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PG DEPARTMENT OF COMPUTER APPLICATIONS



FATIMA COLLEGE (AUTONOMOUS)

(College with Potential for Excellence)

Mary Land, Madurai -18

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A STUDY WITH LEXICON BASED SENTIMENT ANALYSIS ON TWITTER DATA

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Abstract

The exponential growth of available online information provides computer scientists many new challenges and opportunities. A recent trend is to analyze people feelings, opinions orientation about facts and brands: this is done by exploiting Sentiment Analysis techniques, whose goal is to classify the polarity of a piece of text according to the opinion of the writer. In this research, lexicon-based approach is used for sentiment analysis.

Introduction

Social media websites like Twitter, Facebook etc. are a major hub for users to express their opinions online. On these social media sites, users post comments and opinions on various topics. Hence these sites become rich sources of information to researchers for opinions and analyze user behavior and provide insights for:

- User behaviour
- Product feedback
- User intentions
- Lead generation

Businesses spend an enormous amount of time and money to understand their customers' opinions about their products and services. Thus Sentiment Analysis has become a hot research area since 2002. Sentiment Analysis is used to determine sentiments, emotions and attitudes of the user. The text used for analysis can range from big document (e.g. Product reviews on Amazon, blogs) to small status message (e.g. Tweets, Facebook comments). In this paper, we present a lexicon-based approach to extracting sentiment from text. This approach categorizes the text as positive, negative and neutral in a fast and accurate manner.

Creation of lexicon

The lexicon can be created either manually or expanding automatically from a set of words. In our study, the lexicon is manually created. It is a one time process. Two types of lexicons are created.

1. Common lexicon

This contains data that would have the same semantic meaning or sense across different domains and categories.

- Common or default sentiment words. Positive and Negative sentiment words that have the same sentiment value across different domains. For e.g. sentiment word "good" always represents a positive sentiment.