

SENTIMENT ANALYSIS

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Abstract

Content produced by the Users on the different websites, like on E-commerce websites and social networking websites, is doubling in size every two years.. Most of the companies use data from surveys or reviews from their websites or social networking sites about their products and services. These data are in textual or multi-modal forms, so we need natural language processing and sentiment analysis techniques to do opinion mining. Sentiment analysis or opinion mining of these data helps in business research and help companies in better decision making. After observing the outputs from the different classifiers under different conditions the results are compared with the previous work. Finally sentiment analysis experiment has been done on the IMDb movie review dataset using data mining tool Weka. Supervised machine learning algorithms like SVM and Naïve Bayes have been used for experiment and results have been observed and compared with the previous work under different conditions. Then the most efficient model have been explained for this work.

The aim of this project is to contribute towards the research area of sentiment analysis, natural language processing, supervised machine learning and text classification algorithm. In future people can use such models for decision making.