method to use as it gave results better than other two models.

Here are some of the methods used for sentimental analysis by above researchers:

2.1 Opinion Mining

Opinion mining refers to the use of natural language processing (NLP), text mining, computational linguistics which involves the computational study of sentiments and opinions present in text. Opinion mining can be used in various domains like law, research, education, politics and marketing. Organizations use these opinions for their product to be more liked by the consumers and has the functions which they dream and desire.

2.2 Lexicon Based Approach

In this method a predefined list of word is used where each word refers to the particular sentiment. Their meanings changes according to the context in which list is created and it involves the calculation of semantic orientation of texts and phrases used in the opinion.

Steps used in Lexicon methods are:

- 1. Preprocessing of tweets by removing punctuation marks.
- 2. Initialize the polarity score(s) to 0.
- Check whether token is present or not.
 If token is present, s becomes +ve
 If token is not present, s becomes -ve
- 4. Compare the polarity score of tweets from post
 - If s > threshold, tweet is classified as positive
 - If s< threshold, tweet is classified as negative

2.3 Machine Learning Based Approach

- 1. Supervised machine learning which uses structured data or human annotations from which machine learns in order to make future inferences.
- 2. Semi supervised machine learning approaches helps to interpret unstructured data without guidelines.
- 3. Deep learning algorithms are advanced level algorithms which uses algorithms like SVM and ANN to gain higher accuracy in results.

2.4Application Programming Interface

Python Twitter API performs better than any other is terms of quality and execution time. Twitter API helps us in collecting tweets from twitter database in real time and automatically preprocess the data internally and calculates the frequency of the words than use those values for calculating the sentiments.

CHAPTER 3

PROPOSED SYSTEM

Extracted tweets are than used for the pupose of preprocessing. In this process emoticons are labelled under the category of extremely positive, extremely negative, positive, negative and neutral. For example: ":)" is labeled as positive whereas ":=(" is labeled as negative.

Emoticons	Polarity
:-):):o):]:3:c)	Positive
:D C:	Extremely Positive
:-(:(:c:[Negative
D8 D; D= DX v.v	Extremely negative
:	Neutral

Table 1: Emoticons dictionary

Sometimes people also use acronyms in their sentences and that becomes a challenge to overcome this problem we try to change the acronyms used to their real meanings and use them for getting sentiments. For example: "bff" is referred as best friends forever, "btw" is referred as by the way etc. Here is a table which shows some of the acronyms and their expansion.

Acronym	English expansion
Gr8	Great
Tbc	To be continued
Not, no never, n't	Not
Lovv, luv, love	Love

Table 2: acronym and their English expansion

After the preprocessing is done we move to the scoring part where we find the semantic score of the opinion carriers like the adjectives, verbs and adverbs. We assign the values ranging from -1 to 1 to the verbs and adverbs which is considered as their strength. Some of the most frequently used verbs and adverbs with their strength score are given below in the table.

Verb	Strength	Adverb	Strength
Love	1	complete	+1
adore like	0.9	most	0.9
enjoy	0.8	totally	0.8
smile	0.7	extremely	0.7
impress	0.6	too very	0.6
attract	0.5	pretty	0.4
excite	0.4	more	0.3
relax	0.3	much	0.2
reject	0.2	any	0.1
5	-0.2	quite	-0.2
disgust	-0.3	-	-0.3
suffer	-0.4	little	-0.4
dislike	-0.7	less	-0.6
detest	-0.8	not	-0.8
suck hate	-0.9	never	-0.9
	-1	hardly	-1

Table 3: verbs and adverbs strength

Complete explanation of strength calculation can be found in the paper [7] where detailed study of the strength calculation is done. After this we perform whole tweet sentiment scoring. To calculate the general sentiment of the tweet, we have a tendency to average the strength of all opinion indicators like emoticons, verb, adverb and adjective cluster, word stress exclamation marks, capitalization, as shown below:

$$S(T) = \frac{(1 + (P_c + \log(N_s) + \log(N_x))/3)}{|OI(R)|} * \sum_{i=1}^{|OI(R)|} S(AG_i) + S(VG_i) + N_{ei} * S(E_i)$$

Where,

|OI(R)| denotes the scale of the set of opinion and emoticons extracted from the tweets,

Pc denotes fraction of tweet in caps, Ns denotes the count of continual letters, Nx denotes the count of exclamation marks, S(AGi) denotes score of the ith adjective cluster, S(VGi) denotes the score of the ith verb cluster, S(Ei) denotes the score of the ith facial expression Nei denotes the count of the ith facial expression.

