Navigating Sentiment Analysis in Print and Social Media with Natural Language Processing (NLP)

Venkata Ramana Kaneti[1] and T. Rajesh[2]

[1]*Assistant Professor, Department of CSE, VNR Vignana Jyothi Institute of Engineering and Technology, Hyderabad, Telangana, India -500090.*

[2]*Assistant Professor, Department of CSE, G. Narayanamma institute of technology & science, Shaikpet, Hyderabad, Telangana, India -500104*

Abstract: **The global COVID-19 pandemic has ushered in a paradigm shift, compelling businesses to migrate their operations to the digital realm, resulting in a substantial upsurge in online shopping activities. However, the rapid rise of e-commerce has brought with it the conundrum of distinguishing reliable products and trustworthy sellers in an ever-expanding digital marketplace. To tackle this challenge, numerous online retailers have implemented comment sections and star ratings systems, aimed at assisting customers in making informed choices. Nevertheless, these customer ratings and comments often present ambiguity or misleading information. In response to this, machine learning models have emerged as a formidable tool for scrutinizing copious comments and reviews, offering more precise insights and recommendations. These models possess the capability to grasp the subtleties of human language and sentiments, enabling them to comprehensively analyze comments and reviews and ascertain the overall sentiment associated with a particular product or seller. This analytical process empowers customers with dependable and accurate information, facilitating their discernment of trustworthy products and sellers. Furthermore, these models offer a valuable avenue for businesses to refine their products and services, identifying areas for enhancement through customer feedback. Additionally, this approach can be seamlessly extended to evaluate headlines and news articles, providing a nuanced understanding of media sentiment. By analyzing various newspapers, it becomes possible to discern which publications are conveying negative, positive, or neutral sentiments to the public. This information is invaluable for policymakers and government officials, enabling them to gauge public sentiment on a range of issues and adapt their policies accordingly. Media organizations can similarly leverage this data to optimize their content and tailor their reporting to align with the preferences and perspectives of their audience.**

Keywords: **sentiment analysis; emotion analysis; social media; affect computing**

1. INTRODUCTION

1.1 Problem Statement

In the realm of product reviews and customer comments, a wealth of valuable insights pertaining to customer satisfaction and feedback lies within. However, the manual analysis of this data can be a time-consuming and arduous task. Hence, the challenge at hand is the development of a sentiment analysis model that can efficiently and accurately categorize the sentiments expressed in product-related comments. This analytical approach aims to equip businesses with actionable insights into customer preferences, pain points, and potential areas for product enhancement. By doing so, it empowers businesses to make well-informed decisions concerning their product development, marketing strategies, and customer service practices, ultimately culminating in heightened customer satisfaction and unwavering loyalty.

Turning our attention to the realm of printed media, including newspapers and magazines, these sources serve as repositories of a vast spectrum of information, opinions, and perspectives on an array of topics. Analyzing the sentiments encapsulated in these publications holds immense potential, not only for businesses but also for governments and researchers. Such analysis offers a window into the broader landscape of public opinion and attitudes surrounding specific subjects or issues.

This systematic evaluation of media sentiments provides valuable insights that enable businesses, governments, and researchers to base their decisions on the prevailing sentiment among their target audience. By aligning their strategies and policies with the sentiments expressed, they can navigate the intricate landscape of public opinion more effectively and make decisions that resonate with their constituents or stakeholders.

1.2 A Real World Example
In the realm of practical applications, Amazon provides a compelling illustration of how sentiment analysis is harnessed in the context of product feedback. Amazon actively solicits and compiles customer reviews for products available on its e-commerce platform, employing sentiment analysis to categorize each review into positive, negative, or neutral sentiments. This analytical tool is instrumental in affording Amazon a holistic view of customer satisfaction levels pertaining to individual products, thereby facilitating the identification of areas that may require enhancement.
For instance, in instances where a product accumulates a notable volume of negative reviews, Amazon initiates a meticulous examination to uncover the underlying factors contributing to this negative sentiment. Such factors might encompass issues pertaining to product quality, delivery efficiency, or customer service. Conversely, products that attract an abundance of positive reviews are leveraged by Amazon to bolster their appeal to potential customers. Positive reviews carry significant weight in enhancing a product's credibility and driving increased sales. By integrating sentiment analysis into the domain of customer feedback, Amazon adeptly elevates the quality of its customer service, optimizes its product offerings, and, ultimately, elevates the overall level of customer satisfaction.
Within the sphere of printed media, sentiment analysis assumes a vital role in the context of political elections. Particularly during election campaigns, sentiment analysis serves as a crucial instrument for tracking the collective sentiment directed towards political candidates and the salient issues of the day, as reflected in news articles disseminated through traditional print media channels.
For instance, during the 2020 United States presidential election, media outlets employed sentiment analysis to monitor the prevailing public sentiment with respect to the candidates and critical topics such as the economy, healthcare, and immigration. Through this analytical approach, media outlets could glean profound insights into public opinion and prevailing attitudes regarding the candidates and the critical issues that shaped the political landscape.

