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# WEB SENTIMENT ANALYSIS FOR SCORING POSITIVE OR NEGATIVE ASPECT IN SOCIAL NETWORKING SITES

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***Abstract: : In recent years, we all are witnessed a flourish of review websites. It represents a great opportunity to share our thoughts for various products we purchase. However, we face the information overloading problem. How to examine valuable information from reviews to understand a user's preferences and make an accurate recommendation is crucial. Traditional recommended systems (RS) consider some factors, such as user's purchase records, product category, and geographic location. In this work, we propose a sentiment-based rating prediction method (RPS) to improve prediction accuracy in recommended systems. First, we propose web sentimental on social user measurement approach and calculate each user's sentiment on items/products. Second, we consider not only a user's own sentimental attributes but also take interpersonal sentimental influence into consideration. Then, consider posts reputation, which can be inferred by the sentimental distributions of a user set that reflect customers' comprehensive comments. At last, we use three factors-user sentiment similarity, interpersonal sentimental influence, and item's reputation similarity into our recommended system to make an accurate rating prediction. and conduct a performance evaluation of the the sentimental factors on a real-world data set collected from Yelp. Our experimental results show the sentiment can well characterize user preferences, which help to improve the recommendation performance.***

**Introduction:** Social media is becoming more and more popular since mobile devices can access social network easily from anywhere. Therefore, Social media is becoming an important topic for research in many fields. As number of people using social network are growing day by day, to communicate with their peers so that they can share their personal feeling everyday and views are created on large scale. In this scientific age, internet provides high valuable information. Most of the people share, their opinions over internet by using social networking sites in form of textual data. These textual data are openly available over internet & has a great impact in building opinions about a particular entity, object or political activities among users of social media. people or users share their thoughts generally in form of reviews, articles, post and comments.

In web Social Networking sites user search others opinion by collecting & analyzing their reviews. Social media monitoring has been growing day by day so analyzing of social data plays an important role in knowing customer behavior. So we are analyzing Social data such as face book, Twitter Tweets using sentiment analysis which checks the attitude of User and their opinion on particular post, product, movie etc [7]. Questions and requests, by analyzing large number of documents .For example: "I am so happy today, good morning to everyone", is a general positive text. Generally speaking, sentiment analysis aims to determine the attitude of speaker or a writer with respect to some topic or the overall functionality of a document. Sentiment analysis is also known as opinion mining [1].Sentiment analysis is define as text or word identifying in positive or negative words using bag of dictionary. Natural Language Processing(N LP) is a field of computer science, artificial intelligence, and linguistics concerned with the interaction between computer and human language(natural) [9] Also Data from the 2011 Social Shopping Study indicates that 50% of consumers spend 75% or more of their total shopping time conducting online product research, with 15% spending .Another surveys by Deloitte Consumer Products Group found that almost two-thirds (62%) of consumers read consumer written product reviews online.

**Proposed System:** The main goal of this system is to perform sentiment analysis on the comments collected from various social networking sites. In this system, searching the information based on category and keywords from the database is performed. Searching keywords in database is one of the hardest tasks because of the diversity of the language and the s lang used on the internet. In this system, the first step involves collection of comments from social networking sites and making it as a data set, the second step is preprocessing of the related .

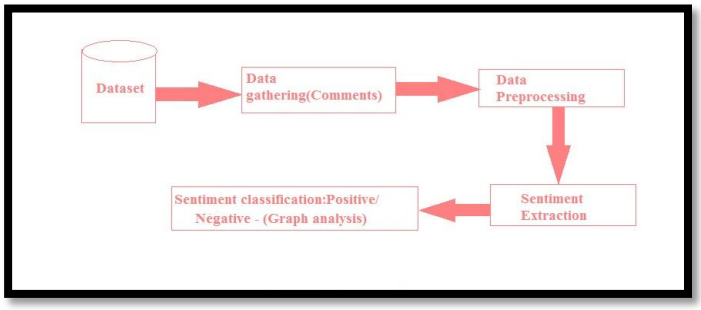



**Fig 1 : Working of Proposed System**

At first, site is created, post are posted by users Comments are collected from the database. Collected comments are stored as data set and is pre-processed and parsed by removing common unwanted words, symbols, characters, numbers and converts the upper case letters to lower case letters. After pre-processing, the sentiments will be analyzed. Every content is provided with sentiment value, based on this sentiment value the data is cataloged as positive or negative. Then by using a web application, the result are displayed to the users [14].