CHAPTER 4

IMPLEMENTATION OR ARCHITECTURE DESIGN

The proposed technique is designed for query based processing with open API on twitter. This API collects tweets in real time on the basis of user's keyword. Below diagram represents system architecture and the work flow of the model.

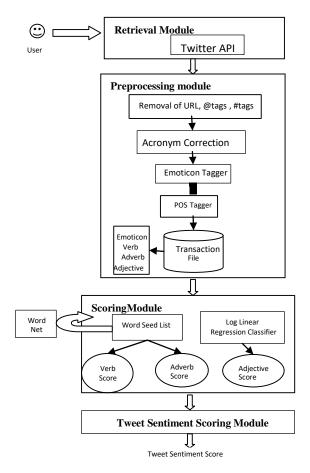


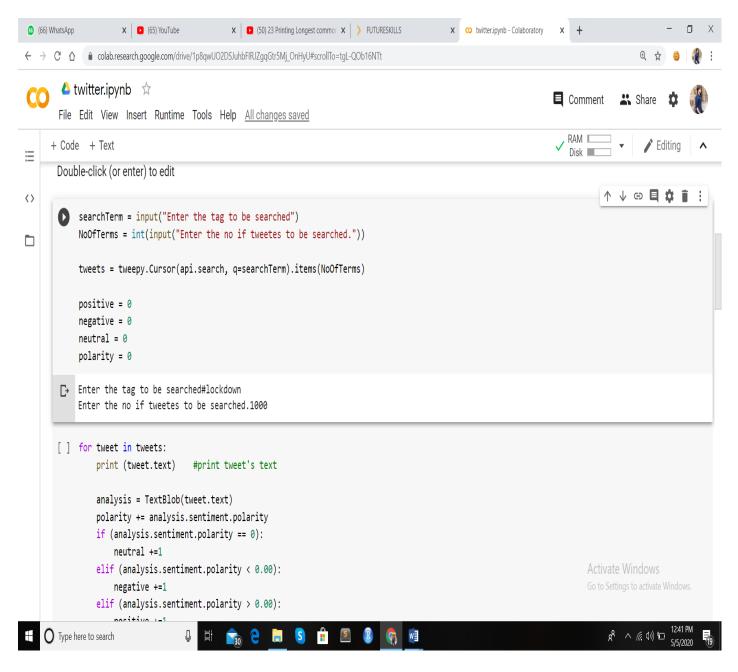
Fig 1: System overview

This is a program for connecting to the twitter using twitter api tweepy and importing necessary libraries required for tweets extraction and data pre-processing.

