OPINION MINING FOR SOCIAL NETWORKING SITES
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ABSTRACT

This system uses opinion mining methodology in order to achieve desired functionality. Opinion Mining for Social Networking Site is a web application. Here the user will post his views related to some subject other users will view this post and will comment on this post. The System takes comments of various users, based on the opinion, system will specify whether the posted topic is good, bad, or worst. User can change his own profile picture and can update his status. These changes can be viewed by various users. We use a database of sentiment based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user comment is ranked.

1 INTRODUCTION

Content growth in the Internet in recent years has made a huge volume of information available. This information is presented in different formats such as posts, news articles, comments, and reviews. Especially in the automotive, electronics and film sectors, customers have written reviews about products or their features. By collecting and analyzing these reviews, new customers find others' opinion about different features of the product. They can compare the products to each other to find the best one that meets their needs. Moreover, manufacturers will find out strengths and weaknesses of their products or those of their competitors.

In this way, manufacturers will solve the reported problems and use the business intelligence behind the analysis for future investments. From the sentiment perspective, there are two kinds of textual information, namely, facts and opinions. While facts are the objective statements about the nature of a product, opinions describe attitudes, appraisals, and emotions regarding a product, service, topic, or an issue. Although the majority of research focuses on building applications around facts, the recent trend in the area of text mining has been focused on building applications around opinions

Sentiment analysis is an interdisciplinary field that crosses natural language processing, artificial intelligence, and text mining. Since most opinions are available in the text format and its processing is easier than other formats, sentiment analysis has emerged as a subfield of text mining . It generally recognizes opinions of people expressed in text. The opinions could be judgments, evaluations, affective (or emotional) states, beliefs, or wishes. Sentiment analysis appeared in the literature in 1990 for the first time and then it became a major research topic in 2000. Classifying the polarity of a given text as positive or negative is the basic task of sentiment analysis. Due to its many aspects it is often referred to with different names such as opinion mining, sentiment classification, sentiment analysis, and sentiment extraction. It is widely believed that Sentiment analysis is needed and useful. It is also widely accepted that extracting sentiment from text is a hard semantic problem even for human beings. Additionally, sentiment analysis is domain specific, therefore the polarity of some terms depends on the context in which they are used. For example, while "small" for "size" as a feature in the electronic products is positive, in agricultural products such as fruit it has a negative polarity. Sentiment analysis is used in different domains such as shopping, entertainment, politics, education, marketing, and research and development. This paper focuses on sentiment classification in social domains.

From the technical perspective, two main approaches for sentiment analysis are Bag Of Words (BOW) and Feature

Based Sentiment(FBS) . In the BOW approach, each document is seen as a set of words. As a result, the syntactic and semantic information between words are lost. The BOW approach is not useful when opinions about products and their features have to be analyzed. In such cases, it is required to extract features. FBS has emerged as an approach for analyzing the sentiments of products and their features. The results of sentiment classification are presented in various formats in different domains: positive/negative, like/dislike, recommended/not-recommended, good/bad, buy / don't buy, excellent/boring(film), support/against , favorable/ unfavorable , bullish/bearish, or optimistic / pessimistic .

2. LITERATURE SURVEY AND RELATED WORK:

A systematic review was undertaken using guidelines for conducting a systematic literature review in management . First, we start by defining the research question. Then determine the required characteristic for the study. Continue by retrieving potentially relevant literature and selecting pertinent literature. We then synthesize relevant information from the literature and the final step is reporting the result of the review.

