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Social Media Opinion Analyzer

S.Sumaiah Barveen MCA., M.Phil[1] (CS)., K.S Vedhapriya[2]

Department of Computer Science, Sakthi College of Arts and Science for Women, Oddanchatram, Tamilnadu, India[1]

M. Sc (Computer Science), Department of Computer Science, Sakthi College of Arts and Science for Women, Oddanchatram, Tamilnadu, India[2]

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ABSTRACT: The social media is a huge virtual space where to express and share individual opinions, influencing any aspect of life, with implications for marketing and communication alike. Social Medias are influencing the current world preferences by shaping their attitudes and behaviors. Monitoring the Social Media activities is a good way to measure one's loyalty, keeping a track on their sentiment towards brands or products. Social Media are the next logical marketing arena. Currently, Facebook dominates the digital marketing space, followed closely by "X" which was recently known as Twitter. This paper describes a Sentiment Analysis study performed on over 1000 posts about newscasts based the dataset that will be provided. This social media though it has simplified work in one way or another but it has also provided laziness among the users which in turn it is leading to change of behavior of the upcoming generations. Social media sentiment analysis has emerged as a prominent research area due to the exponential growth of user-generated content on various social media platforms. This paper provides a comprehensive review of the progress made in the field of social media sentiment analysis, highlighting its significance and applications across diverse domains.

KEYWORDS: Sentiment Analysis, Social Media Analytics, Opinion Mining, Natural Language Processing (NLP), Machine Learning, Text Mining, Data Visualization, Hashtag Analysis, Trend Detection, Public Opinion Analysis, Big Data Analytics, Social Network Analysis

I. INTRODUCTION

Reviews and ratings on the Internet are increasing their importance in the evaluation of products and services by potential customers. In certain sectors, it is even becoming a fundamental variable in the "purchase" decision. A recent Forrester study showed that more than 30% of Internet users have evaluated products or services online. Consumers tend to trust the opinion of other consumers, especially those with prior experience of a product or service, rather than company marketing (Neri, F., et. al. 2012). Besides, a friendly, interactive presence on a social network or chat room can greatly improve brand image and help the company gather extremely useful, unstructured data about demand trends, in a nonintrusive way. However, manually analyzing this vast amount of data is impractical and time-consuming. This is where social media sentiment analysis comes into play.

II. LITERATURE SURVAY

- Blumenthal (2005) discussed open-source methodology and highlighted how insights can be gathered from the blogosphere for general research purposes.
- Gayo-Avello (2011) argued that social media should not be treated like traditional opinion polls and emphasized limitations in prediction accuracy.
- Sobkowicz et al. (2012) focused on opinion mining in social media, proposing models for analyzing and forecasting political opinions online.
- Boyd & Crawford (2012) examined critical issues in big data, discussing its cultural, technological, and scholarly implications in a general context.
- Metaxas & Mustafaraj (2012) studied the relationship between social media and elections, focusing on predictive analysis.
- Gayo-Avello (2012) explored election prediction using Twitter data but highlighted challenges and unreliable outcomes.

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- Gayo-Avello (2012) further emphasized that predicting elections using Twitter data is not reliable and has significant limitations.
- Smith (2013) analyzed traditional and modern survey-research paradigms, focusing on conceptual and methodological frameworks.
- Couper (2013) discussed how new technologies are transforming survey methods and questioned the future of traditional survey techniques.
- Baker et al. (2013) presented a report on non-probability sampling methods and their implications in survey statistics.
- Schoen et al. (2013) explored the predictive power of social media data, particularly in forecasting outcomes using online platforms.