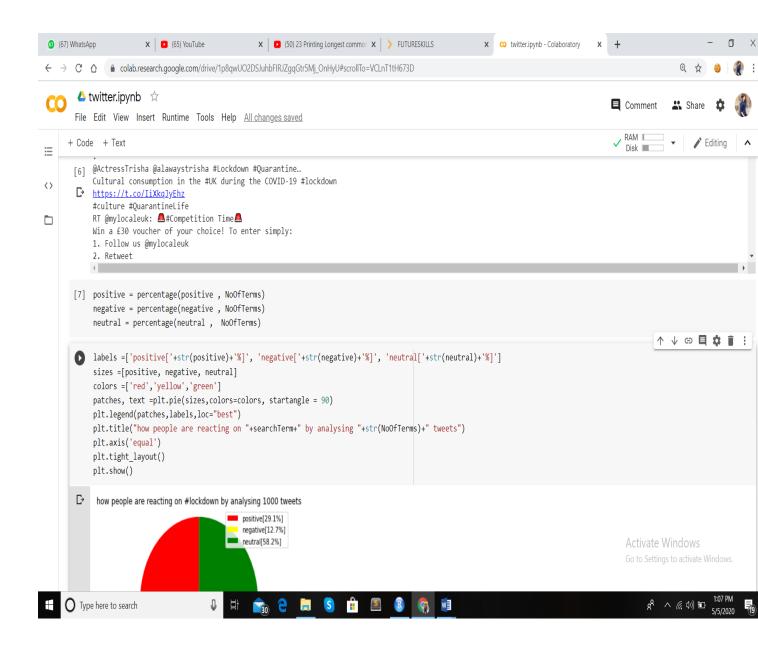
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	<pre>import tweepy import textblob # textblob is open lib of google from textblob import TextBlob import matplotlib.pyplot as plt def percentage(part, whole): return 100* float(part)/float(whole)</pre>	<u>↑ ↓ ⊕ E ‡ i :</u>
[2]	<pre>consumer_key = 'ATFKfmlU88EffYQzIF8SQhiYX' consumer_secret = 'dy8ao96WUqEFjEGi7dnIEiAT2Vq6EDDkXPOv0k50DcSr9dnwsz' access_token = '180739880-ncdWLjX4vDYfaCh1Foj2dltv6TNOPa31Nxb4zvXy' access_token_secret = '3vevh5nD8Z6IX1Hn2XcrD7pnxtMVTZRbwu49rPLVRNW1n' #consumer_key= 'aklgcFQaqCgYYpWtzUixNSIV' #consumer_secret= 'tt5NSjnTrJtbVp0KQ88gvLFGZkQkufc721NrJFkbzytDd9pjcY' #access_token= '866913642251341824-0r8tdvfwlCBnZhRgQcNTyPf1hz536N4' #access_token_secret= '1122Ji27mZVbjb01VGBuDDiMK17rEHuQqTVCriUrjPJo'</pre>	
[3]	auth = tweepy.OAuthHandler(consumer_key, consumer_secret) #yaha dono keys ka authentication check kr ra h auth.set_access_token(access_token, access_token_secret) # path establish kr rha h	
[4]	api = tweepy.API(auth)	Activate Windows
		Go to Settings to activate Windows.

This is the program where user is asked on which topic he wants to find the sentiments and the no. of tweets one wants to analyze to get the results. As you can see that I have used #lockdown keyword for the sentiment analysis and no of tweets which I have used to get the result is 1000.

Here we can also see the program that is used for calculating the polarity of the tweets that are extracted for the twitter and after performing the pre-processing, calculated the polarity of the tweets.



Given below is the screenshot of the program that is used for plotting the results into the graphical representation of the pie chart.



CHAPTER 5

OUTPUT / RESULT/ SCREENSHOT

We were able to successfully implement the above discussed idea and have a working model of Twitter Sentimental Analysis. In the developed model it extracts tweets in real time from the twitter and successfully classifies the sentiments into positive, negative and neutral categories. Sentimental analysis can be done for various categories :

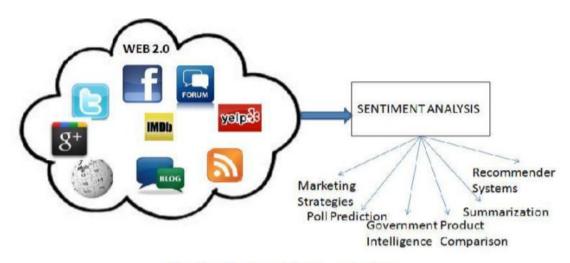
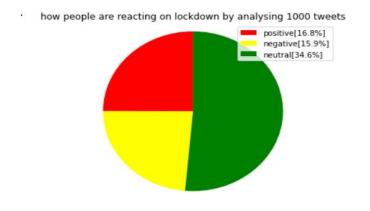


