

Sentiment Analysis: A comparative study of Deep Learning and Machine Learning

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Abstract - As the population of customers grows, it becomes increasingly tedious to analyze customer feedback. By 2025 it is estimated that more than 75% of the data relating to customer reviews will be unstructured, meaning that the challenges to analyze and gain insights from these reviews will increase.

With help of sentiment analysis by machine learning or deep learning, data gathered via reviews can be categorized under the labels of positive, negative and neutral. Sentiment analysis makes it convenient to understand the customer's mindset and preferences, assisting companies in changing their strategies and products to better cater the needs of their customer base.

Key Words: Sentiment Analysis, Machine Learning, Deep Learning, LSTM, CNN, RNN, Logistic Regression algorithm, TF-IDF.

1. INTRODUCTION

Via Sentiment analysis, we classify a block of text under an umbrella of labels like positive, negative and neutral. Using Sentiment analysis, one can determine the general mindset of the customer pool which in turn helps the companies to introspect on the quality of services or products that they are providing, thus assisting them a great deal in upgrading themselves.

Various machine learning algorithms and deep learning techniques can be used for sentiment analysis, though the objective of this paper is to determine which work approach will yield the best results [1]. At the end of this research, we'll have a generalized idea on how sentiment analysis can be performed via machine learning and deep learning and which practices to employ for the optimum pre-processing and modelling of the dataset.

2. WORK DONE

E. Lakshmi and Edward deduced pre-processing of the data to improve a raw phrase's consistency structure. They utilized the LSA technique and cosine similarity.

Basant Agarwal et al. used the term patterns system for sentiment analysis. It works on extracting certain contextual and syntactic information from the dataset. The author wanted to put forward aspect-focused opinion polling based on unlabeled free form customer reviews.

M. Karamibekr and A.A. Ghorbani on the other hand suggested an alternative approach for sentiment classification of a text weighing on verbs as a vital opinion expression and hence can be used as a tool for sentiment analysis.

SentiFul is a sentiment lexicon/algorithm which utilizes and expands it by synonyms, antonyms, hyponyms etc. They identified four types of affixes based on their position in sentiment features namely propagation, weakening, reversing, and intensifying. For sentiment analysis, a lot of researchers have explored and used soft-computing methods, mostly fuzzy logic and neural works.

Significant contribution has been made by using a fuzzy domain sentiment ontology tree extraction algorithm. This algorithm makes a fuzzy domain sentiment ontology tree based on feedback, which involves extracting sentiment terms, product attributes, and feature relationships, and accurately predicting the polarity of the reviews [2]. They deduced and standardized the method of increasing the strength of reviewer's opinions in the presence of adverbial modifiers by designing membership functions. They used the technique to analyze adverbial modifier trigram patterns [10].

3. APPROACH

3.1 Determining the Dataset

There are several datasets available that can be used to efficiently for Sentiment Analysis and we'll determine which dataset will be the appropriate for the research we have in mind. Some prominent datasets are:

1) IMDB Movies Review Dataset:

This dataset contains about 50,000 movie reviews from IMDB. However, in this set only highly polarized reviews are being considered. From a total of 10, the negative has a score of less than 4 and the positive has a score of greater than 7.

2) Cornell Film Review Data:

This dataset contains around 220,000 conversations between pairs of different movie characters.

3) Movie Lens 25M dataset:

This dataset is collated from the Movie Lens website, this dataset comprises around 25 million ratings with 1 million tag applications given to about 62,000 movies in total.

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digital language infrastructure resources tools etc as a basis for subsequent R D At the same time it bundles contributions of almost all the HLT research groups in Flanders and the Netherlands hence offers a view of their recent research activities Targeted readers are mainly researchers in human language technology in particular those focusing on Dutch It concerns researchers active in larger networks such as the CLARIN META NET FLReNet and participating in conferences such as ACL EACL NAACL COLING RANLP CICling LREC CLIN and DIR both in the Low Countries InterSpeech ASRU ICASSP ISCA EUSIPCO CLEF TREC etc In addition some chapters are interesting for human language technology policy makers and even for science policy makers in general

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