1.3 Scope
Sentiment analysis applied to product comments offers a versatile array of practical applications. Among these, a primary use is in the realm of product development. Companies can harness sentiment analysis to glean valuable insights into customer preferences and identify pain points, thereby enabling them to refine existing products or innovate new ones. This data-driven approach guides companies in aligning their offerings more closely with the demands of their customer base.
Another pivotal application of sentiment analysis in the context of product comments is in the domain of marketing. Companies can leverage the insights derived from sentiment analysis to ascertain the most effective marketing messages and channels to reach their intended audience. This nuanced understanding enables companies to enhance the efficacy of their marketing strategies, ensuring their messaging resonates more effectively with consumers.
Furthermore, sentiment analysis proves instrumental in bolstering customer service. Companies can analyze customer feedback to pinpoint areas requiring improvement in their service delivery, such as response times and issue resolution. Armed with these insights, companies can take proactive measures to elevate the overall customer experience, resulting in heightened satisfaction levels.
Brand reputation management is yet another critical facet of sentiment analysis on product comments. By scrutinizing customer feedback, companies can promptly identify instances of negative sentiment towards their brand or products. This knowledge empowers companies to address these concerns swiftly, safeguarding and enhancing their brand reputation.
Within the domain of sentiment analysis applied to printed media, the scope is extensive, encompassing a wide range of practical applications. In the realm of political analysis, sentiment analysis plays a pivotal role in tracking public sentiment towards political candidates and pertinent issues, particularly during election campaigns. This wealth of information aids political campaigns in adapting their messaging and strategies to align with the prevailing public sentiment, enhancing their chances of connecting with voters.

In market research, sentiment analysis serves as a valuable tool for companies seeking insights into customer preferences, pain points, and opinions regarding their products and services. This wealth of information informs product development and marketing strategies, ensuring they remain attuned to consumer demands.

Moreover, sentiment analysis proves invaluable in trend analysis. By scrutinizing sentiment regarding emerging trends, topics, and issues in the media, businesses can stay abreast of evolving public sentiments and adjust their strategies accordingly, ensuring they remain relevant and responsive to shifting dynamics.

1.4 Objectives

The primary objectives in implementing sentiment analysis encompass several key stages:

a. Data Collection and Preprocessing: The initial step revolves around gathering and preparing data, which entails the extraction of customer comments regarding the product or headlines from various sources, including social media, e-commerce platforms, and review sites. Preprocessing is pivotal, involving data cleaning and formatting, the removal of extraneous information, and converting text into a format amenable to analysis.
b. Development of an Accurate Sentiment Analysis Model: Subsequently, the focus shifts to the creation of a robust sentiment analysis model. This step necessitates the selection of an appropriate algorithm, be it machine learning or rule-based systems. The model is then trained using labeled datasets to ensure its proficiency in accurately classifying customer comments as either positive, negative, or neutral.
c. Customization of the Sentiment Analysis Model: The third objective involves the customization of the sentiment analysis model to suit the unique product and domain under scrutiny. This entails fine-tuning the model with product-specific data and domain-specific terminology, an essential step that enhances the model's precision and relevance to the context.
d. Visualization of Sentiment Analysis Results: The final objective revolves around the visualization of sentiment analysis outcomes. This entails presenting the results in a comprehensible and visually appealing manner, offering stakeholders a clear and easy-to-understand depiction of the prevailing sentiment concerning the product or topic in question.

2. EXISTING TECHNIQUES AND SYSTEMS

There are various existing techniques for sentiment analysis that can be broadly categorized into three categories: rule-based techniques, machine learning-based techniques, and hybrid techniques that combine both approaches.

