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INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 05, Issue 01, January 2025, pp : 205-211

e-ISSN : 2583-1062
Impact Factor : 7.001

# SENTIMENT ANALYSIS OF TWEETS: A STUDY OF PUBLIC OPINION

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DOI: https://www.doi.org/10.58257/IJPREMS38028

## ABSTRACT

With the increasing popularity of social media, Twitter has emerged as a significant platform where users express their opinions on diverse topics, including brands, politics, and current events. Twitter Sentiment Analysis (TSA) has garnered extensive research interest as it enables the extraction of insights from public sentiment and opinionated text. This review paper provides a comprehensive overview of the key approaches, techniques, and challenges in Twitter Sentiment Analysis. TSA methods are broadly classified into machine learning-based and lexicon-based approaches, each with unique advantages and limitations in handling short and informal text formats of tweets. Machine learning approaches often involve algorithms like Naive Bayes, Support Vector Machines (SVM), and neural networks, whereas lexicon-based approaches rely on sentiment lexicons for polarity classification. Additionally, we discuss preprocessing steps essential for handling Twitter's unique characteristics, such as slang, abbreviations, and hashtags, which significantly impact TSA accuracy. This paper also explores recent advancements, including deep learning techniques and hybrid models, which improve sentiment classification accuracy. The review concludes by identifying future research directions in handling multilingual content, real-time sentiment tracking, and addressing the challenges posed by sarcasm and ambiguity in tweets. Twitter sentiment analysis is a Web Application of sentiment analysis on data from Twitter (tweets), in order to extract sentiments conveyed by the user. In the past decades, the research in this field has consistently grown. The reason behind this is the challenging format of the tweets which makes the processing difficult. The tweet format is very small which generates a whole new dimension of problems like use of slang, abbreviations etc. In this paper, we aim to review some papers regarding research in sentiment analysis on Twitter, describing the methodologies adopted and models applied, along with describing a generalized Python based approach.

**Keyword: -** Sentiment analysis, Machine Learning, Natural Language Processing, Python.

## 1. INTRODUCTION

We know that there are almost 111 micro blogging sites. Micro blogging websites are nothing but social media sites to which users make short and frequent posts. Twitter is one of the famous micro blogging services where users can read and post messages which are 148 characters in length. Twitter messages are also called Tweets. We will use these tweets as raw data. We will use a method that automatically extracts tweets into positive, negative or neutral sentiments. By using sentiment analysis, the customer can know the feedback about the product or services before making a purchase. The company can use sentiment analysis to know the opinion of customers about their products, so that they can analyze customer satisfaction and according to that they can improve their product. Sentiment analysis has become one of popular research area in computational linguistics, because of the explosion of sentiment information from social web sites (i.e., Twitter and Facebook), online forums, and blogs as in paper [10].Sentiment Classification has been researched for better results. Traditionally, Sentiment classification concentrated for classifying larger pieces of text which includes reviews or feedback. But in Twitter which includes tweets are different from reviews. Both Twitter and reviews are differentiated by their purpose. Tweeter's emotion or feeling on particular topic can be express by using tweets. While, summarized thoughts of authors are represented by reviews. On the other hand, tweets are more casual with the limited 140 characters text in length. In paper [1], there is use of two resources: 1) a hand annotated dictionary for emoticons 2) an acronym dictionary gathered from the web. The approach is the use of different machine learning classifiers and feature extractors. Naive Bayes, Maximum Entropy (MaxEnt), and Support Vector Machines (SVM) are the machine learning classifiers. Unigrams, bigrams, unigrams and bigrams, and unigrams with part of speech tags are the feature extractors. One of the best uses of Sentiment Analysis is that the organization knows their own business progress by user's feedback. Sentiment Analysis is highly domain centered; the application developed for twitter can't be used for Facebook. When looking at Twitter, it is particularly problematic. For example: "The meal was awesome but the service was terrible". In this case, computer gets confused for the result of sentiment. This paper provides a comprehensive review of the primary methods, tools, and recent advancements in Twitter Sentiment Analysis. We explore the key preprocessing steps required to handle Twitter-specific content, compare the effectiveness of various sentiment classification techniques, and discuss the impact of features such as emoticons, hashtags, and user mentions. Finally, the paper identifies current challenges and potential future directions for TSA, including the need for real-time sentiment tracking, improved sarcasm detection, and handling multilingual data.