**IMPLEMENTATION:**

In Project, there are social networking website .Website have its own Admin and various Users. Admin have authority to upload product are going to 4 steps that are data acquistion, preprocessing, preprocessing involves three steps that are tokenization or segmentation, Removal of stop words, stemming .sentiment extraction, and sentiment and graph analysis. It has bag of words that contain negative and positive words. and bag of comments.

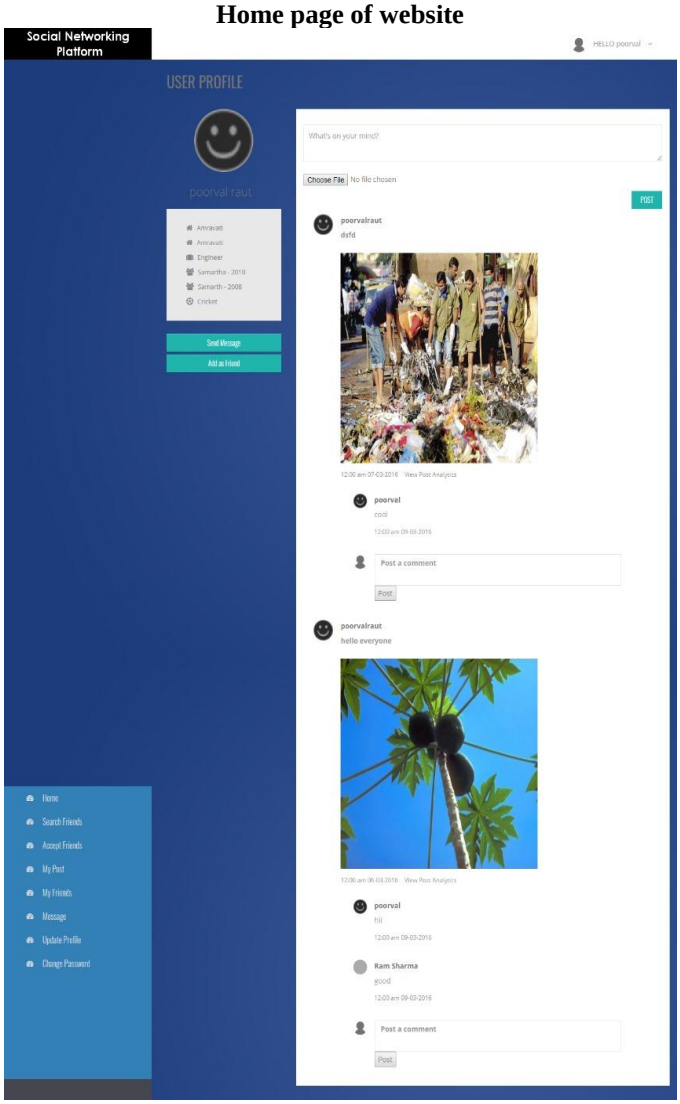
Database of websites are finally submitted to database search engine. And if user add any comment on site they get their result on basis of sentiment graph analysis. This shows various screenshots how the implementation of the system is done. The are two modules in the project.1) Admin, and 2)User.

Admin section consist of further sub modules. They are as follows:

- User section: This section is relate with approved users where admin can view the users list and also details about the user.
  - View Users
  - Approve Users List
- Upload library: This section contain upload library module in which user can insert various positive and negative words according to their need. Words will be added to the database after uploading it
  - Upload sentiment Library

**(1) Social networking platform (Website)**

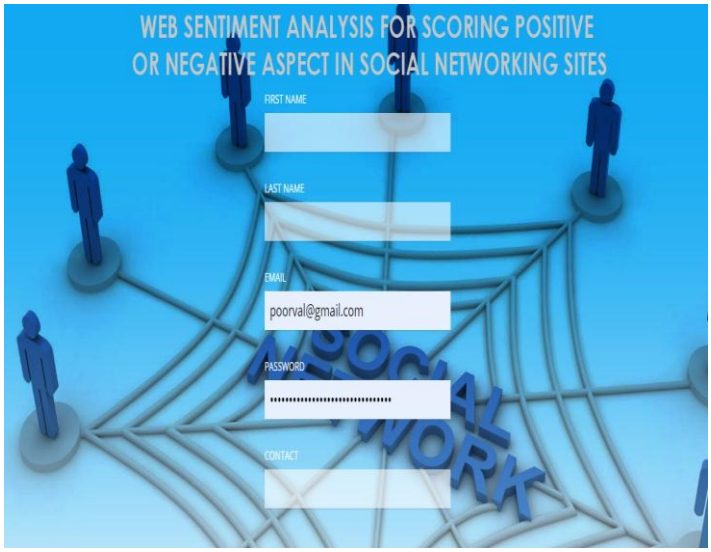
**Home page of website**




**Screenshot 1: Home page of website**

As shown in Fig, the Home option welcomes the user to the home page of the website, when the home option is clicked,

