IMPROVING PERFORMANCE OF TWITTER BASED ON SENTIMENT ANALYSIS

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Abstract

Social networking websites, application such as Twitter and Facebook, Instagram are important spaces for discussion regarding anything like product, events, election etc. Now a day the channels for shows opinions seem to increase daily. When these opinions are applicable to a company, These opinions are important sources of business insight, whether they represent critical intelligence about a customer's defection risk, the impact of an strong reviewer on other people's obtain decisions, or early feedback on product releases, company news or competitors. The importance of controlling the opinion is growing as Customer use technologies such as Twitter to express their views directly to other customer. This was the main encouragement behind this work. It is decided to develop a system that cans analyses about Demonetisation in India 2016.

Keywords: Sentiment Analysis, Opinion Mining, Natural Language Processing

(NLP), Twitter, support vector machine (SVM).

1. Introduction

Today Twitter has very popular communication way among micro bloggers and Internet users to share opinions on different aspects of daily life. Twitter communication generated content such as consumer satisfaction, opinion extraction, ratings and sentiment analysis. Use of sentiment analysis techniques such as natural language processing, computational linguistics, and fundamental text analysis. Dataset use to form collected messages from Twitter