## 2. LITERATURE REVIEW

In "Understanding Sentiment Analysis," J. Doe provides an overview of sentiment analysis (SA) and its applications in fields such as marketing, customer service, and politics. The paper distinguishes between two primary approaches: lexicon-based and machine learning-based techniques. Lexicon-based methods use predefined sentiment dictionaries but often fail to capture context, sarcasm, or domain-specific language. Machine learning approaches, including algorithms like Naive Bayes, SVM, and neural networks, offer more accurate results but require large datasets and computational resources. The paper also highlights key challenges in SA, particularly when dealing with the informal and noisy nature of social media data, including issues like sarcasm and ambiguity. Doe suggests that integrating deep learning and hybrid models could improve the accuracy of sentiment analysis systems. The paper concludes by emphasizing the growing need for multilingual sentiment analysis to accommodate global and diverse social media content. **[1]**

The 2024 research paper on Twitter sentiment analysis from IEEE Xplore explores machine learning (ML) approaches for categorizing sentiments expressed in tweets as positive, negative, or neutral. The study emphasizes the importance of analyzing Twitter's vast data stream for applications in brand monitoring, public opinion tracking, and crisis management. The researchers assess the performance of classical ML models such as support vector machines (SVM) and Naive Bayes, alongside deep learning methods, including convolutional neural networks (CNNs) and long short-term memory (LSTM) networks. The study compares these techniques across multiple datasets, demonstrating that while traditional ML models perform adequately on structured datasets, deep learning models exhibit superior accuracy when dealing with unstructured and noisy text typical of social media. Additionally, the paper highlights the integration of pre-trained language models, like BERT, which effectively capture contextual nuances in tweets. The researchers further discuss challenges such as handling sarcasm, emojis, and mixed languages, which remain significant hurdles in sentiment analysis. This comprehensive evaluation provides insights into model selection for real-time applications and sets a benchmark for future advancements in Twitter sentiment analysis using machine learning techniques. **[2]**

The paper "Sentiment Analysis on Twitter" by Akshi Kumar and Teeja Mary Sebastian (2019) focuses on analyzing sentiments in Twitter data, with an emphasis on handling the unique challenges posed by informal, concise, and context-dependent language. The authors employ a combination of lexicon-based and machine learning approaches to classify tweets into positive, negative, or neutral categories. They highlight the importance of pre-processing steps such as tokenization, stop-word removal, and feature extraction (including n-grams and TF-IDF) to improve model accuracy. The study evaluates various classification algorithms, including Naive Bayes, SVM, and Random Forest, finding that SVM generally outperforms the others in terms of accuracy. The authors also address the impact of domain-specific vocabulary and sarcasm on sentiment prediction, offering insights into the limitations of current models. Overall, their work contributes to improving sentiment analysis accuracy on Twitter by integrating traditional machine learning methods with careful data pre-processing. **[3]**

In "Natural Language Processing for Sentiment Analysis: A Review," A. Patel and R. S. Kumar provide a comprehensive review of the role of Natural Language Processing (NLP) in sentiment analysis (SA). The paper discusses various NLP techniques such as tokenization, part-of-speech tagging, and named entity recognition, which are critical for preparing text data for sentiment classification. The authors categorize sentiment analysis models into traditional and deep learning-based approaches. Traditional models, like Naive Bayes and SVM, are effective but often struggle with complex textual features. In contrast, deep learning models, particularly Recurrent Neural Networks (RNNs) and Transformers, offer improved accuracy by capturing contextual dependencies and handling large-scale, unstructured data. The paper highlights challenges such as contextual ambiguity and sarcasm detection, which remain difficult for SA systems to address. Patel and Kumar conclude by stressing the potential of hybrid models and the need for continued research in multilingual sentiment analysis. **[4]**

The 2009 study by Agarwal et al., "Sentiment Analysis of Twitter Data," explores the challenges and techniques for analyzing sentiment in Twitter posts, which are characterized by short, informal, and noisy text. The authors employ a supervised learning approach using features like bag-of-words, n-grams, and Twitter-specific elements such as hashtags, mentions, and URLs. They demonstrate that incorporating these features improves sentiment classification accuracy compared to standard methods. The paper also addresses key challenges in sentiment analysis, such as ambiguity, sarcasm, and contextual dependencies in tweets.

This work laid the foundation for future developments in sentiment analysis, influencing subsequent advances like deep learning models and multimodal 2 sentiment analysis. Over time, methods have evolved to handle more complex tasks, such as aspect-based sentiment analysis and fine-grained sentiment detection, building on Agarwal et al.'s approach to analyze social media sentiment more effectively. **[5]**

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## 3. ANALYSIS

**a. Naive Bayes**

Naive Bayes is a simple model which can be used for text classification. In this model, the class ˆ c is assigned to a tweet t, where ˆ c =argmax c P(c|t) n Y P(c|t) ∝ P(c) i=1 P(fi|c) In the formula above, fig represents the i-th feature of total n features. P(c) and P(fi|c) can be obtained through maximum likelihood estimates.