Fig: Classification of Sentiment Analysis

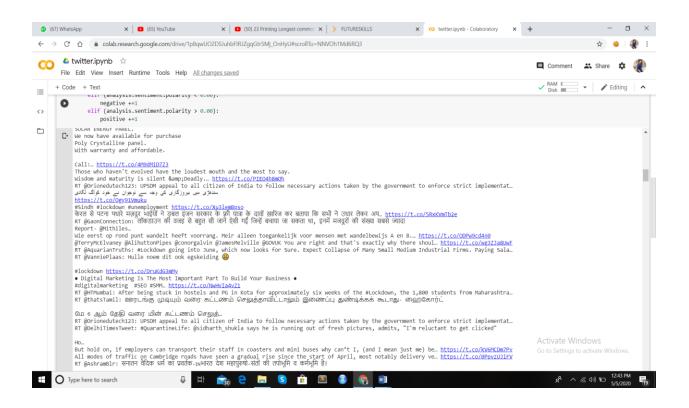
In the previous models there were issues due to the use of emoticons, acronyms and informal languages so we have solved both the issues in this model and due to which more accurate results are produced. We can improve the accuracy by using larger data sets and by targeting tweets which are related to the politics, products and opinions. Sentiments having value greater than zero are considered as positive sentiment, sentiments having values less than zero are considered as

negative sentiments and those which have value equal to zero are considered as null sentiment. The result of this analysis is displayed in the pie chart which is as follows:



