Enhanced Sentiment Analysis by using Social Media

International Journal of Computer Applications
Foundation of Computer Science (FCS), NY, USA

Volume 182 - Number 15

Year of Publication: 2018

Authors:
Shubhangi D. C., Priyadarshini M.

Abstract

In the current days development of web technology and its growth, there is a huge amount of data present in the web for internet users and a lot of data is generated as well. Internet has become a platform for online learning, exchanging ideas and sharing opinions like Twitter, rapidly gaining popularity as they allow people to share and express their views about the trending topics. In this paper we introduced a new approach to adapt the topic model derived from news to tweets. We proposed the hashtagger+ how quickly can we suggest the hashtag mainly focuses on sentiment analysis of twitter data which is helpful to analyze the information in the tweets where opinions are highly, heterogeneous and are either positive, negative, or neutral in some cases. By using various machine learning algorithms, like Naive Bayes classifier, cold start search algorithm, and hashtagger+ recommendation model.

References

1. Z. Ma, A. Sun, Q. Yuan, and G. Cong, “Tagging your tweets: A probabilistic modeling of


**Index Terms**

Computer Science  
Information Sciences

**Keywords**

Twitter, machine learning, naive bayes, coldstart search, hash tag.