2.1 Rule-based techniques

Rule-based techniques form a category of methods that employ predefined rules and lexicons to assess the sentiment expressed within a given text. These approaches hinge on the recognition of words and phrases associated with either positive or negative sentiment. Notable examples of rule-based techniques encompass VADER (Valence Aware Dictionary and sentiment Reasoner), SentiWordNet, and LIWC (Linguistic Inquiry and Word Count).

One prominent application of rule-based techniques lies in the realm of expert systems, which are engineered to replicate the decision-making processes of human experts within a specific domain. In this context, the rules are typically extracted from the knowledge and expertise of domain specialists, and the system employs these rules to formulate decisions or offer recommendations based on input data.

Rule-based techniques hold an advantage in terms of interpretability and explainability. The rules themselves are readily comprehensible and analyzable by humans, rendering these methods more transparent than some machine learning counterparts. However, it is important to acknowledge that rule-based techniques may face limitations when dealing with the intricacies and variations present in real-world data. They may not always capture the full spectrum of relevant patterns or relationships, given the inherent complexity of the data they encounter.

2.2 Machine learning-based techniques

Machine learning-based techniques harness statistical models, trained on extensive labeled datasets, to automatically discern patterns and associations between words and sentiment. A range of machine learning algorithms is employed in this context, including Naïve Bayes, Support Vector Machines

(SVM), Decision Trees, and Recurrent Neural Networks (RNN).

These techniques extend their applicability beyond sentiment analysis, with machine learning algorithms being used for diverse tasks. Notable applications encompass image and speech recognition, exemplified by facial recognition systems and speech-to-text software. They are also instrumental in the realm of natural language understanding, such as in chatbots or sentiment analysis systems. Additionally, machine learning's prowess is evident in fraud detection, playing a critical role in spotting irregularities in contexts like credit card fraud detection and insurance fraud detection.

Machine learning-based techniques offer several distinct advantages. They exhibit the capability to swiftly process and analyze substantial volumes of data, a task far beyond human capacity, enabling organizations to expedite decision-making processes and derive insights at an accelerated pace. Furthermore, these techniques often excel in making precise predictions and decisions, given their aptitude for scrutinizing extensive datasets and uncovering patterns that might elude human observers.

2.3 Hybrid techniques

Hybrid techniques represent a fusion of both rule-based and machine learning-based approaches, strategically designed to enhance the precision and efficacy of sentiment analysis. These methods leverage predefined rules and machine learning algorithms in tandem to assess the sentiment expressed within a given text. Notable examples of hybrid techniques encompass SenticNet, SentiMerge, and Senti-Word Embeddings.

In practical terms, hybrid techniques manifest their efficacy in various domains, including the field of medical image analysis. An illustrative application involves the detection and diagnosis of breast cancer. Here, hybrid techniques ingeniously amalgamate deep learning neural networks with rule-based systems. This synergy has demonstrated significant improvements in the accuracy of breast cancer detection from medical images such as mammograms and ultrasounds. By uniting the strengths of both rule-based and machine learning approaches, these hybrid techniques contribute to more reliable and precise medical diagnoses, with far-reaching implications for healthcare.

3. PROPOSED SYSTEM

The envisioned sentiment analysis system has been strategically crafted to retrieve data from a diverse array of sources, including social media platforms, news websites, and online forums. Once collected, this data undergoes a comprehensive analysis aimed at ascertaining the sentiments embedded within the comments. The system's analytical framework incorporates a spectrum of techniques, including natural language processing (NLP), machine learning, and deep learning algorithms, which collectively enable the precise execution of sentiment analysis on the gathered data.

In addition to the core sentiment analysis capabilities, the system has been architected to deliver intuitive visual representations of the sentiment analysis outcomes. This strategic inclusion of visualizations serves the purpose of offering users a clear and accessible means to comprehend prevailing sentiment trends within the analyzed data.