III. THEORETICAL BACKGROUND

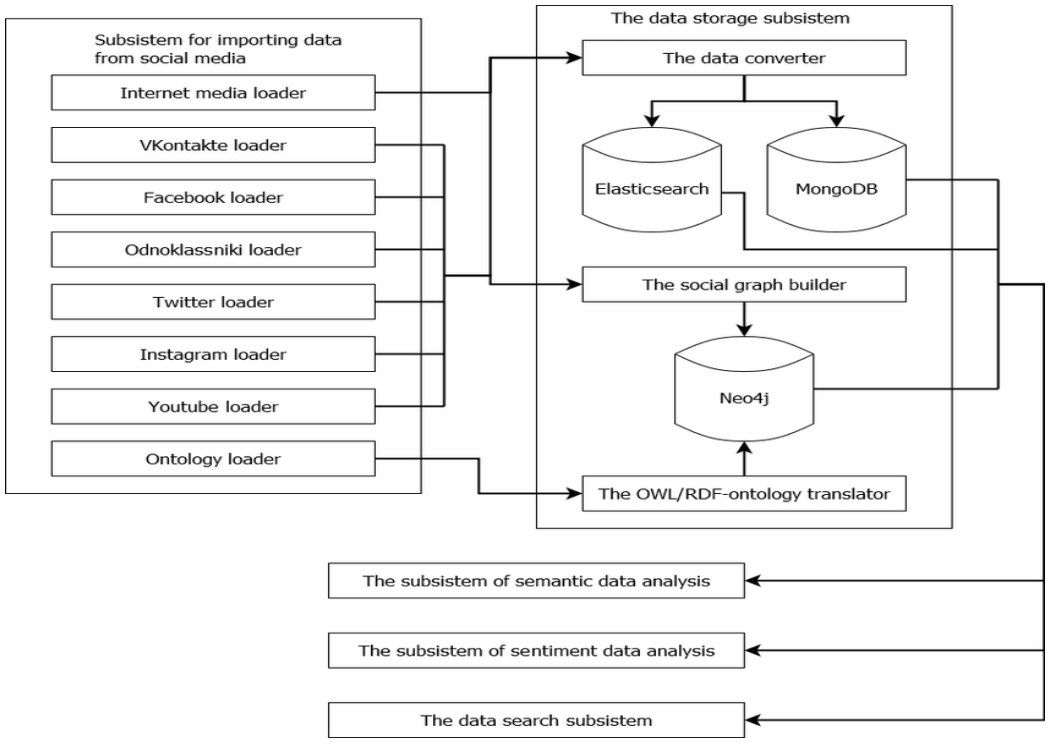
3.1 PROBLEM IDENTIFICATION

- In the existing system, opinion analysis is usually done manually by reading social media posts or using basic keyword-search tools. This approach is time-consuming, inconsistent, and inaccurate when dealing with thousands of posts. Traditional tools do not use advanced NLP models, causing misclassification of sarcasm, slang, emojis, or mixed emotions. Many systems also lack visual analytics, trend reports, or topic-based filtering. Organizations often depend on third-party social media analytics platforms, which are expensive and do not provide customizable analysis. Thus, the existing system fails to deliver fast, accurate, and cost-effective sentiment insights.

3.2 PROBLEM SOLVING

- The proposed **Social Media Opinion Analyzer** automates the entire process of collecting, analyzing, and visualizing social media opinions using AI. The system fetches social media posts using APIs or uploaded datasets, preprocesses text by removing noise, applies NLP techniques, and uses sentiment analysis algorithms (Naive Bayes, SVM, Logistic Regression, or Deep Learning models) to classify opinions. It generates sentiment summaries, charts, trending keywords, and positivity/negativity scores. Users can search by topic, hashtag, keyword, or date. This system improves accuracy, reduces manual effort, and helps users make informed decisions based on real-time public opinion.

3.3 SYSTEM ARCHITECTURE



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IV. SYSTEM IMPLEMETATION

4.1. MODULE:

1. User Login Module
2. Data Collection Module
3. Preprocessing & Cleaning Module
4. Sentiment Analysis Module
5. Trending Keyword Extraction Module
6. Analytics & Visualization Module
7. Admin Module

4.2 MODULE DESCRIPTION:

1. User Login Module

Handles user registration, login, and secure authentication to access the analyzer.

2. Data Collection Module

Fetches posts from social media APIs or imports CSV datasets.
Supports filters like keywords, hashtags, usernames, and date ranges.

3. Preprocessing & Cleaning Module

Removes noise using NLP preprocessing:

- Stopword removal
- Tokenization
- Lemmatization
- Slang/emojis handling
- URL, mentions, and hashtag removal

4. Sentiment Analysis Module

Uses an ML/NLP model to classify text into:

- Positive
- Negative
- Neutral

Also computes sentiment score.

5. Trending Keyword Extraction Module

Identifies most frequently used words, hashtags, entities, and topics.

6. Analytics & Visualization Module

Displays:

- Pie chart of sentiment
- Keyword frequency graph
- Time-based sentiment trend
- Most positive/negative posts

7. Admin Module

Manages users, monitors API usage, updates datasets, and manages model training.

V. CONCLUSION

In conclusion, social media sentiment analysis is a valuable technique for understanding public opinion, monitoring brand reputation, and gaining insights into customer sentiment. It allows organizations to gauge the overall sentiment (positive, negative, or neutral) towards their products, services, or events and make data-driven decisions based on these insights. However, it is important to note that sentiment analysis is not without its limitations. Social media content often contains sarcasm, irony, slang, or nuanced language that can be challenging for automated algorithms to accurately interpret. Cultural differences, context, and linguistic variations across languages further complicate the analysis. Therefore, manual review and human interpretation are crucial for validating and refining

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sentiment analysis results. Therefore, social media sentiment analysis is a powerful tool that, when used in conjunction with human judgment, can provide valuable insights for businesses, marketers, and researchers to make informed decisions, improve products and services, and engage effectively with their target audience.

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