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## SENTIMENTAL ANALYSIS ON SOCIAL MEDIA DATA

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### Abstract

In computer science one of the fastest blossoming research areas is sentimental analysis. Sentimental analysis is also known as opinion mining. In 1990's text subjectivity analysis performed by the arithmetic conversational community and later in the starting of 20th century we came to know that the tuber of sentimental analysis is in the survey on public opinion analysis. In recent years, sentimental analysis has shifted from online product reviews to social media such as Twitter and Facebook, etc. By knowing the opinion of a group of people in the society we can improve the value of the product and it proved valuable for economic or market development. Most of the reviews will have both positive and negative comments. The eruption of sentimental analysis has only taken place with the accessibility of texts on the web. The paper of sentimental analysis is distributed to many communication sites. Multiple talking points beyond the product reviews like the stock market, elections, disaster, medicine, software development, and cyberbullying enlarge usage of sentimental analysis. This paper presents a study about the sentimental analysis and the challenges appear in the sentimental analysis and also the opinion faced by a group of people in the society.

**KEYWORDS:** sentimental analysis, opinion mining, social media, reviews.

### I. INTRODUCTION

Sentimental analysis is a chain of methods, capabilities, and apparatus about bring to light and bring out of light subjective information, such as viewpoint and attitude from language. Traditionally, sentimental analysis has a different viewpoint that is the opinion of someone maybe positive, neutral, or negative regarding something. The main aim of sentimental analysis has been a product or a service where the result has been made public on the internet. This will explain why sentimental analysis and opinion mining are often used as essence

although, we think it is more specific to view sentiments as emotionally filled opinions. In the first decades of the 20th century, the questionnaires have been captured public opinion with a great effort and the scientific journal on public viewpoint was introduced in 1939.



[2] We have seen enormous growth in the papers focusing on sentimental analysis and opinion mining during a short time ago. According to our statistics, nearly 7000 paper was published and more fascinating, 99% of the research paper published after 2004 has made the sentimental analysis one of the quickly spread research areas. Sentimental analysis has to arrange from marketing to customer service to clinical medicine and a variety of domains. The important applications for sentimental analysis are applications in academia as well as commerce. Opinion mining is another name for sentimental analysis due to the remarkable volume of opinion. A survey on customers is very important to rate the product. The process in which the automatic extraction of features by means of notions of others about a specific product, services or experience. Collection, study, and applications of social media data has absorbed research interest from both academics and industries. [1]

## II. ROLE OF SOCIAL MEDIA:

In recent years, sentimental analysis relocates from analyzing online product reviews to social media texts. With the arrival of the internet and social media, the user can happily give their feedback by displaying their comments online. Taking the personal blogs, social networks and social media such as Twitter, Facebook, and Google+ as a platform for displaying comments and reviews and opinions of services, products, and policies. Social media data can grab users' feelings, emotions and attitudes on the topics where they find the readers and listeners. As technology is increasing tremendously the web is

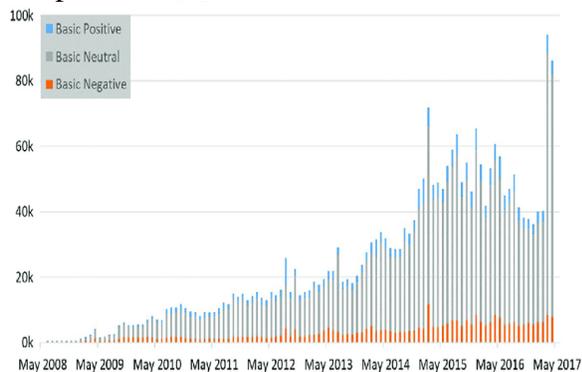
providing us a huge space to express and share the opinions that are reflecting the lives of people. Nowadays reviews and ratings on the web have got its own importance in the production of goods. From recent years survey shows us that 30% of the users have evaluated goods online. Social media is affecting people like poison. Keeping a check on social media activity users can use social media in the best way possible. Many industries have increased production and sales on offering a sentimental analysis in social media.



