

Revolutionizing Sentiment Prediction: A Cutting-Edge Deep Learning Approach

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Abstract

In light of its interactive and real-time nature, the exploration of public sentiment through the analysis of extensive social data has gained significant attention. Recent studies leverage sentiment analysis and social media to track major events by monitoring user behavior. This article presents an adaptable approach to sentiment analysis that promptly extracts user opinions from social media posts and assesses them. Over time, an escalating number of individuals have shared their opinions on social media, fostering increased communication among people. Despite these advantages, certain drawbacks have led to resentment in some individuals. One such drawback is the potential for hate speech, which can have a negative impact on the community when it involves insulting or threatening language. Recognizing and removing such speech from social media platforms before it spreads is crucial. The process of determining whether a text conveys feelings of hatred involves sentiment analysis. The Twitter dataset, comprising 5000 tweets, underwent analysis using the Python language. Deep learning techniques were employed to enhance the accuracy of the machine learning model. In both cases of the Twitter dataset, the Random Forest approach yielded an impressive 99 percent accuracy rate, showcasing promising experimental outcomes.

Keywords: interactive and real-time nature, threatening language.

1. Introduction

For instance, by using SA and taking into account factors like favourable or negative thoughts about the goods, suggestions of things provided by a recommendation system may be anticipated. Emotional analysis is the technique that uses Natural Language Processing to automatically mine attitudes, opinions, perspectives, and emotions from text, audio, tweets, and database sources (NLP). In a sentiment analysis, views in a text are categorised into "positive," "negative," and "neutral" categories. Subjectivity analysis, opinion mining, and assessment extraction are other names for it. Kajal et al [4] illustrated a cross cyber detection mechanism using monitored machine learning techniques with Project heuristic architecture of swarm intellect artificial bee hive with separate spectral transition and neural network with svm

classifier as dual classification to create evaluation metrics to recognise internet backbone invaders. The accuracy rate of the DDoS attack-designed system is 98 percent, with an accuracy of 0.9[3]. Kushanket.al [5]. two gathering-based methodologies are used in this work. The first is reliant on logistic regression, k-nearest neighbour (KNN), and random forest, while the second is dependent on LSVM, and random forest. We have divided the material into three categories, such as Misogynist, Racist, and None, before using the procedures [6]. We discover that the second model had a better degree of precision than the other one we were using. The degree of accuracy that we obtained is 85%. Khalid et.al [7], presented a variety of algorithms, including gradient boosting, decision trees, RF, and logistic regression. The technique used to show if the provided material is negative, positive, or neutral is narrative text. Support Vector Machine (SVM), Naive Bayes (NB), and K-nearest neighbour are a few examples of classifier procedures that MeylanWongkar et al illustrated for separating hate speech. Nave-Bayes had the highest level of precision (80%) compared to K nearest neighbours (75%), while K nearest neighbours had a greater level of accuracy than Support Vector Machine (63 percent). In the current article, we look at popular perceptions of the Republic of Indonesia's official candidate for the years 2019–24. For next work, we must analyse the current President's survey using a variety of internet media[8]. How to cope with identifying keywords on a Twitter account is suggested by Hajime Watanabe et al[9] . We must make use of the instances and unigram recognition that were afterwards learned from training sets. Violent, aggressive, or animosity-inducing language is a component of hate speech. We must verify the data from 2010 tweets, which reveals the accuracy of 78% of insulting tweets and the exactness of 87% of analyst tweets that are hostile or neutral. To identify the presence of hatred speech across diverse age, religion, gender, and other categories, we must do a quantitative and subjective analysis [10], In their work, Dagar et al [11]. reported their attempt to assess several types of health-related tweets for depression and anxiety. We must identify the many types of emotions, such as negative. Kshirsagar et al [12] use the LSTM, GBDT and Word Embedding approach to identify hate speech on social media. The hate speech includes spreading false information, inciting violence, and other negative behaviours. The dataset was tested, and the findings showed an accuracy of 84% using a mixture of 90% receiving prepared information and 10% test data. Additional datasets must be tested exposed to the delayed effects of blended data in order to get amazing findings. Numerous deep knowledge replicas, including support course machines, XGBoost, and additional ML methods, were detailed by Zamani et al[13] in their study. They dealt with datasets that were mixed-code Hindi-English and English-Hindi. The classifier's results favour Hindi and English in large part, with F scores of 55, 68, and 54 [14]. Kokatnoor et al. [15]. A model called Stacked Weighted Ensemble is suggested for the identification of hate speech. Along with certain separate classifiers. Various tagged grouping approaches are used for the order of emotions, such as joy, disgust, anger, and fear. After gathering information, classifiers provide results in the range of 80 to 92 percent Liu et al[16]. Hate keywords Fear, Disgust, and Anger were reported by [17]. as having a greater rate. 9984 positive, 34177 negative, and 4658 neutral terms were obtained from Twitter [18]. The larger percentage of unfavourable tweets demonstrates the type of content that is prevalent in online media. Future efforts should not only take into account a single attempt[19].

