

Sentiment Analysis of Social Media- A Survey of Methods

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Abstract: *The world is evolving quickly and with amazing inventiveness. Social media sites like Twitter, Facebook, and Google+ are being used more often by users to share and express their opinions on a variety of subjects, participate in online debates with diverse communities, and communicate with a large audience. This paper's primary goal is to review current techniques for social media sentiment analysis and to provide a theoretical comparison of cutting-edge methodologies. Recently, sentiment analysis researchers have focused on looking at attitudes on a range of subjects, including films, products, social media, and common social issues. Users frequently use social media as a venue to voice their ideas. This research focuses mostly on social media sentiment analysis, which may be used to determine whether or not opinions are good or negative. Sentiment analysis, commonly referred to as open mining, is a technique for identifying a text's emotional undertone. This article contrasts and compares open mining techniques for social media sentiment research. We study the sentiment of social media data streams using a variety of machine learning methods, including Linear SVC-, Logistic Regression, and BernoulliNB*

Keywords: Open Mining; Machine Learning; Logistic Regression; Support Vector Machine; Sentiment Analysis; Linear Regression

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