Sentimental Analysis Based on User Behavior on Social Media Platforms

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ABSTRACT: Now days, people use social media to communicate with each other and share their thoughts. Facebook is known as the most popular social media among the others. Peoples express their knowledge, experience that they have, their feelings and so on. Our aim is to perform sentimental analysis based on data and send a notification to someone's friend about their mental status.
The main objective of this project is retrieving data from Facebook and stored the data in unstructured way. In this project we need to perform three steps: data retrieving, storing and processing. If the data exists then only, we can perform sentimental analysis. Using this data, we perform sentimental analysis based on the textual data. If the data does not exist then we need to retrieve data from Facebook then only we will able to sentimental analysis. Sentimental analysis refers natural language processing, text analysis to identify, extract and subjective information.

KEYWORDS: -sentimental analysis, Facebook data, python, textual data.

I. INTRODUCTION

Now days, people are exchanging their thoughts through online web forums and different social media platforms. Social media has become an essential part of life. It is tool which is used to share different opinions that can belong to different subjects. Facebook provide more interesting features for their users to share their ideas and feelings in their day to day life. This application came up with new technology called sentimental analysis. Sentiment analysis focuses on the analysis and understanding of the emotions from the text patterns. It identifies the opinion or attitude that a person has towards a topic or an object and it seeks to identify the viewpoint underlying a text span.

The aim of the project is to perform sentimental analysis based on user behavior. This project is focusing on the retrieve data from Facebook and the data can be stored in unstructured way. Using this data, we perform sentimental analysis based on the textual data. The result can be store in database for further processing. Using this data this application sends a notification to someone's friend about their mental status. With the help of sentiment analysis, the user can understand someone's mental status.

II. METHODOLOGY

Retrieving data from Facebook sometimes a larger or some are smaller than we expected.
Data Retrieve: - First we retrieve data from Facebook.
Store Data: The data can be stored it in unstructured way.
Processing Data: - If the data exists then only, we can perform sentimental analysis. Using this data, we perform sentimental analysis based on the textual data.
If the data does not exist then we need to retrieve data from Facebook then only we will able to sentimental analysis.
When the data retrieve and sentimental analysis is done, then we can store result in database.
Using this result, we can send a notification to someone friend about their mental status.

Front End:
In this project we are Android for Frontend. Android is an open source and Linux-based operating system. It is designed for mobile devices such as smart phones and tablets computers. It is easily access to android phones. It is free to use and it supports multitasking. Android has features like storage, optimized graphics, goggle cloud messaging, connectivity, Multi-Language, streaming media support. Android supports all goggle service.

Android is also associated with a suite of proprietary software developed by Google, called Google Mobile Service (GMS), that frequently comes pre-installed on devices. This includes core apps such as Gmail, the application store/digital distribution platform Google Play and associated Google Play Services development platform, and usually includes the Google Chrome web browser and Google Search app. These apps are licensed by manufacturers of Android devices certified under standards imposed by Google.

Back End:
In this project we are Python for Backend. Pythonis a widely used general-purpose, high level programming language. It was mainly developed for emphasis on code readability, and its syntax allows programmers to express concepts in fewer lines of code. Python is a programming language that lets you work quickly and integrate systems more efficiently. Python is easy to learn and use. It is developer-friendly and high-level programming language. Python language is more expressive means that it is more understandable and readable.