2.1 Retrieving and selecting pertinent literature:

In existing system user use to search by using keyboard typing.it takes lot of times to search. In recent times only in the Voice Assistants we can experience the major changes, the way user interacts and the experience of user. We are already using them for many tasks like switching on/off lights, playing music through streaming apps like Wynk Music, Spotify etc., This is the new method of interacting with the technical devices makes lexical communication as a new ally to this technology The review utilizing five reputable and credible online databases that published literature covering information and computer science area. Search strings keywords used for all five online databases is "Sentiment analysis, social media, Facebook, Twitter". The total articles identified from the database search is 307 articles. 34 articles identified from Emerald Insight, 242 results identified from science direct, 24 results from Association for computing machinery (ACM), 45 articles from Scopus and 45 articles identified from IEEE. Then the screening of papers is conducted based on the inclusion and exclusion criteria and the screening resulted in 85 articles. Consequently, the screening involved reading the full texts and analysing each article and we obtain 24 finalized articles.

2.2 Synthesizing the literature :

The studies were published between 2015 to July 2020. There is a total of 24 articles selected that suits the purpose of this review. The data from the paper is extracted and the primary study findings are analysed and integrated.

3 EXISTING SYSTEM

Microblogs have become quick and easy online information sharing platforms with the explosive growth of online social media. Weibo, a Twitter-like microblog service in China, is characterized by timeliness and interactivity. A Weibo message carries the user's views and sentiments, particularly forms a fission-like spreading structure while being retweeted. Such structure accelerates information diffusion, and reflects different topics and opinions as well. However, current researches mainly focus on sentiment classification, which neither efficiently combine tree-like retweeting structure nor analyze opinion evolutions with a holistic view.

4 PROPOSED WORK AND ALGORITHM

This system uses opinion mining methodology in order to achieve desired functionality. Opinion Mining for Social Networking Site is a web application. Here the user will post his views related to some subject other users will view this post and will comment on this post. The System takes comments of various users, based on the opinion, system will specify whether the posted topic is good, bad, or worst. User can change his own profile picture and can update his status. These changes can be viewed by various users. We use a database of sentiment based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user comment is ranked.

5. METHODOLOGIES

MODULES

SYSTEM MODULES:

• Admin Login

• Add Post

• Add Keywords

• User Login

• Comment

• View Comment

• Rating Calculation

• Edit Profile

• Status

   MODULES DESCRIPTION:

• Admin Login: - Admin login's to the system using his Admin ID and password.

• Add Post: - Admin can post topics.

• Add Keywords: - Admin add keywords in database so that system will match the comment with the keywords in database and will rank the topic.

• User Login: - User login's to the system using his user ID and password.

• Comment: - User will post comment on the topic.

• View Comment: - User can view comment of other user's.

• Rating Calculation: - System will match the comment with the keywords in database and will rate the topic.

• Edit Profile: - User can edit his profile and can change his profile picture.

• Status:- User can view status and can change his status.