2. Method
The Data set used for the analysis is shown in table below which have 200000 rows and 3 columns as shown in Tabel 1 with the target, text and tweet as the header. The Process Flow

chart is given in Fig 1 with the stages of import data, text cleaning, TF IDF vectorization, train test split, train and evaluate, adjust class imbalance, model evaluation, model building, regularization, hyperparameter tuning, get best parameter & evaluate and find recall and f1 score and top 10 terms used in the tweets is shown in Fig 2 Along with count of hate vs not hate speech used for sentiment analysis is shown in Fig 3

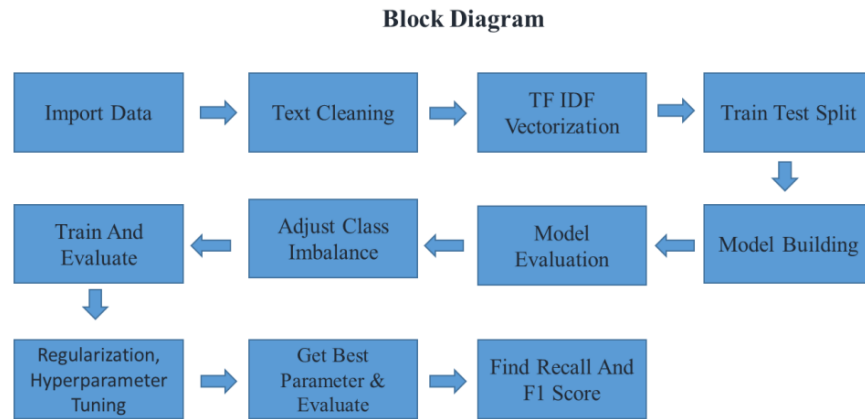


Fig 1. Flowchart of the process used

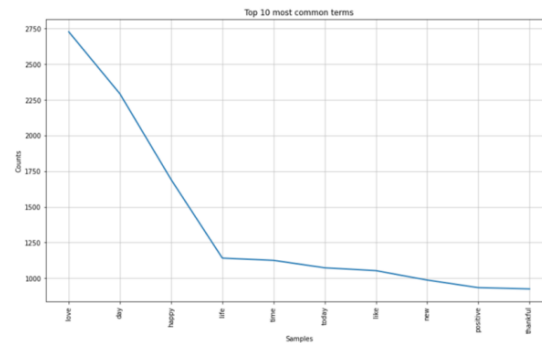


Fig 2. Top 10 Common terms used in the tweets

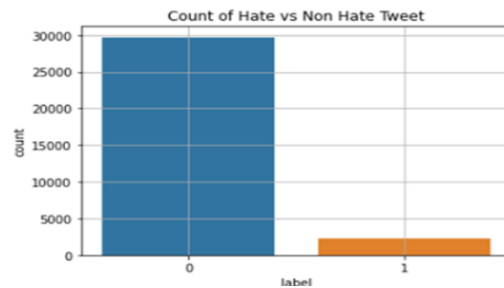


Fig 3. Count of Hate Vs Non Hate Tweets

3. Results and Discussion

3.1. AdaBoost Classifier

AdaBoost is a powerful technique for enhancing the performance of machine learning algorithms, particularly effective when training weak learners. Weak learners, in the context of classification problems, typically yield accuracy only slightly better than random chance. AdaBoost excels when paired with decision trees of minimal complexity, often with just one level.

As an ensemble approach in machine learning, AdaBoost, short for adaptive boosting, earns its name from the process of adaptively reassigning weights to each instance, assigning heavier weights to those instances that were misclassified. The algorithm is employed in supervised learning to mitigate bias and variance, operating on the principle that learners improve incrementally. In boosting, each subsequent learner, excluding the first, is built upon the knowledge of learners created before it. This iterative process transforms weak learners into strong ones, steadily improving the model's overall performance.