**b. Maximum Entropy**

The Maximum Entropy Classifier model is based on the Principle of Maximum Entropy. The main idea behind it is to choose the most uniform probabilistic model that maximizes the entropy, with given constraints. Unlike Naive Bayes, it does not assume that features are conditionally independent of each other. So, we can add features like bigrams without worrying about feature overlap. In a binary classification problem like the one we are addressing; it is the same as using Logistic Regression to find a distribution over the classes. The model is represented by PME(c|d,λ) = exp [P iλifi(c,d)] P c′ exp[P i λifi(c,d)] Here, c is the class, d is the tweet and λ is the weight vector. The weight vector is found by numerical optimization of the lambdas so as to maximize the conditional probability.

**c. Decision Tree**

Decision trees are a classifier model in which each node of the tree represents a test on the attribute of the data set, and its children represent the outcomes. The leaf nodes represents the final classes of the data points. It is a supervised classifier model which uses data with known labels to form the decision tree and then the model is applied on the test data. For each node in the tree the best test condition or decision has to be taken. We use the GINI factor to decide the best split. For a given node t, GINI(t) = 1−P j[p(j|t)]2, where p(j|t) is the relative frequency of class j at node t, and GINIsplit = Pk i=1 ni n GINI(i) (ni = number of records at child i, n = number of records at node p)indicates the quality of the split. We choose a split that minimizes the GINI factor.

**d. Random Forest**

Random Forest is an ensemble learning algorithm for classification and regression. Random Forest generates a multitude of decision trees classifies based on the aggregated decision of those trees. For a set of tweets x1,x2,...xn and their respective sentiment labels y1,y2,...n bagging repeatedly selects a random sample (Xb, Yb) with replacement. Each classification tree fb is trained using a different random sample (Xb, Yb) where b ranges from 1...B. Finally, a majority vote is taken of predictions of these B trees.

**e. XGBoost**

Xgboost is a form of gradient boosting algorithm which produces a prediction model that is an ensemble of weak prediction decision trees. We use the ensemble of K models by adding their outputs in the following manner K X ˆ yi = k=1 fk(xi),fk ∈ F where F is the space of trees, xi is the input and ˆ yi is the final output. We attempt to minimize the following loss function X L(Φ) = i X l( ˆ yi, yi) + where Ω(f) = γT + 1 Ω(fk) 2λw2 where Ω is the regularisation term.

**f. SVM**

SVM, also known as support vector machines, is a non-probabilistic binary linear classifier. For a training set of points (xi,yi) where x is the feature vector and y is the class, we want to find the 8 / 17 7 maximum-margin hyperplane that divides the points with yi = 1 and yi = −1. The equation of the hyperplane is as follow w·x−b=0 We want to maximize the margin, denoted by γ, as follows max w,γ γ,s.t.∀i,γ ≤ yi(w · xi + b) in order to separate the points well.

**g. Multi-Layer Perceptron**

MLP or Multilayer perceptron is a class of feed-forward neural networks, which has atleast three layers of neurons. Each neuron uses a non-linear activation function, and learns with supervision using a backpropagation algorithm. It performs well in complex classification problems such as sentiment analysis by learning non-linear models.

**h. Convolutional Neural**

Networks Convolutional Neural Networks or CNNs are a type of neural networks which involve layers called convolution layers which can interpret spacial data. A convolution layers has a number of filters or kernels which it learns to extract specific types of features from the data. The kernel is a 2D window which is slided over the input data performing the convolution operation. We use temporal convolution in our experiments which is suitable for analysing sequential data like tweets.

**i. Recurrent Neural Networks**

Recurrent Neural Network are a network of neuron-like nodes, each with a directed (one-way) connection to every other node. In RNN, hidden state denoted by ht acts as memory of the network and learns contextual information which is important for classification of natural language. The output at each step is calculated based on the memory ht at time t and current input xt. The main feature of an RNN is its hidden state, which captures sequential