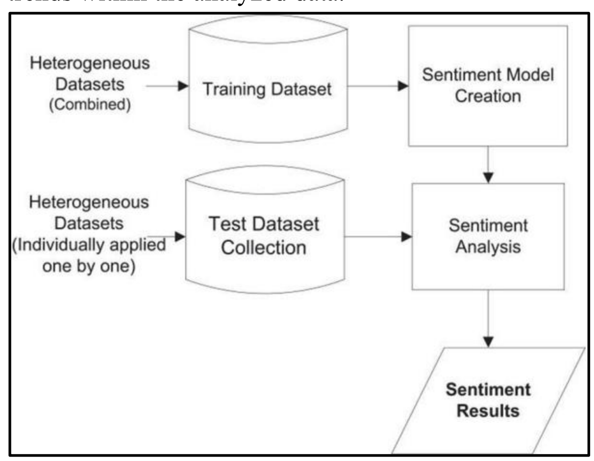

Figure 1. Architecture

3.1 Web Scraping Module

The web scraping module is the first module in the sentiment analysis system. It is responsible for collecting data from various sources such as social media platforms, news websites, and forums. The collected data will be in the form of comments, reviews, feedback, and other text-based content. The module will use web scraping techniques to extract the relevant data from the sources.

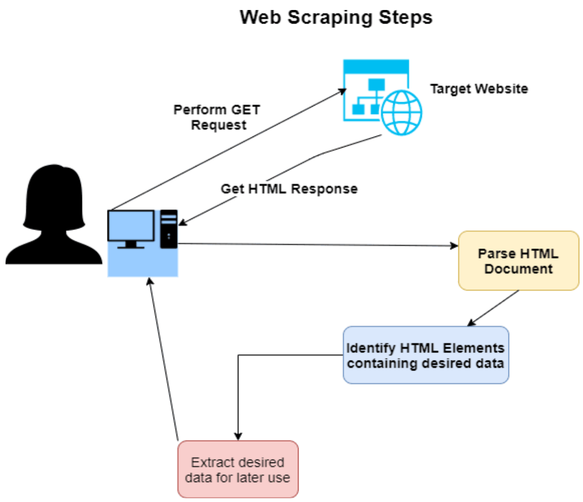

Figure 2. Web Scrapping Framework

Web scraping entails the automated extraction of data from websites through the use of specialized tools or bots. This particular module for web scraping leverages well-established tools such as BeautifulSoup, Scrapy, and Selenium to efficiently retrieve data. The process involves identifying relevant web pages by employing keywords, hashtags, or URLs and subsequently capturing the comments and feedback present on those pages.

Following the data extraction phase, the module proceeds to preprocess the collected information. This preprocessing step plays a pivotal role in the sentiment analysis process, as it focuses on cleansing the data by eliminating unwanted characters, punctuation marks, and stop words. This preparation phase ensures that the data is in an optimal state for subsequent analysis.

The final output of the web scraping module is a refined and preprocessed dataset comprising comments and feedback. This dataset serves as the primary input for the subsequent module, the sentiment analysis component, facilitating a seamless transition from data acquisition to sentiment assessment.

3.2 Sentiment Analysis Module

The Sentiment Analysis Module, the second component of the sentiment analysis system, holds the crucial role of analyzing the gathered data and discerning the sentiments conveyed within the comments. To achieve this, the module employs a repertoire of techniques, with a primary focus on natural language processing (NLP) and machine learning algorithms to execute sentiment analysis on the acquired data.

One prominent NLP technique employed in sentiment analysis is the transformer model. This deep learning architecture is adept at processing sequential data, notably text. Among the renowned transformer models, "Roberta" stands out as a widely utilized choice. Developed by Facebook AI, Roberta is a pre-trained transformer model rooted in the transformer architecture. It was meticulously trained on an extensive corpus of text data, honing its capabilities across diverse language-related tasks, including sentiment analysis. Thanks to its extensive training, Roberta is equipped to analyze substantial volumes of text data and deliver precise sentiment analysis outcomes.

The process of utilizing Roberta for sentiment analysis begins with fine-tuning the pre-trained model on the specific collected data. Fine-tuning involves adjusting the model's parameters to optimize its performance for the particular task at hand, in this case, sentiment analysis. Once fine-tuned, the model becomes proficient in predicting the sentiment expressed in the comments found in the collected data. The module supplies the comments to the model, and the model generates a sentiment score, indicating whether the comments convey a positive, negative, or neutral sentiment.

The output of the Sentiment Analysis Module is a dataset containing sentiment analysis results. This dataset serves as the input for the subsequent module in the sequence, the Visualization Module, facilitating a seamless progression in the sentiment analysis process.

