Abstract

Sentiment Analysis or Opinion Mining is a new developing research field that has opened new challenges for researchers to be answered. Sentiment analysis or Opinion mining is a very important field in finding the correct sentiment of customer product review, election result analysis, summarization of news articles. Sentiment analysis has opened a new door in different domains like financial, telecommunication, business, medical, social events, and e-shopping. In this paper, a hybrid sentiment analysis approach is proposed to analyze “Amazon” Canon camera reviews and classify them into positive and negative polarity classes which is useful for other customers and organizations to take future decisions. The results of hybrid approach show improvement in accuracy, and also in precision and recall measures.

References


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Operational Research.


**Index Terms**

Computer Science | Information Sciences

**Keywords**

Sentiment Analysis, Opinion Mining, Feature Extraction, Machine Learning, Support Vector Machine, Amazon