**Website Registration Form**



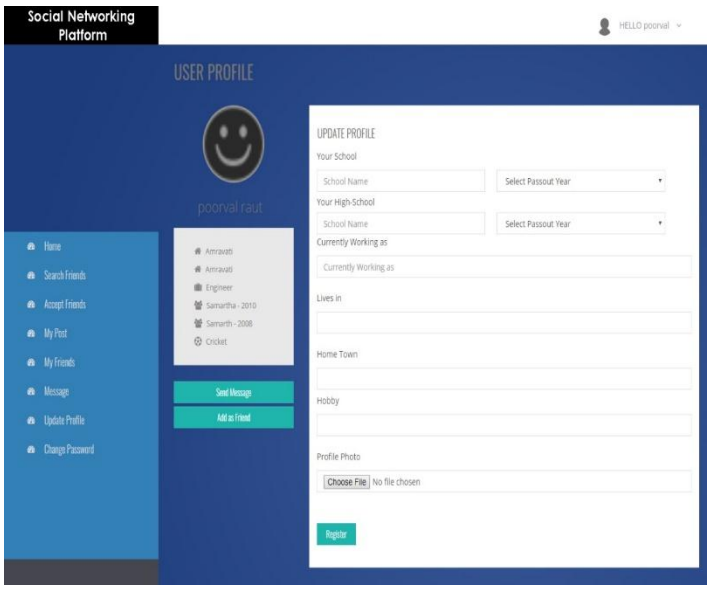

**Screenshot 2: Registration Form**

**Website Login page**


**Screenshot 3: Login page of website**

First, the user needs to login to the below website's account. After inserting username and password & clicking on login button user can navigate to the next page.

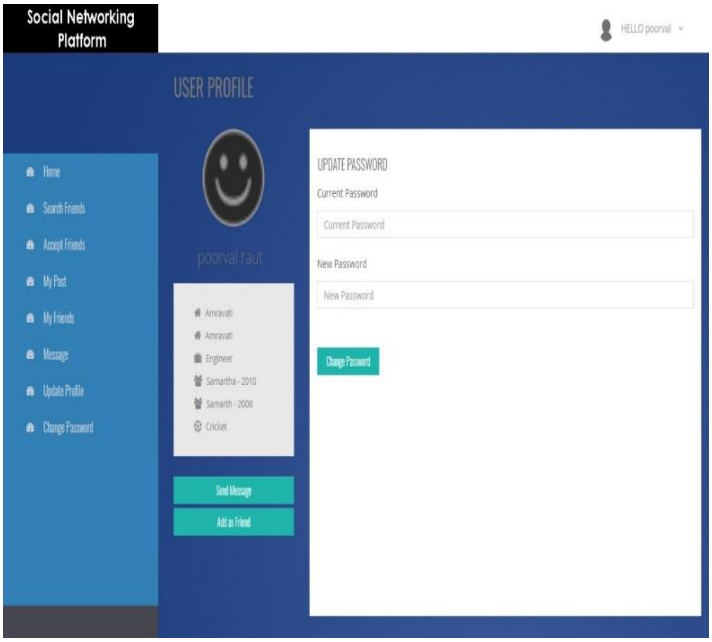
**Update Profile**




**Screenshot 4: Update profile Page**

The below figure shows the update profile page where user can update his personal information whenever required.