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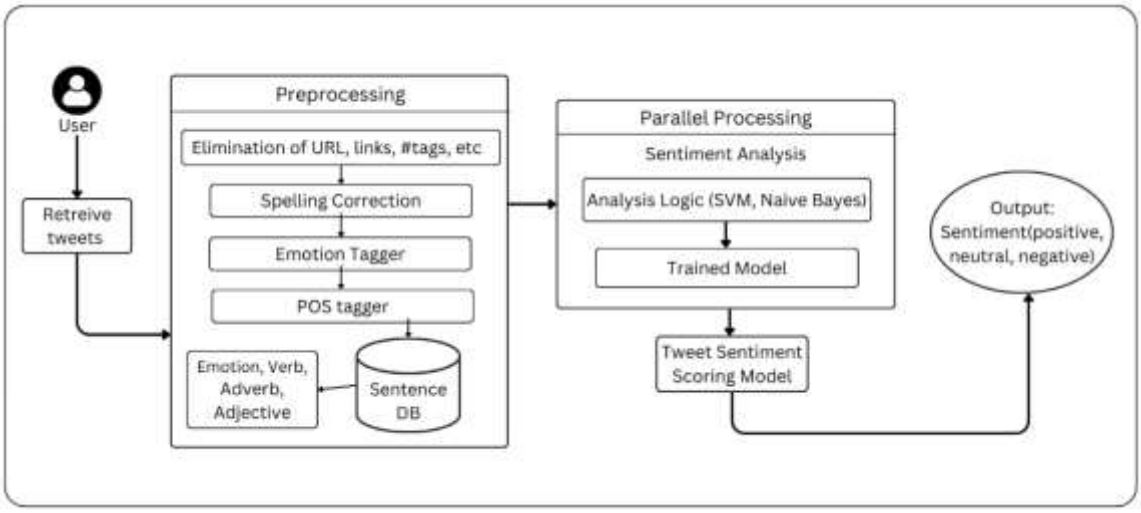
dependence in information. We used Long Term Short Memory (LSTM) networks in our experiments which is a special kind of RNN capable of remembering information over a long period of time.

## 4. METHODOLOGY

Sentiments are the words or sentences that represent a view or opinion that is held or expressed that can be positive, negative or neutral. We are going to propose a novel hybrid approach involving both corpus-based and dictionary-based techniques, which will find the semantic orientation of the sentiments words in tweets. We will also consider features like emoticons, neutralization, negation handling and capitalization as they have recently become a huge part of the internet language. The proposed Sentiment Analysis on twitter data is based on two important parts viz Data Extraction, pre-processing of extracted data and classification.

To uncover the sentiments, we will first extract the opinion words from tweets and then we find out their orientation, i.e., to decide whether each sentiment word reflects exaggerated and self-indulgent feelings of tenderness, sadness, or nostalgia.




The following steps will expound the process of the proposed system which is discussed in paper:

1. Retrieval of tweets
2. Pre-processing of extracted data
3. Parallel processing
4. Sentiment scoring module
5. Output sentiment

These steps are explained below:

**1. Retrieval of tweets:**

As twitter is the most exaggerated part of social networking site, it consists of various blogs which are related to various topics worldwide. Instead of taking whole blogs, we will rather search on particular topic and download all its web pages then extracted them in the form of text files by using mining tool.

**2. Pre-processing of extracted data:**

After retrieval of tweets Sentiment analysis tool is applied on raw tweets but in most of cases results to very poor performance. Therefore, preprocessing techniques are necessary for obtaining better results as given in [12]. We extract tweets i.e. short messages from twitter which are used as raw data. This raw data needs to be preprocessed. So, preprocessing involves following steps which constructs n-grams:

**i) Filtering:**

Filtering is nothing but cleaning of raw data. In this step, URL links (E.g. http://twitter.com), special words in twitter (e.g. “RT” which means Retweet), user names in twitter (e.g. @Ron - @ symbol indicating a user name), emoticons are removed.

**ii) Tokenization:**

Tokenization is nothing but Segmentation of sentences. In this step, we will tokenize or segment text with the help of splitting text by spaces and punctuation marks to form container of words.

**iii) Removal of Stopwords:**

Articles such as “a”, “an”, “the” and other stopwords such as “to”, “of”, “is”, “are”, “this”, “for” removed in this step.

**iv) Construction of n-grams:**

Set of n-grams can make out of consecutive words. Negation words such as “no”, “not” is attached to a word which follows or precedes it. For Instance: “I do not like remix music” has two bigrams: “I do+not”, “do+not like”, “not+like remix music”. So the accuracy of the classification improves by such procedure, because negation plays an important role in sentiment analysis. Paper [3] represents that negation needs to be taken into account, because it is a very common linguistic construction that affects polarity.