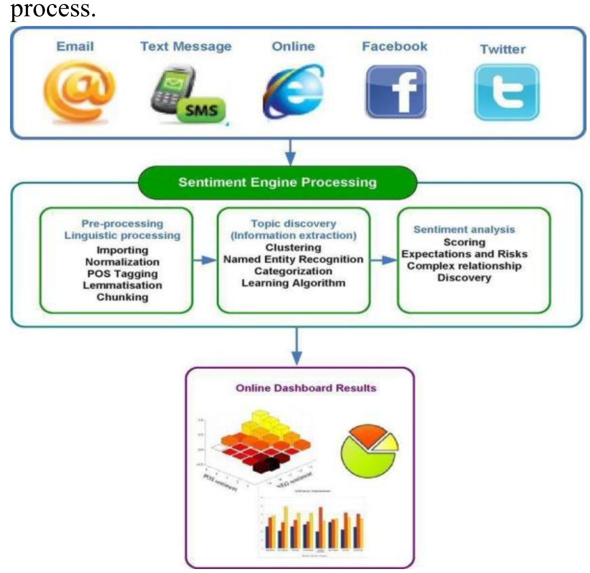

Figure 3. Sentiment Analysis Engine

3.3 Visualization Module

The final component within the sentiment analysis system is the Visualization Module, tasked with presenting the sentiment analysis results in a user-friendly visual format. This module harnesses diverse techniques, including data visualization libraries, to create clear and comprehensible visualizations of the sentiment analysis outcomes.

To convey the percentage breakdown of positive, negative, and neutral sentiments as numerical values on the screen, the visualization module initiates the process by computing the proportion of comments within each sentiment category. It systematically counts the number of comments falling into each category and subsequently calculates the percentage representation for each.

Once these percentages have been computed, the module exhibits the results as numerical values on the screen, typically in the following format:

- Positive Sentiment: 40%
- Negative Sentiment: 35%
- Neutral Sentiment: 25%

The primary output of the Visualization Module consists of these percentage representations of positive, negative, and neutral sentiments, displayed in a numeric format on the screen. Additionally, this module offers the flexibility for customization, allowing for various visual formats to be employed in line with the specific requirements and preferences of the user.

4. RESULTS

4.1 Results and Discussions

We had developed an application that can be used to analyze various data, our focus was totally on how well to analyze any product or service by people's feedback. This application can accurately tell how good the product is or how well the social media is influencing people in a negative or positive way.

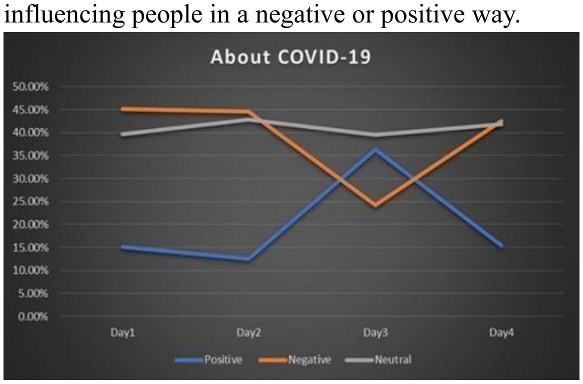

Figure 4. Youtube video which tells about COVID-19

Figure 4 shows how a COVID-19 related video influenced people over a period of time. The graph likely shows changes in number of views or engagement with the video, and can help to determine whether the video is having a positive or negative impact on the audience. It could also reveal trends in people's interests or concerns related to pandemic.

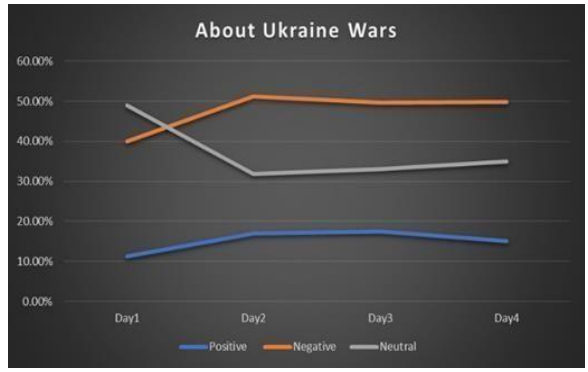

Figure 5. Youtube video which tells about Ukraine Wars

Figure 5 shows how the Ukraine wars news influenced people. It would be interesting to know what specific aspects of the news were analyzed in this graph, such as whether it was related to the conflict itself or to political developments. This information could be useful for understanding how news coverage affects people's perceptions of world events.