While AdaBoost shares similarities with boosting, there are nuanced differences in how it operates [20]. Figure 4 illustrates the stacking strategy used in machine learning, depicting the process of combining multiple learners to create a robust and accurate model. This stacking strategy is a visual representation of how AdaBoost leverages an ensemble of weak learners to collectively achieve superior predictive performance

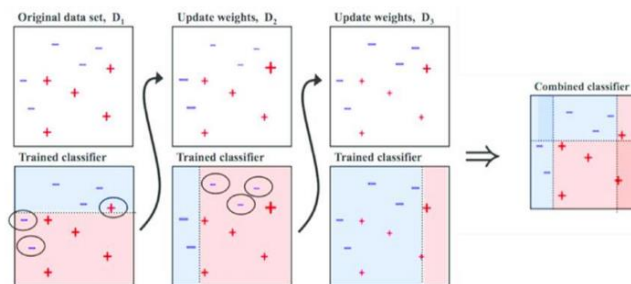


Fig 4. Adaboost approach used in Machine learning

3.2. Neural Net

A neural network operates by transforming an input vector through layers of units, commonly known as neurons, constituting the network. Each neuron processes input through a function and forwards the result to the subsequent layer. Neural networks are often characterized as feed-forward, indicating a unidirectional flow without feedback to the preceding layer, where each component transmits its output to all components on the layer above it. The connections between units involve weighted signals, and the adjustment of these weights during the training phase enables the neural network to adapt to specific problem domains [21].

Inspired by the learning process of the human brain, neural networks consist of a predefined set of parameters enabling the system to learn and adapt by analyzing new data. Each parameter, resembling neurons or inputs, receives one or more inputs, processes them through a function, and produces an output. These outputs then become inputs for the subsequent layer of neurons, forming a cascading process. After each neural layer is evaluated, and the inputs are received by the neurons, the results are propagated to the next layer of neurons [22].

Figure 5 illustrates a basic neural network, showcasing the interconnected layers of neurons and the flow of information. Additionally, Figure 6 presents different levels of sentiment analysis, demonstrating the application of neural networks in understanding and categorizing sentiments at various levels of complexity.

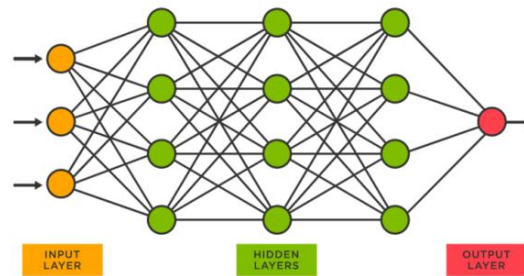


Fig 5. Simple Neural Net

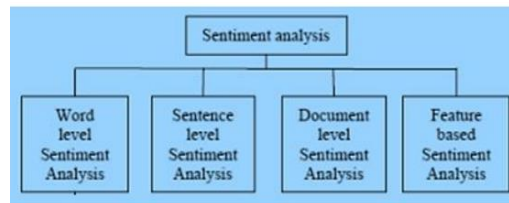


Fig 6. Different Levels of Sentiment analysis

3.3. The Decision Tree Classifier

Stands out for its versatility and effectiveness across various applications. Its inherent strength lies in the ability to extract insightful decision-making information from provided data [23]. The construction of a decision tree involves utilizing training sets, and this approach falls under the guided study algorithm family.

As illustrated in Figure 7, the decision tree method distinguishes itself by its applicability to a range of problems, including both classification and regression tasks. The model's objective is to generate an educational model based on training data, providing predictions about the class or value of the destination variable. This model serves as a valuable resource for individuals learning fundamental decision-making principles [24].

In the decision tree structure, the anticipation of a class label for a record begins at the hierarchy's root. By comparing the values of the current node with those of the root attribute, the algorithm follows a series of decisions and branches, ultimately reaching a prediction for the class label.

The flow chart of sentiment analysis tasks, depicted in Figure 8, showcases the decision tree's role in guiding the analytical process. This visual representation underscores the sequential nature of decision-making within the decision tree framework for sentiment analysis.