## III. IMPACT OF SOCIAL MEDIA ON CONSUMER'S BEHAVIOR:

The use of social media by the customers is for the sake of their immediate retrieve to the information for their convenience helping them to decide what to buy and know about the new products whenever they want or need. Customers take their own time to search for the information about the products they want and they check for the reviews and ratings of the products given by the other customers. They make a decision that does not depend on the information provided by an advertisement online or offline. The standard of online product analysis features by recognizing information and come to realize the quality of reviews

launched to have a remarkable positive impact on buyers purchase purpose. Social media has raised its importance in involving other person views so that individuals can share the information, update and appeal opinion and ratings on online services. In order to develop our brand, we must know the customer feelings towards our product. This awareness can guide us to better understand the feeling of the customer about our products.[4]



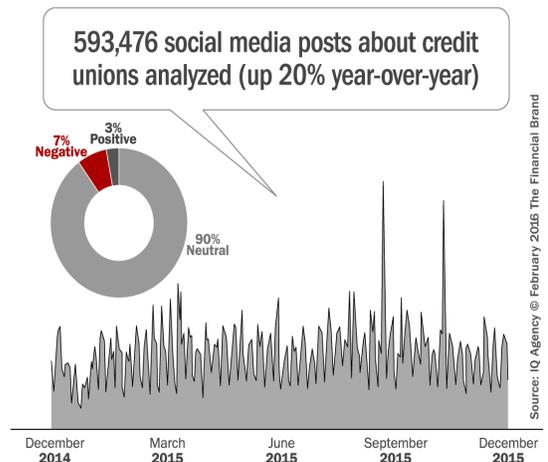
[3]

The ROI can be powerful to determine the automatic sentiment analysis solution to retrieve the overview of the brand. A nail in negative comments about our brand can drive us to trouble. By reading the negative comments we can find the origin of the problem and initiate a plan to correct this negativity.

#### IV. BENEFITS OF SENTIMENTAL ANALYSIS:

Sentimental analysis is useful for companies, organization because depends upon the attitude of the users or opinion of the users only we can know whether the product is successful in the present market or not. Many of the features are developed only based upon the opinion of the individual. All the opinion is taken into consideration and is analyzed. Not only analyzing the opinion we can personally

determine the feeling and attitude of the buyer. Due to the sentimental analysis, many business organizations are being improved very well from recent years. By taking the negative opinion into consideration business person are taking as a challenge and trying to convert them into positive ones. By doing in this business is gaining its importance in the present world. By listening to the reviews and comments on social media we can easily determine how your products are going to the people. By analysis, the customer reviews on sites like Amazon, Flipkart, twitter, etc. we can improve the product offered by us, but can also measure the customer point of view to our brand or business.[5]



#### V. LIMITATIONS OF SENTIMENTAL ANALYSIS:

Difficult to analyze a lot of information without mistake. Sentimental analysis quickly analysis tools and many pieces of texts automatically. The users will face the problems in identifying the Problems like sarcasm and irony, negations, jokes, and exaggerations. The phrase “I wasn’t disappointed” it is classified to be positive but “disappointed” is classified as negative for the purpose of sentimental analysis.



Another problem in present-day research on sentimental analysis includes demands on the topic domain-specific adaptation. Type features state in your content by positive and negative assumption, making it too simple for you to see where your archive is either communicating precisely the opinions you need it to, or where you may need to roll out certain improvements. Social media have ended up a critical optional data channel to traditional media between crises and calamities.[5]

## **VI.APPLICATIONS OF SENTIMENTAL ANALYSIS:**

Sentimental analysis of social media data has appeared as main issues to make awareness of the social media data and to be used by the public organization and government, as well as private institutions and public groups. They have seen the approach of comprehensive interpersonal communication sites, microblogs, wikis and web applications. In this new future of business, if the feedback is negative, you can drop down the sentimental analysis to see what customers don't like. Sentimental analysis on social media helps customers to find the solutions for their problems and make better decisions regarding the event support without paying the cost as the public survey. It is also used to protect the information regarding the recovery situations and donation requests to the crowd in a better way. In particular, it is useful to better understand the dynamics of the network including users feeling, concerns as it is used to identify the conflict of sentiments expressed by the users during their decision making about the product.

For example, Tweets, so forth, web-postings and recordings, all express appraisals on different points and occasions, offer massive chances to consider and examine human conclusions and speculation.

## **CONCLUSION:**

Sentimental analysis is a vital concept in today's world and due to the entry of social media it has gotten to be a colossal source of database. The very important fact to analyze that knowing about how the customer thinks different things in different ways. Sentimental analysis plays a major role in business because business is completely dependent on consumers and they will always try to make the products as per the requirements of the consumers. The customer always sees the review and ratings about the information they need. In this paper we knew that how the social media played a major role in the consumers' day to day life. The main challenge after developing the crawler was, decide whether the given sentence is negative or positive and neutral. The impact of social media on the consumer is for the sake of retrieving the information.

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