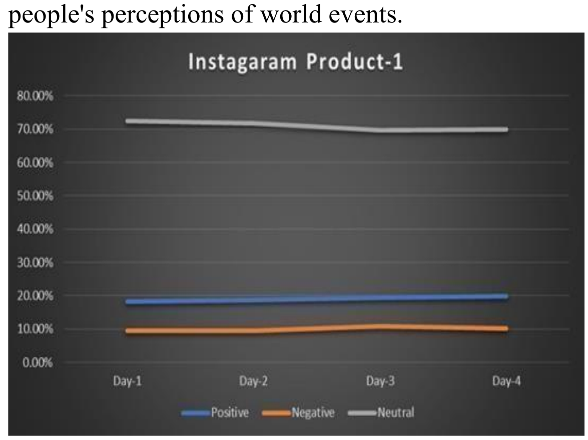

Figure 6. Instagram Product (Photo Frame)

Figure 6 tells about an Instagram product which is a photo frame. How happy the customers are after buying this product can be analyzed through this graph and we can also see when the negative influence is increasing by this analysis and stopt buying this product or the company can use it to improve the quality.

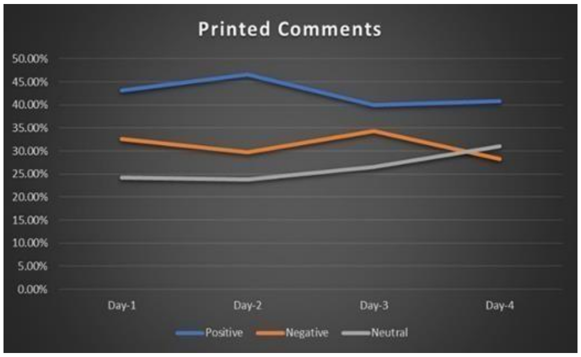

Figure 7. Printed Comments for a cricket match

Figure 7 is an analysis of printed comments from people who watched a match in a stadium, and the graph tells about their experience. This type of analysis can help to provide insight into what fans liked or disliked about the match, as well as any suggestions for improvements. This information can be useful for event organizers or sports teams to enhance the fan experience in the future.

4.2 Application

The portal is built using streamlit which is a powerful tool for building a user interface for machine learning models

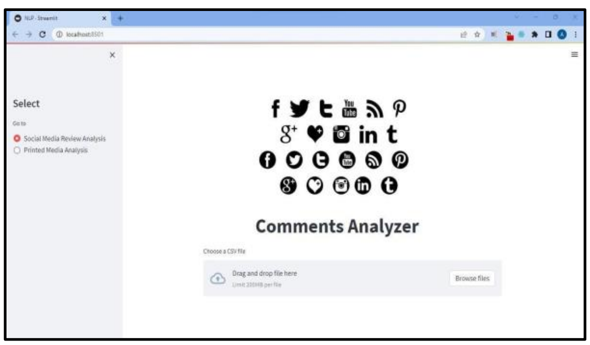

Figure 8. Home Page

From the Home Page, you can select the radio button on the left whether you want to analyze any social media like Instagram, YouTube, twitter, etc or to analyze any printed comments.

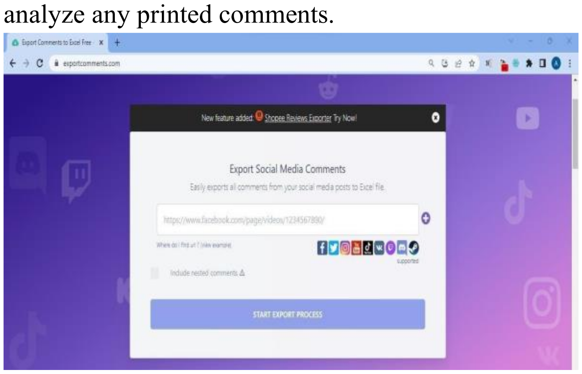

Figure 9. Export Comments

Figure 9 is a website where you can provide the social media link and get your CSV file where the file contains comments with their metadata like date, time, etc. The CSV file is generated by using this website later this CSV file is fed as input and generates the results.

