ISSN: 2277-9655

Scientific Journal Impact Factor: 3.449 (ISRA), Impact Factor: 1.852



# INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH TECHNOLOGY

## SENTIMENTAL ANALYSIS USING SOCIAL NETWORKING SITES

### Ranganathan D.J.M\*, Arul.K#

Under Graduate Student\*, Asst.Professor#
Department Of Computer Science and Engineering
Saveetha Nagar, Thandalam, Chennai-602105
Saveetha School of Engineering
Saveetha University

ranganathanct@gmail.com\*, arulk7@gmail.com#

#### **Abstract**

This paper is concerned with Social Network Mining it is the concept of mining Social Networking Sites and Blogs, extract the required data from it and predict useful information that exists in the collected content. In order to implement this idea the technique used here is representing the mined data in a graph based model for better understanding of relationships between the data and predictive analysis, the concept of text categorization and clustering is used here to get the content and relevant results based on keyword. This is used to find out predictive analysis from graph comes in as we may be able to view his other interactions and get a better idea about his mindset.

Index Terms- Text Categorization, Predictive Analysis, Clustering, data interactions.

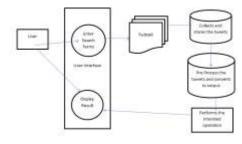
### Introduction

Social Network Mining is the concept of mining Social Networking Sites and Blogs extract the required data from it and predict useful information that exists in the collected content. In order to implement this idea the technique used here is representing the mined data in a graph based model for better understanding of relationships between the data and predictive analysis, the concept of text categorization and clustering is used here to get the content and relevant results based on keyword .Consider a case where a person constantly posts on the blog about hatred over a community or his nation , he is more likely to use harsh words like kill or murder etc. or even a book regarding that subject or persons like Hitler, we need to have a list of flagged words which should not be used and also all the related words to it. So when a person uses it he should automatically be added to our blacklist maintained but we should not misinterpret a guy who is going to do an assignment based on Hitler's life as a follower and advocator of Hitler's ideologies etc. so this is where predictive analysis from graph comes in as we may be able to view his other interactions and get a better idea about his mindset.

## Materials and methods SYSTEM DESIGN

Architecture Diagram
It gives the basic architecture of the developing project.

## Figure:



Architecture Diagram

## **Module Explanation:**

1) User:

In this module the users able search data according to their interest.

2) Enter Search Terms:

ISSN: 2277-9655

Scientific Journal Impact Factor: 3.449 (ISRA), Impact Factor: 1.852

In this module the user has entered data to search the needed term in the social networking sites such as twitter database it has present in the User Interface. Here it is used to collect the data.

3) Twitter:

In this module the term searched in the search term are processed in twitter database. Here we need to synchronize to access the database we need to get permission from twitter sites and after getting the permission we able to access the database and we can able to predicate the data as the user requires to perform the operation.

## 4) Collect and Store the Tweets:

In this phase, the data has been collected and it is converted into the word image, cloud image and the graph image and it has been stored in the user database to analyze the result for the Particular term and the terms are collected and it is store the tweets of the users and it is sent to the Preprocessing process to convert into the corpus.

5) Pre Process the tweets and converts to corpus: In this phase it is been processed previously the tweets are been converts to the images and the images are used to get the result according to the user need and the processed data and converted images and the display the result of the tweets which is tweet by the particular user which is used to make analyze the mindset of the particular user.

## 6) Performance the intended Operation:

The performance are measured with the help of analyses and it has been used for intended operation such as to predicate the analyze of two user's where the data has been converted and used for intended operations with graphical analysis.

## 7) Display Result:

The Output has been displayed to the user. In the form of word image, cloud image and graph images according to the user needs.

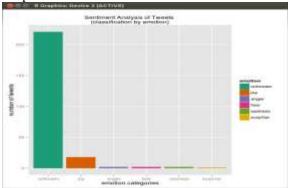
#### **Results and discussion**

#### SELECTION OF PROCESS



## **OUTPUT OF VIEWS ON GIVEN TERM** (EMOTION)

Output Based on Emotion



The figure shows the output of emotion classification of tweets in sentiment mining. Here the emotions joy, anger, fear, sadness, surprise and unknown emotions are classified and depicted as graph.