6 RESULTS AND DISCUSSION
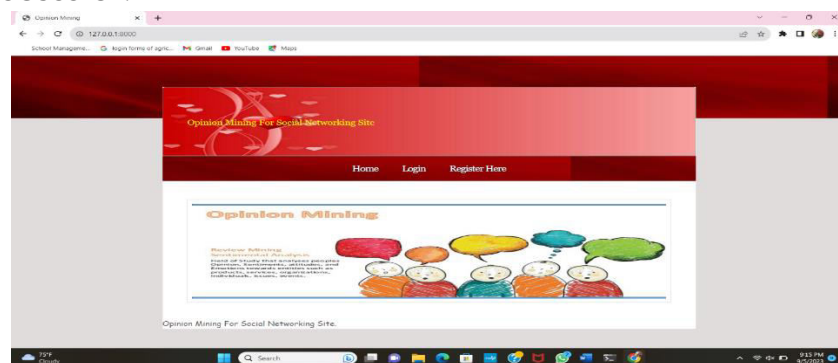
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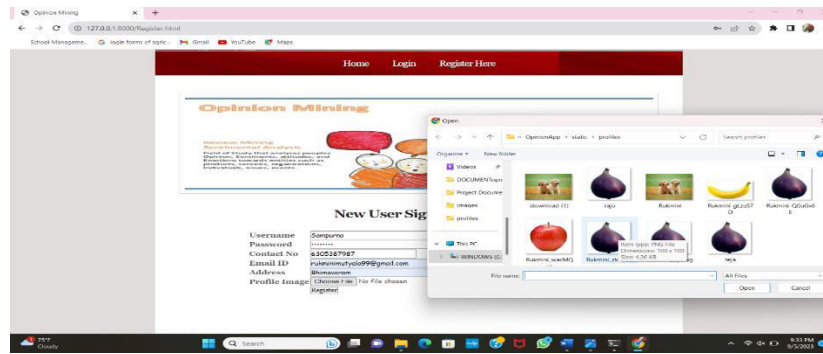
FIG 2 REGISTRATION PAGE
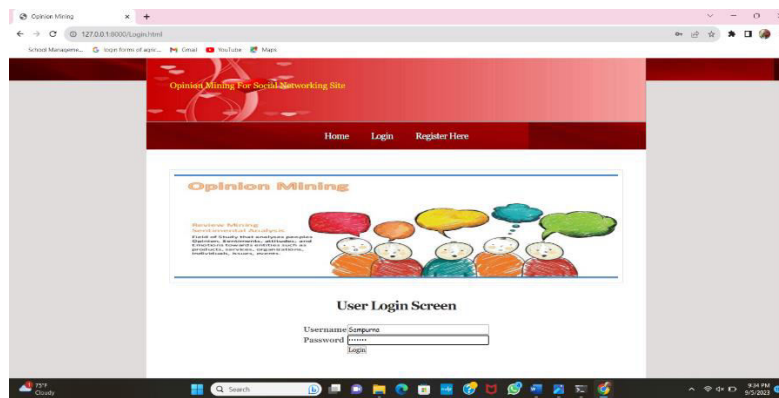
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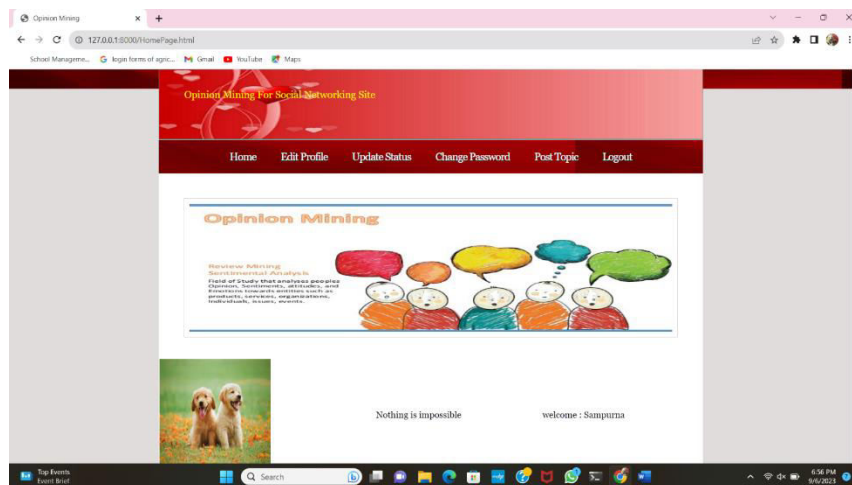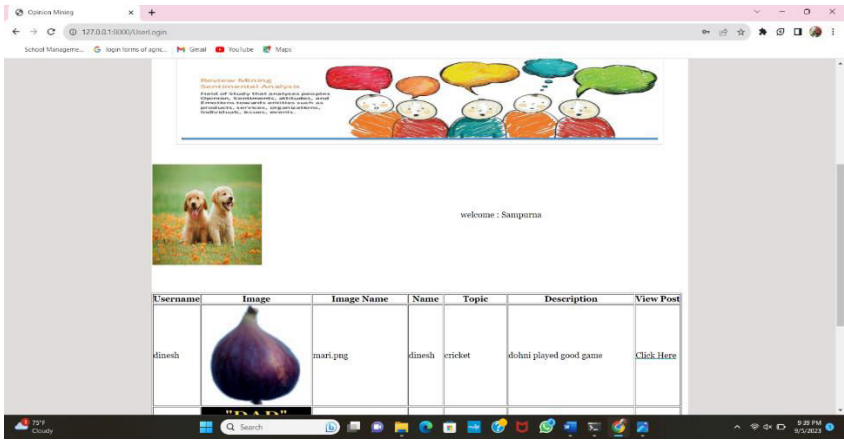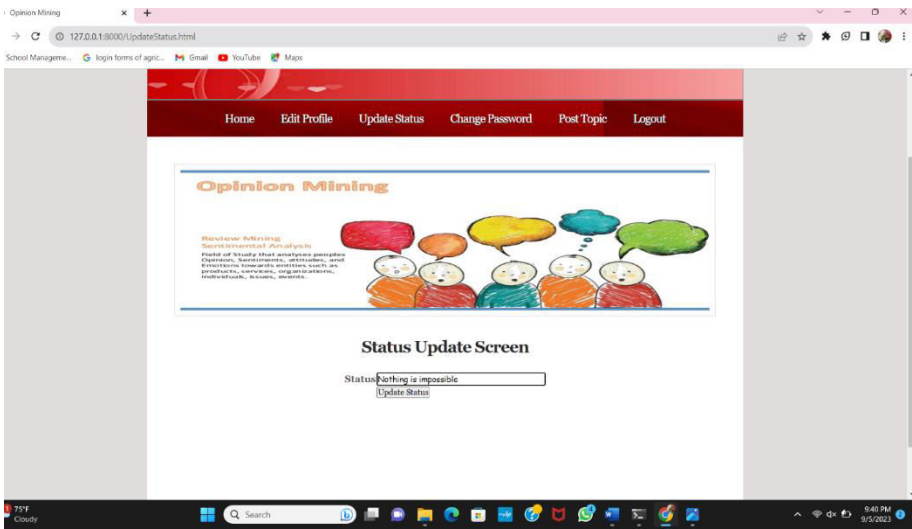