Python is an interpreted language i.e. interpreter executes the code line by line at a time. This makes debugging easy and thus suitable for beginners. Python can run equally on different platforms such as Windows, Linux, Unix and Macintosh etc. So, we can say that Python is a portable language.
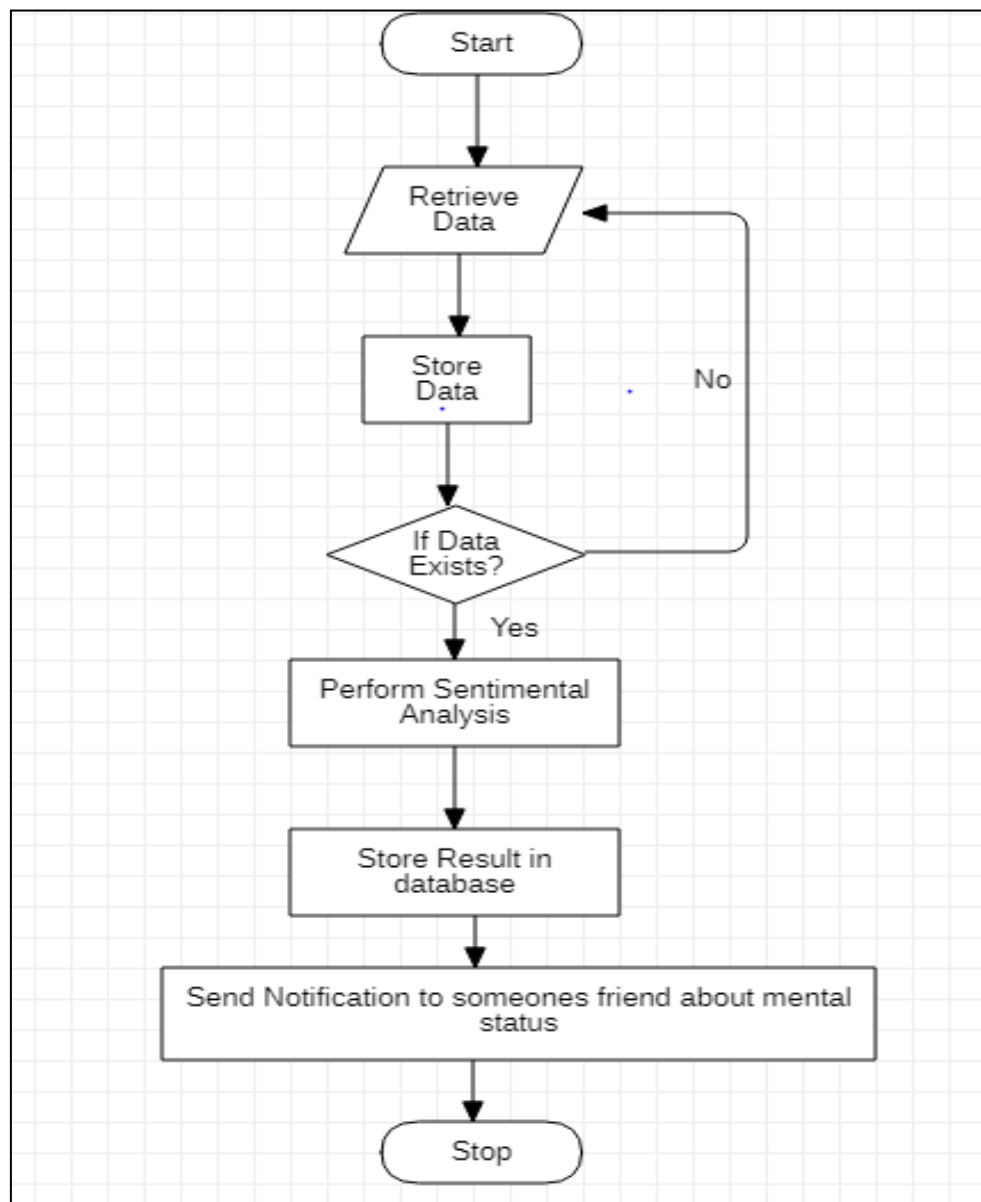

Fig.1.Flowchart

Proposed system

Social media has become an essential part of life. It is tool which is used to share different opinions that can belong to different subjects. Facebook provide more interesting features for their users to share their ideas and feelings in their day to day life. In this project we need to perform three steps: data retrieving, storing and processing. Our aim is to perform sentimental analysis based on data and send a notification to someone's friend about their mental status.

First step is gathering the data from Facebook. After that, we perform sentiment analysis on the data. Sentiment Analysis is the text classification tool that analyses an incoming data and identify someone's opinion, emotions. The result can be store in sql databases. Based on the result this application sends a notification to someone's friend about their mental status.With the help of sentiment analysis, the user can understand someone's mental status.

III. SCOPE

Sentiment analysis is contextual mining of text which identifies and extracts subjective information in source material, and helping a business to understand the social sentiment of their data, while monitoring online conversations. In this project the data is gathered from Facebook. The data can be stored in unstructured way. Using this data, we perform sentimental analysis based on the textual data. We can store the result in sql database for further processing. Using this data this application sends a notification to someone's friend about their mental status.

IV. PROBLEM STATEMENT

Sentiment analysis tools can identify and analyze many pieces of text automatically and quickly. But computer programs have problems recognizing things like sarcasm and irony, negations, jokes, and exaggerations - the sorts of things a person would have little trouble identifying. And failing to recognize these can skew the results.