## **OUTPUT OF VIEWS ON GIVEN TERM** (**POLARITY**)

Output Based on Polarity

The figure shows the output of tweets classification based on polarity. For classification, the polarity categories considered are negative, positive and neutral.

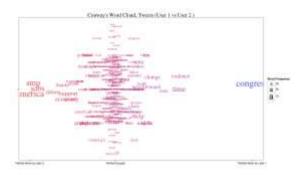
ISSN: 2277-9655 Scientific Journal Impact Factor: 3.449

(ISRA), Impact Factor: 1.852

BOSTETIMES ANALYSIS OF Twenty district (Joven Service Service

OUTPUT OF COMPARISON TWEETS OF TWO USERS

Output Based on Comparison of two users



The figure shows the output which is a word cloud of two twitter users based on the frequency of words used in tweets. Tweets which are used equally by two users are in middle of word cloud, tweets which are twitted frequently by the user1 is in right, tweets which are twitted frequently by user 2 is in left.

## OUTPUT OF TWEETS OF PARTICULAR USER

Output Based on Particular Use



Tweets of particular user is displayed as output. The output is displayed in the form of word cloud . Word cloud is the clustered way of displaying words. Different color and different font size refers to the difference in occurrence of words.

#### Conclusion

We have proposed the tool which is used This tool will be a great tool for especially online marketing as we may get the user's interest easily and also exact reviews on a product can be obtained from social networking sites since here the products are not reviewed by experts but by the normal user, hence it can be used for predicting poll results depending on the views of the people and to predicting the reach among the public for an ad or a product. Avoiding juvenile delinquencies by finding out the kids who have developed hatred towards school or community etc. Avoid cyber

### Acknowledgements

The work was supported in part by a grant from the Department of Computer Science at Saveetha University

### References

- [1]Enhanced Sentiment Learning Using Twitter Hashtags and Smileys 2010.
- [2] Andreevskaia, A. and S. Bergler. 2006.
- [3] Twitter as a Corpus for Sentiment Analysis and Opinion Mining 2010.
- [4] "Google sets," http://labs.google.com/sets.
- [5] Twitter Sentiment Analysis: The Good the Bad and the OMG!
- [6] Barbosa, L., and Feng, J. 2010. Robust sentiment detection on twitter from biased and noisy data.In Proc. of Coling.
- [7] Bifet, A., and Frank, E. 2010. Sentiment knowledge discovery in twitter streaming data.In Proc. of 13th International Conference on Discovery Science.
- [8] Pang, B., and Lee, L. 2008. Opinion mining and sentiment analysis. Foundations and Trends in Information Retrieval 2(1-2):1–135.

(ISRA), Impact Factor: 1.852

- [9] Exploiting Topic based Twitter Sentiment for Stock Prediction
- [10] Bishop, C. M. 2006. Pattern Recognition and Machine Learning Springer.
- [11] Bollen, J., Mao, H. N., and Zeng, X. J. 2011. Twitter mood predicts the stock market. Journal of Computer Science 2(1):1-8.
- [12]Chua, F. C. T. and Asur, S. 2012. Automatic Summarization of Events from Social Media, Technical Report, HP Labs.
- [13]Feldman, R., Benjamin, R., Roy, B. H. and Moshe, F. 2011. The Stock Sonar Sentiment analysis of stocks based on a hybrid approach.In Proceedings of 23rd IAAI Conference on Artificial Intelligence (IAAI-2011).
- [14] Wang, C. Blei, D. and Heckerman, D. 2008. Continuous Time Dynamic Topic Models. Uncertainty in Artificial Intelligence (UAI 2008), 579-586
- [15] Wang, H., Lu, Y. and Zhai, C. 2010. Latent aspect rating analysis on review text data: a rating regression approach. Proceedings of ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD-2010).

## **Author Biblography**



#### D.J.MRanganathan doing am B.E computer Science in the Saveetha University in the year of 2010 to 2014 during my academic years I submitted this journal of my project. Email: ranganathanct@gmail.com



#### K.Arul

I am working as a staff in saveetha university in the department of computer science

Email: arulk7@gmail.com