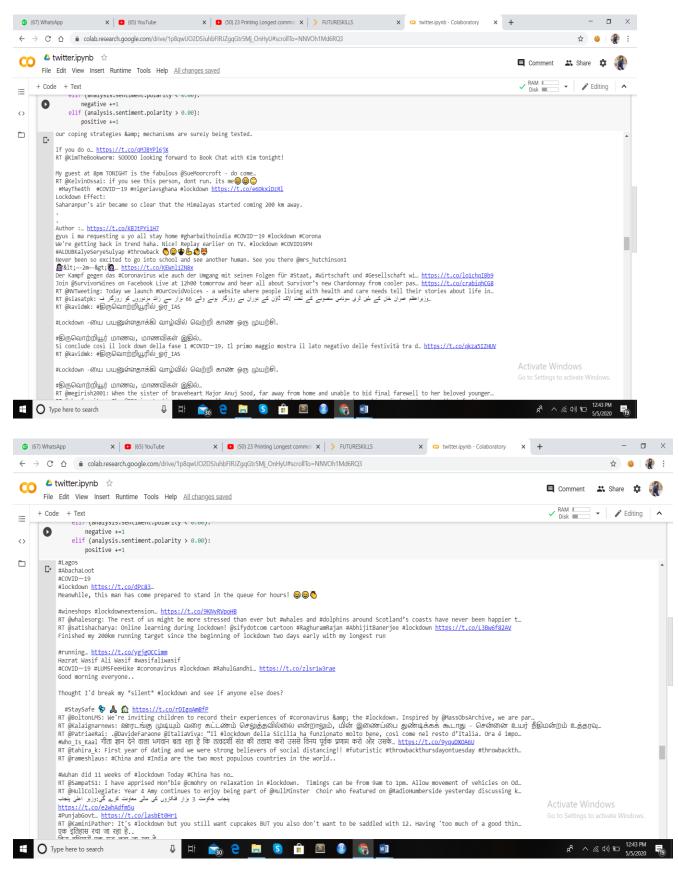
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)	▲ twitter.jpynb ☆ File Edit View Insert Runtime Tools Help <u>All changes saved</u>	Comment	👪 Share 🏾 🏟	
	Code + Text	✓ RAM Disk	▼ 📝 Editing	
	negative +=1			
	<pre>elif (analysis.sentiment.polarity > 0.00):</pre>			
	positive +=1			
	RT @KiranKS: When wine shops open before schools and colleges, it makes one wonder which category is more "essential"			
	#Lockdown Still India has managed to enter the TOP10 list. We are delaying the outbreak escalation with #lockdown <u>https://t.co/9WXe1FNvyE</u>			
	RT @Orionedutech123: UPSDM appeal to all citizen of India to follow necessary actions taken by the government to enforce strict implementat			
	This goes to show that people really can change their behaviours if they want to or need to. Let's hope this pos https://t.co/NCNEtHsof6			
	#giorno58 Mi sono appena resa conto che i miei non torneranno entrambi a lavoro almeno fino a settembre. Voglio morì.			
	#lockdown			
	RT @TSCarpetClean: How I will be at the end of #lockdown 🎯 🤤 🤤 with my boy @Chester_Vizsla 🤩 🤩			
	#Wellington #Telford #Shropshire #Wrekin @Love… RT @AnthonySc6: Vijf protestacties op 5 mei voor vrijheid en tegen #lockdown Mensen hangen als stil protest tegen de lockdown handdoeken ui…			
	ये देखो शाहीनबाग की औरतें 500 रूपए के लिए लाइने लगाती हुवी .एक नया धंधा खोला है ये लोगोंने मर्द कूलर में सो रहा है इ <u>https://t.co/Glancr5GLL</u>			
	RT @AquarianTruths: #Lockdown going into June, which now looks for Sure. Expect Collapse of Many Small Medium Industrial Firms. Paying Sala			
	@narendramodi की सांशल मीडिया& इवेंट मेनेजमेंट की नाकारा सरकार के #COVID—19 से निपटन के शानदार कार्य			
	पीएम के लम्ब <u>https://t.co/owxrf0x0xg</u> RT @ABPNews: लॉकंडाउन के बीच हरियाणा कैडर की साल 2014 बैच आईएएस अधिकारी रानी नागर ने अपने पद से इस्तीफा दे दिया है. उन्होंने इस्तीफे में सर			
	RT @Orionedutech123: UPSDM appeal to all citizen of India to follow necessary actions taken by the government to enforce strict implementat			
	Our pets are sick of us. #lockdown #CatsOfTwitter <u>https://t.co/LaX0shTG0o</u>			
	RT @R_S_Insan: #lockdown has not locked 🕑 the spirits of these braveheart @derasachasauda Volunteers, who donated blood to fulfill the needs RT @agrapolice: #lockdown का नियमानुसार पालन कराने हेत् #थाना फतेहाबाद पुलिस टीम द्वारा थाना क्षेत्र में किया गया प्लेग मार्च।			
	RT leagrapoitce: #iockdown wi Fidenigait aich with 6g #drin_akilolaid gitta the gitt drin div ei dwai hai ach eidi			
	@KajariaPLY This lockdown gives my parents to spend time their grandchildren. #SpaceThatMatters #KajariaPLY… https://t.co/H98csNGjLv			
	RT @tahira_k: First year of dating and we were strong believers of social distancing!! #futuristic #throwbackthursdayontuesday #throwbackthur			
	RT @satishacharya: Online learning during lockdown! @sifydotcom cartoon #RaghuramRajan #AbhijitBanerjee #lockdown <u>https://t.co/L3Bw6f82AV</u> RT @news24tvchannel: दिल्ली में मयुर विहार इलाके की शराब की दुकानों पर लोगो को भगाने के लिए पुलिस ने किया लाठीचाजी ।			
	#DelhiFightsCorona			
	RT @TPRDtCollector: How #Tiruppur looks like during #Lockdown ! We will bounce back ! #நம்மால்முடியும் #திருப்பூர் Wonderful video by @sakt… RT @Orionedutech123: UPSDM appeal to all citizen of India to follow necessary actions taken by the government to enforce strict implementat…			
	RT @IndiaHSI: HSI/India is grateful to every person who has shown immense kindness, compassion, and generosity towards animals during this…	Activate Wir	ndows	
	RT @OlivierCorsan: 10 photos de la #Seine limpide comme jamais à #Paris de @oliviercorsan pour @Le_Parisien #coronavirus #COVID—19 #lockdow	Go to Settings to	o activate Windows	
	Modi and only Modi is to be blamed for the #migrants mess. In the midst of the raging Corona pandemic, the Prime Mi https://t.co/6Dq92GkbNo	5		