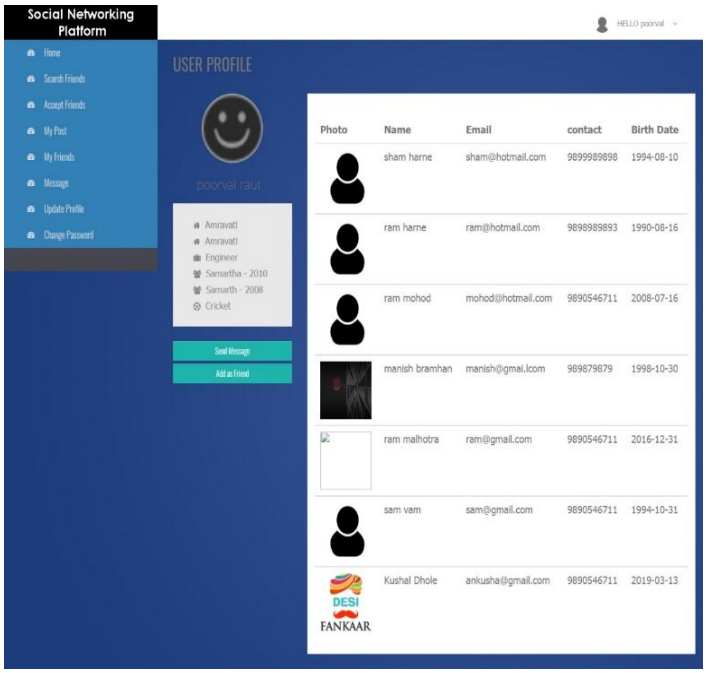
**Update password**




**Screenshot 5:Update password of user profile**

The below figure shows the update password of user profile where user can update his personal information whenever required.

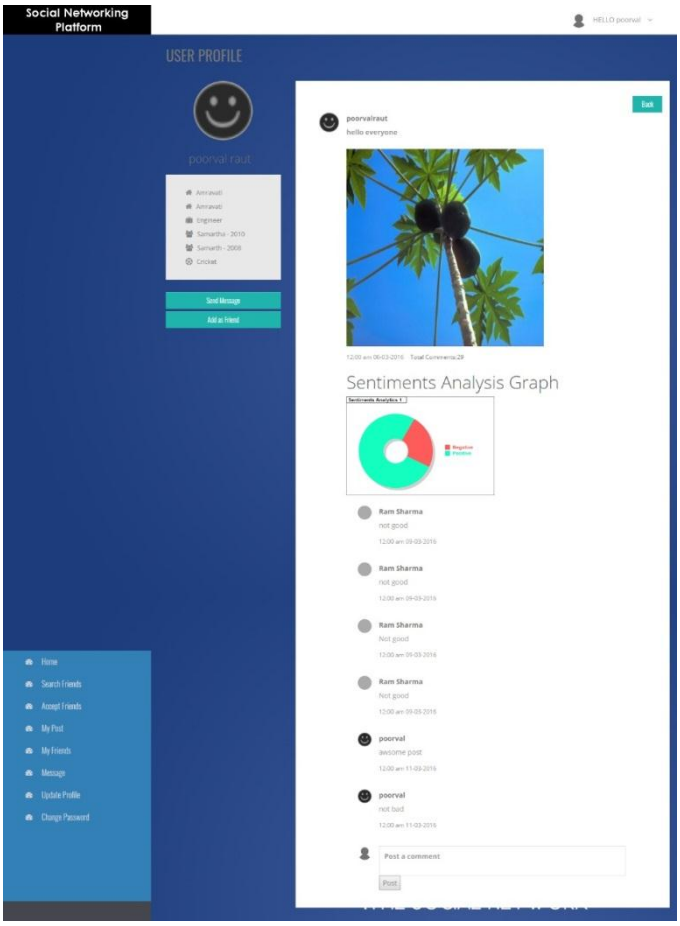
**My Friends Page**




**Screenshot 6:My friends page**

The below figure shows the friend list of currently login user.

**Sentiment Analysis Graph Page**




**Screenshot 7: Sentiment analysis graph page**

The Main and the most important phase is sentiment analysis graph generated by the comments on user's post The below snapshots shows the sentiment analysis graph.

**Acknowledgement:**
It is matter of great pleasure by getting oppurtunity of highlight the knowledge. I acquire during my technical knowledge through this dissertation. The making of this project need guidence of guider.so,I consider its my duty to thank my co guide and the principal.

**Conclusion:** We Proposed a system that determines the sentiment of the text. To perform sentiment analysis, we collected comments from users post from various social networking sites and stored it in our database as our dataset. We preprocessed the collected data by filtering out the noisy data and stop words from the data. We applied sentiment extraction to derive usefulness about stored information and removed the unnecessary contents from data .After removing unnecessary data we identified and analyzed useful data which is important for sentiment analysis by comparing it with stored keyword library, then by using a web application, the final results are shown in the form of graph on users post , whether it is positive or negative, which is extended to strength of polarity and analyzed the overall sentiment for each object by computing the weighted average for all the sentiments in the textual data.

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