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Abstract

Sentiment analysis has been observed as an important subject in data mining because of the wide range of direct applications such as analysis of products, customer profiles, and political trends and so on. It is the process of identifying people's attitude and emotional state from language to language. In Natural Language Processing, sentiment analysis is an automated task where machine learning is used to rapidly determine the sentiment of large amounts of text or speech. In this research work a comparative study of effectiveness in which some of the Machine learning techniques like naïve bayes and support vector machine. The results observed and noted that naïve bayes performs better in terms of accuracy, precision, recall and F-Measure for movie review.

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Index Terms

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Keywords

Sentiment analysis, opinion extraction, reviews, Support vector machine, Naïve bayes