Sentiment analysis is a very popular technique for social network analysis. Sentiment analysis also termed as opinion mining is a process of automatically extracting knowledge from sentiments or opinions of others about some topic or problem. We can identify opinions in a large unstructured/structured data and analyze the polarity of opinions. Twitter is a large and rapidly growing micro blogging social networking website where people express their opinions in a short and simple manner of expressions. It is a common practice that merchants selling products on the Web ask their customers to review the products. In twitter number of customer reviews on different products is appearing. Mobile phones are a common domain in which number of customer reviews appears. This makes it difficult for a potential customer to read them in order to make a decision on whether to buy the product. We are only interested in the specific features of the phones that customers have opinions on and also whether the opinions are positive or negative. This paper presents a lexicon based approach for analyzing the customer reviews on mobile phones over Twitter data to measure the popularity based on which
the customer can decide whether to buy the product.

References


Index Terms

Computer Science

Information Sciences

Keywords

Sentiment, opinion, score, Twitter, lexicon