So, automated sentiment analysis tools do a really great job of analyzing text for opinion and attitude, but they're not perfect. When you're using a tool like Typely toanalyze your text to see if it conveys the sentiment you want for your readers/audience, combine the results it gives you with your human judgment to identify anything the tool may not be able to easily determine.

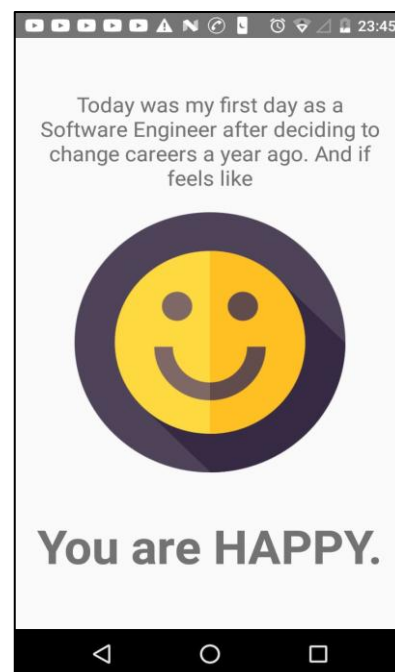### V. RESULTS

Fig.2. Recent Results
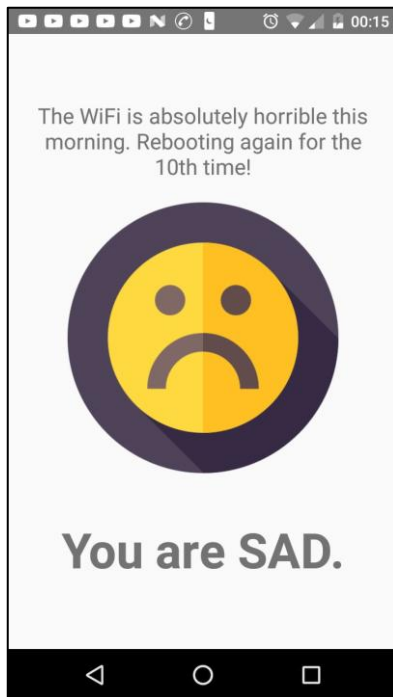

Fig.3. Tweet Result Happy
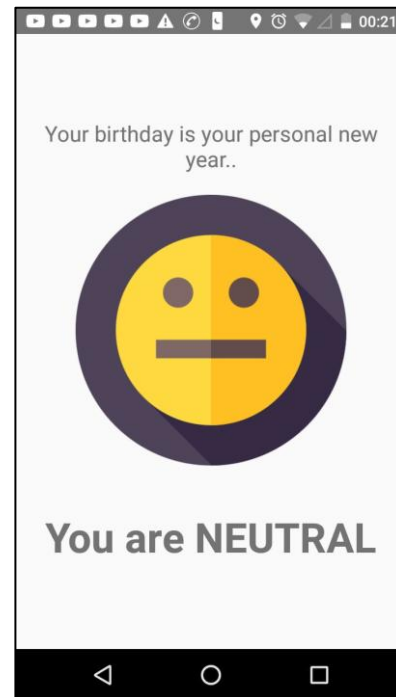
Fig.4. Tweet Result Sad

Fig.5. Tweet Result Neutral

VI. FUTURE WORK

- Future research shall explore sophisticated methods for opinion, as well as new classification models.
- In future we can use multiple social data and the result can be stored in cloud database.

VII. CONCLUSION

As Facebook is the most popular social site among other social networks. Peoples express their knowledge, experience that they have, their feelings and so on. In this project we have analyzed all the pre-processing steps and extracted some very suitable steps among them. Furthermore, we have used some existing methodologies to execute some pre-processing steps.

As we analyzed the pre-processing steps, we have used suitable ways that proposed in others work and we have used combination of multiple ways to one step in pre-processing that we have done in Facebook data that we have retrieved. Retrieving data from Facebook may sometimes a larger or some smaller than we expected.

The actual aim is user satisfaction. Sentiment analysis is useful; we do not believe it is a complete replacement for reading survey responses, as there are often useful nuances in the comments themselves. Where sentiment analysis can help you further are by identifying which of these comments you should read. With the help of sentiment analysis, the user can understand someone's mental status.

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