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RT @AmitPandey: विल्ली में Wine के दाम 70% बढ़ा दिए गये कोई प्रदर्शन नहीं,कोई हल्ला नहीं #VAT के बढ़ाये जाने से पेट्रील और डीलल के दाम. <1 Nuovo Podcast! "2020-02 Quanto ci costa il Lockdown?" su @Spreaker #covid19 #crescita #epidemia #governo #italia <u>https://t.co/uMlufzo</u> RT @jimmyvizmusic: (((WAS R300, NOW R200))) Get yourself a Black, Grey or White JimmyWiz T-shirt for only R200.	572
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Its deliciously rich, velvety smooth flavor will enhance customer and employee satisfaction, and enrich your coffee. <u>https://t.co/Jji0g6072a</u> कोरोना महामारी से चवार वेद्व ellockdown के वीरोम ज़ेमरा के वीकी के वीकों में पेसा निकासी के दोरान सोमारा <u>R. thttps://t.co/Jsi0gf072a</u> RT @monikarawal: .@GautamGambhir talks to me about spending time with daughters amid #lockdown, the plight of migrant workers, relief work RT @keelePIE: Do you have #jointpain or other long term conditions? Brilliant guide from @keeleIAU for staying active and well during #cov II #lockdown ha (ri)portato gli utenti su #Facebook	
https://t.co/GIFZjVIzBp	
#socialmedia #SMM #tech@InTime_Blog Lockdown mein log gol roti bana rahe hai, aur hum yaha khud gol ban rahe hai. Drop a thumbs up if you can relatel 🥥 <u>https://t.co/TqkWcR88F6</u> Toda''s daily prayer during flockdown comes from the Archdeacon of the Isle of Wight @peterleonard200, who reflects <u>https://t.co/3MXysKmHfm</u> It is natural to struggle during a #lockdown but it can also be unnerving.	
Here are some resources our team has p… <u>https://t.co/MIDQCGUVUJ</u> RT@kidzcoolit: It's Tuesday! Try THIS <u>https://t.co/LikWdFwh</u> THAT <u>https://t.co/AIZ3nuht39</u> and <u>https://t.co/BBCOP292cf</u> Follow .@YouthGotti… RT@WRAP_UK: What impact has #lockdown had on the way we manage our food at home? Our latest research shows positive change, with people ta… An interesting thread, suggesting excess deaths is the marker we should use to know when its safe to ease #Lockdown_ <u>https://t.co/AAYQvOka1</u> pandemic. Might even involve restrategizing your business and reevaluating the business plan.	
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	RT @Nafiu_rabe: Whoever invented this game angel Gabriel is waiting for you at the gate		
	<pre>#migeriavsghana #COVID19 #AmericaVSNigeria #lockd. RT @satishacharya: online learning during lockdown! @sifydotcom cartoon #RaghuramRajan #AbhijitBanerjee #lockdown <u>https://t.co/L3Rw6f82AV</u> I FEEL SO EXTRA FOR ONLY Rs. 50 (PhP 30)! ☺</pre> It is also important to keep our hair clean and conditioned to ensure <u>https://t.co/egemR5Kh01</u> RT @KTHopkins: Under #lockdown - illegal immigrants are being pushed into towns and villages throughout the U.K with no due process, no RT @KTHopkins: Under #lockdown and on the way we manage our food at home? Our latest research shows positive change, with people ta RT @BOIlySpy: #KunaalVermaa And #HimanshiKhurana's Song #0Jaanwaale Is Shot In #Lockdown		
	@realhimanshi @kunaalvermaa77 @TSeries @itsBhusha RT @65thakursahab: Once #lockdown is lifted, running factories, stores or deliveries, is going to be a major problem, once #MigrantLabourer RT @65thakursahab: Once #lockdown Lunck #toyahuillcox #robertfipp #bolero #unicorn #lockdown <u>https://t.co/QMPerdzpKn</u> 'ஐயா தயவு செய்து மதுக்கடையை இறக்காதீங்கய்யா ' முதல்வருக்கு ஒரு பெண்ணின் உருக்கமான கோரிக்கை <u>https://t.co/AMPerdzpKn</u> 'ஐயா தயவு செய்து மதுக்கடையை இறக்காதீங்கய்யா ' முதல்வருக்கு ஒரு பெண்ணின் உருக்கமான கோரிக்கை <u>https://t.co/AMPerdzpKn</u> 'இயா தயவு செய்து மதுக்கடையை இறக்காதீங்கய்யா ' முதல்வருக்கு ஒரு பெண்ணின் உருக்கமான கோரிக்கை <u>https://t.co/AMPerdzpKn</u> 'இயா தயவு கொல்லா காவா atombilandisoverparty #coronavirus #StarWars #S50Sonlatelat #ficnooMPayo_ <u>https://t.co/AMPErdzpKn</u> @LarsRuiter Veel geleerd, gestudeerd en intelligent. Nu nog een cursus menselijkheid en dan maar weer op straat en <u>https://t.co/MatSIBEJN</u> #SupremeCourt refuses to entertain a PIL filed by former police chief of Uttar Pradesh #VikramSingh seeking a direc <u>https://t.co/Dux4722mjå</u> AT @ElRaynerista: Not that I don't believe you Nige. But err all I see is a silent port. Evidence? And why break #Lockdown? Can't you b We Have Begun Our Operations. <u>https://t.co/XR2ytoTy80</u> #Lockdown #Quarantine #COVID19 #Coronavirus #Can #Tyres <u>https://t.co/kllhlSa2M7</u> RT @Utbanksim @itshbushankumar Presents @GuruOfficial 's Soulful Meditation, #SatnamWaheguru!	#lockdown #tasmac	