FIG 4 USERHOME PAGE

FIG 5 USERPROFILE

FIG 6 STATUS UPDATE

FIG 7 POST THE TOPIC

FIG 8 VIEW THE POST TOPIC

FIG 9 VIEW THE COMMENT WITH RATING

6.CONCLUSION AND FUTURE SCOPE

CONCLUSION

Social networks have become a major role of communication. The large amount of data and opinions on micro-blogging websites makes them a rich source for opinion mining and sentiment analysis. This proposed project, though still in progress, provides promising initial results. We aim to mine useful opinions from social networks and analyze them to determine how a product is performing in the market. By using a parser we attempt to perform various Natural Language Processing steps to derive meaning from the statements extracted. Using the tools described in this paper, we can successfully create a system which mines opinions from the Twitter stream and classifies them as positive, negative and neutral sentiments. As future work, we plan to go beyond Twitter, expand to other social networking websites, blog posts and comments on E-commerce websites.

FUTURE SCOPE:

In the connected world, a visible difference between decision makers and their stakeholders is evident. Massive data of customer engagement is available. Through a tailored understanding of their needs, personalization can lead to customer loyalty and increased sales. A Chatbot is the computer program developed to consult online human customers. This is

powered by artificial intelligence and machine learning which treats clients in the individual stage, without human intervention. The chatbots can be included in any of the platforms like Skype, Messenger, etc. Understanding the emotions and responding by chatbot is the awaited technology in Machine learning. In the age of big data, Google's open-source software library for numerical computation using data flow graphs Tensor Flow is expected to drive forward advancement in machine learning and artificial intelligence. Tensor Flow is an agile tool. Combining the processing power of Tensor Flow and availability of data is expected to give insightful business applications which can alter the state of decision-making in business enterprises.

7 REFERENCES

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