**3. Parallel processing:**

Sentiment classifier which classifies the sentiments builds using multinomial Naïve Bayes Classifier or Support Vector Machines (SVMs). Training of classifier data is the main motive of this step. Every database has hidden information which can be used for decision-making. Classification and prediction are two forms of data analysis which can be used to extract models describing important data and future trends. Classification is process of finding a set of models or functions that describe and distinguish data classes or concepts, for the purpose of being able to use the model for predicting the class of objects whose class label is unknown. The derived model is based on the analysis of a set of training data. Training data consists of data objects whose class labels are known. The derived model can be represented in various forms, such as classification (IF-THEN) rules, decision trees, mathematical formulae, or neural networks. Classification process is done in a two step process. First step is Model Construction in which we will build a model from the training set. And step2 is Model Usage in which we will check the accuracy of the model and use it for classifying new data.

**4. Sentiment scoring module:**

Prior polarity of words is the basic of our number of features. The dictionary is used in [1] in which English language words assigns a score to every word, between 1 (Negative) to 3 (Positive). So, this scoring module is going to determine score of sentiments in the sentiment analysis of data.

**5. Output sentiment:**

Based on the dictionary assignment of score, the proposed system interprets whether the tweet is positive, negative or neutral.

## 5. FUTURE DIRECTIONS

a. **Enhance Preprocessing with Advanced NLP Techniques**
   Incorporate advanced Natural Language Processing (NLP) techniques, such as lemmatization and part-of-speech tagging, to further refine data preprocessing. This will improve the accuracy of sentiment classification, especially in handling complex sentence structures and sarcasm.

b. **Implement Real-Time Sentiment Tracking**
   Extend the system to process tweets in real time. This can be useful for applications like event monitoring, brand reputation analysis, and crisis management. Real-time sentiment analysis will require efficient data streaming and processing pipelines.

c. **Include Multilingual Support**
   Expand the system to handle multilingual tweets by integrating language detection and translation APIs. This will allow sentiment analysis of tweets in languages other than English, increasing the system's usability and reach.

d. **Integrate Visualization Dashboards**
   Add interactive dashboards for sentiment visualization using tools like Tableau or Plotly. These dashboards can display trends, sentiment distribution, and other analytical insights, making the results more accessible and actionable.

e. **Optimize for Scalability**
   Design the system to handle large volumes of tweets during high-traffic events. Employ distributed processing frameworks like Apache Spark or cloud-based solutions to scale the sentiment analysis system efficiently.

## 6. DISCUSSION

The Twitter Sentiment Analysis project has proven effective in classifying tweets into three basic sentiment categories—positive, negative, and neutral. This ability to gauge public sentiment on various topics is invaluable, as it allows businesses, policymakers, and researchers to track real-time opinions and identify trends across diverse audiences. The system employs a combination of data preprocessing techniques, sentiment classification algorithms, and scoring mechanisms, which collectively ensure the accurate categorization of tweets based on their emotional tone.

However, while the results are promising, the system's accuracy can be significantly improved. One of the primary challenges in sentiment analysis is the handling of complex linguistic nuances, such as sarcasm, ambiguity, and contextual negation. For instance, phrases like "I love waiting in long lines" may be misclassified as positive sentiment, despite their sarcastic undertone. To address these challenges, incorporating more advanced Natural Language Processing (NLP) techniques, such as contextual word embeddings (e.g., BERT or GPT-based models), could provide a more nuanced understanding of language. These models are capable of capturing context and subtle cues that simpler models might miss, ultimately leading to better sentiment classification.

Another avenue for improvement lies in expanding and diversifying the training dataset. The current dataset may lack the breadth needed to handle the vast array of topics, languages, and dialects present in Twitter conversations. By incorporating a wider range of labeled tweets, particularly from various geographic regions and social demographics, the model's generalization ability would improve. Furthermore, multi-language support could make the tool more scalable and applicable to a global audience.

In conclusion, while the current implementation performs well in its primary task, the project has room for optimization. With further refinements, particularly in the areas of model sophistication and dataset diversity, this sentiment analysis tool could evolve into a highly reliable and scalable solution for real-time social media sentiment analysis.

## 7. CONCLUSIONS

The proposed Twitter Sentiment Analysis project successfully achieves its primary objective of extracting and analyzing sentiments from tweets. By implementing a combination of data preprocessing, sentiment classification, and scoring mechanisms, the system effectively classifies tweets into positive, negative, or neutral sentiments. The results demonstrate that the system is functional and capable of providing valuable insights into public opinion on various topics.

However, the accuracy of sentiment classification can be further improved. The system requires additional adjustments, such as incorporating more advanced NLP techniques to handle complex linguistic constructs like sarcasm, ambiguity, and contextual negations. Moreover, expanding the training dataset with diverse and high-quality labeled tweets will enhance the model’s ability to generalize and perform better across different topics and languages.

Despite these areas for improvement, the current implementation is performing commendable and demonstrates the potential to become a highly reliable and scalable sentiment analysis tool with further refinements and optimizations.

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