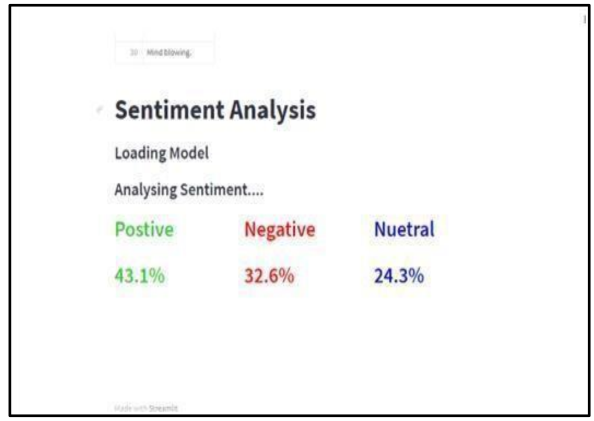

Figure 10. Generated result

Figure 10 shows the final result after sending the input file to the social media analyzer here the input was comments of a Youtube video that explains about the pandemic that is covid-19. The results can be seen in the above figure, colours are used for better visualization.

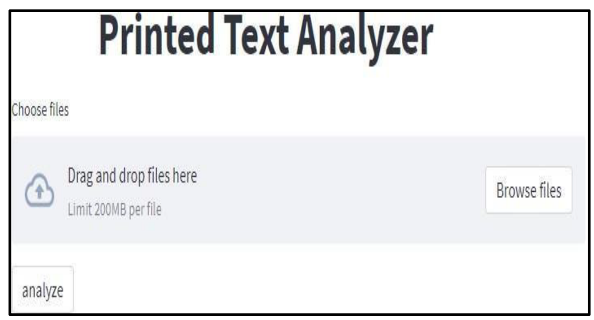

Figure 11. Printed Text Analyzer

Figure 12 the page is loaded with OCR model and Roberta Model where OCR model is used to extract the text and roberta is used for Sentiment analysis.

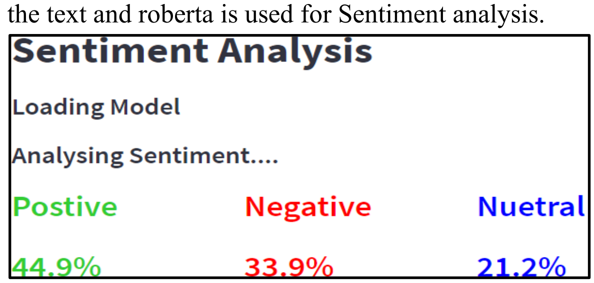

Figure 13. Result of Printed Comments fed as input

Figure 13 shows the output after feeding the input as printed comments, that is images of individual comments where these comments are turned into a data frame and the sentiment analysis is applied on the frame and above results are generated.

5. CONCLUSION & FUTURE SCOPE

5.1 Conclusion

Sentiment analysis is a versatile tool with applications across various domains. In marketing, it offers insights into customer perceptions, helping companies enhance products, services, and marketing strategies. Customer service benefits from sentiment analysis by promptly addressing dissatisfied customers and improving processes. In social science research, it gauges public opinion on topics like politics and health.

While sentiment analysis is invaluable, challenges persist, particularly in handling figurative language like sarcasm. Researchers continuously strive to refine algorithms and address these issues. In sum, sentiment analysis is a crucial tool for understanding human emotions and opinions in text, playing a pivotal role in fields like marketing, customer service, politics, and social science research. Its ongoing development remains a focal point in natural language processing.

5.2 Future Scope

Our privacy-preserving ML framework paves the way for a host of promising future developments, including:

a. Voice-Based Sentiment Analysis: With the burgeoning presence of smart speakers and voice assistants, the demand for voice data sentiment analysis is on the rise. This technology holds the potential to assist companies in comprehending customer emotions and attitudes during phone calls or meetings.
b. Healthcare: Sentiment analysis can play a pivotal role in the realm of mental health. It can be applied to analyze social media posts and voice conversations to detect symptoms of mental health disorders, such as depression and anxiety. This has the potential to aid healthcare providers in identifying individuals in need of further treatment.
c. Political Analysis: Sentiment analysis proves instrumental in gauging public sentiment towards political parties and candidates during election cycles. The insights gleaned can empower political campaigns to make informed decisions and tailor their messaging to resonate more effectively with their target audience.
d. Financial Services: The application of sentiment analysis to assess news and social media sentiments concerning companies, stocks, and financial instruments is invaluable for predicting market trends and aiding investment decisions.
e. Emoji Understanding: An exciting avenue for development is enhancing the model's capability to interpret emojis. Current models often struggle with understanding the emojis commonly used in daily communication, and bridging this gap represents a significant opportunity for improvement.

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