

Charting Sentiments with Naive Bayes and Logistic Regression

Authors : Jummalla Aashrith, N. L. Shiva Sai, K. Bhavya Sri

Abstract : The swift progress of web technology has not only amassed a vast reservoir of internet data but also triggered a substantial surge in data generation. The internet has metamorphosed into one of the dynamic hubs for online education, idea dissemination, as well as opinion-sharing. Notably, the widely utilized social networking platform Twitter is experiencing considerable expansion, providing users with the ability to share viewpoints, participate in discussions spanning diverse communities, and broadcast messages on a global scale. The upswing in online engagement has sparked a significant curiosity in subjective analysis, particularly when it comes to Twitter data. This research is committed to delving into sentiment analysis, focusing specifically on the realm of Twitter. It aims to offer valuable insights into deciphering information within tweets, where opinions manifest in a highly unstructured and diverse manner, spanning a spectrum from positivity to negativity, occasionally punctuated by neutrality expressions. Within this document, we offer a comprehensive exploration and comparative assessment of modern approaches to opinion mining. Employing a range of machine learning algorithms such as Naive Bayes and Logistic Regression, our investigation plunges into the domain of Twitter data streams. We delve into overarching challenges and applications inherent in the realm of subjectivity analysis over Twitter.

Keywords : machine learning, sentiment analysis, visualisation, python

Conference Title : ICICML 2024 : International Conference on Intelligent Communications and Machine Learning

Conference Location : Bengaluru, India

Conference Dates : January 29-30, 2024