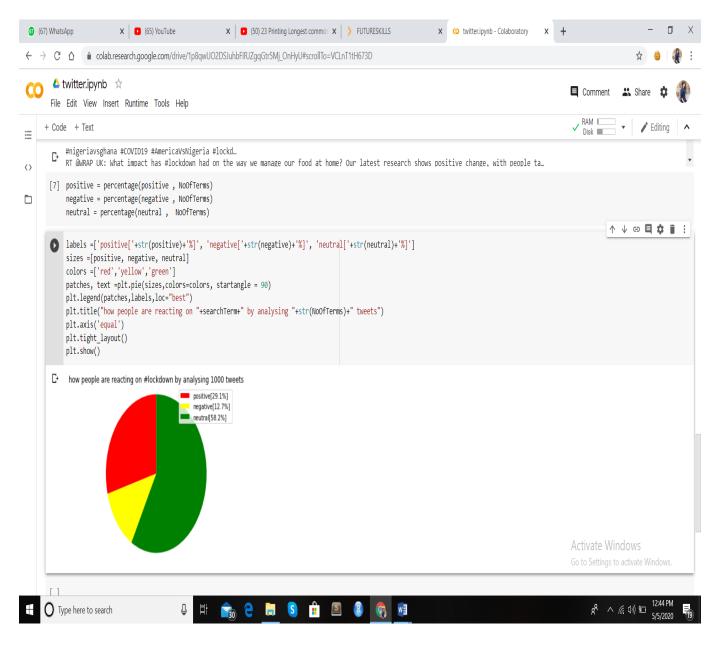


Fig 2: Pie chart

As shown in Fig 2, Pie chart is representing how many peoples are taking lockdown occurred due to coronavirus in positive way, negative way. Results are presented in different colors with percentage values.

CHAPTER 6

CONCLUSION AND FUTURE ENHANCEMENT

Thus, Opinion Mining and Sentiment analysis has wide area of applications and it also facing many research challenges. Since the fast growth of internet and internet related applications, the Opinion Mining and Sentiment Analysis become a most interesting research area among natural language processing community. A more innovative and effective techniques required to be invented which should overcome the current challenges faced by Opinion Mining and Sentiment Analysis

Future opinion-mining systems need broader and deeper common and commonsense knowledge bases. This will lead to a better understanding of natural language opinions and will more efficiently bridge the gap between multimodal information and machine processable data. Blending scientific theories of emotion with the practical engineering goals of analyzing sentiments in natural language text will lead to more bio-inspired approaches to the design of intelligent opinion-mining systems capable of handling semantic knowledge, making analogies, learning new affective knowledge, and detecting, perceiving, and "feeling" emotions.

CHAPTER 7

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