

Sentiment Analysis of Top Colleges in India

Using Twitter Data

OBJECTIVE:

The objective of this system is to give sentiment classification for dynamic tweets.

ABSTRACT:

In today's world, opinions and reviews accessible to us are one of the most critical factors in formulating our views and influencing the success of a brand, product or service. With the advent and growth of social media in the world, stakeholders often take to expressing their opinions on popular social media, namely twitter. While Twitter data is extremely informative, it presents a challenge for analysis because of its humongous and disorganized nature. This paper is a thorough effort to dive into the novel domain of performing sentiment analysis of people's opinions regarding top colleges in India. Besides taking additional preprocessing measures like the expansion of net lingo and removal of duplicate tweets

INTRODUCTION:

Social Media has captured the attention of the entire world as it is thundering fast in sending thoughts across the globe, user friendly and free of cost requiring only a working internet connection. People are extensively using this platform to share their thoughts loud and

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clear. Twitter is one such well known micro-blogging site getting around 500 million tweets per day .Each user has a daily limit of 2,400 tweets and 140 characters per tweet. Twitter users post (or 'tweet') every day about various subjects like products, services, day to day activities, places, personalities etc. Hence, Twitter data is of Great germane as it can be used in various scenarios where companies or brands can utilize a direct connection to almost each of their client or user and thereby, improve upon their product. Consider a dissatisfied costumer of a telecommunication company voicing out his/her grievances about a particular plan he/she is subscribed to. Twitter also serves as a huge platform for users to know more and get direct comments about a product or a service in which they are interested. Opinions and reviews in the form of tweets from customers, potential users and critics can easily influence the image and consequently, demand of a product/service being provided by a company. Hence, whether the stakeholder's Opinion is positive/negative about their offering becomes a crucial and pressing question for the organization to ask and monitor.