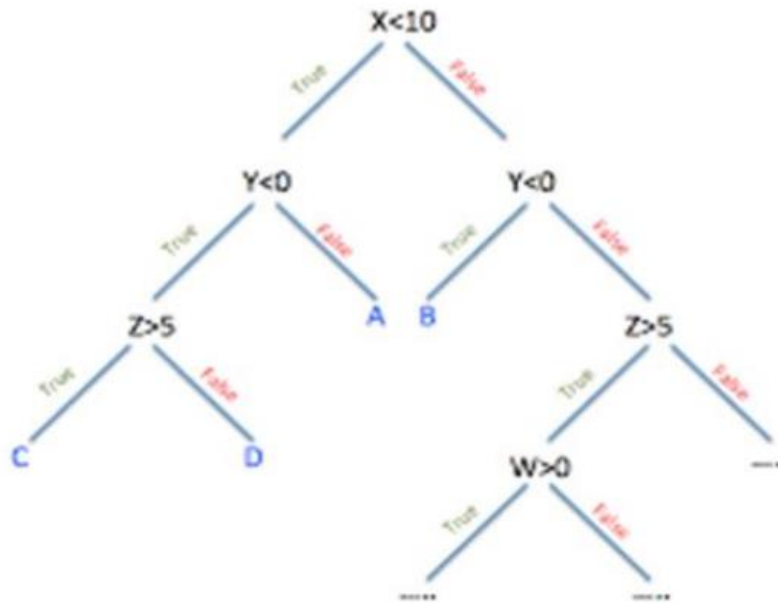


Fig 7. Working of DT

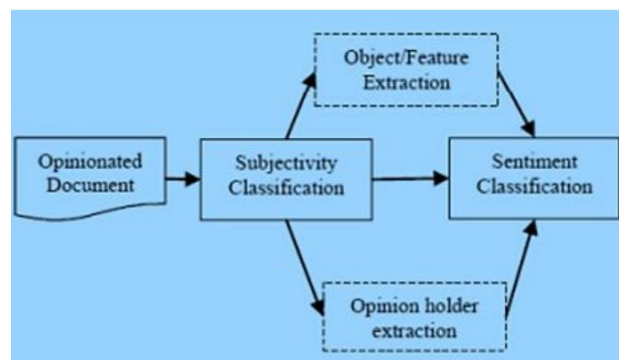


Fig 8. Flow chart of Sentiment analysis tasks

3.4. RBF SVM

In the realm of Support Vector Machines (SVM), the Radial Basis Function (RBF) kernel introduces a nonlinear element to the decision region. Even within the RBF kernel SVM, there coexists a linear decision area, offering versatility in handling datasets with varying characteristics. The RBF Kernel SVM is adept at creating nonlinear combinations of samples, projecting them into a higher-dimensional space where a linear boundary can be applied for class-splitting decisions. This proves especially valuable for datasets that exhibit nonlinear patterns or are inherently inseparable by a linear boundary.

When dealing with datasets that can be linearly separated, the option to employ the linear kernel function (kernel="linear") is available, tailored for scenarios with linearly structured data.

Understanding the nature of the dataset is key in determining the appropriate kernel function to utilize. For datasets with nonlinear characteristics, such as those that are linearly inseparable,

kernel functions like RBF are recommended. Conversely, for datasets amenable to linear separation, the linear kernel function is a suitable choice.

The process of training an optimal model using the SVM approach is elucidated in Figure 4, providing a visual guide for practitioners who possess a clear understanding of when and how kernel functions should be applied. The existence of a linear decision area in the RBF kernel SVM decision region, as reiterated in Figure 9, reinforces the adaptability of the RBF kernel in handling diverse dataset structures.

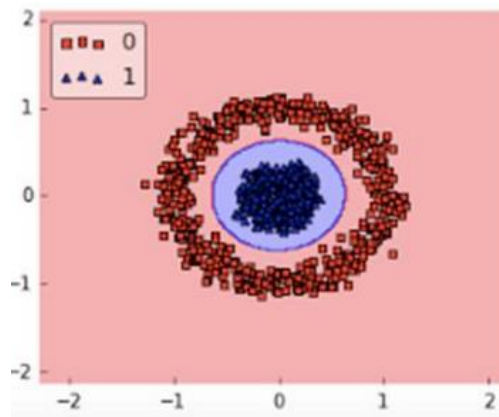


Fig 9. classification by RBF SVM

3.5. Nearest Neighbors

Classifier A machine learning technique called nearest neighbour classification seeks to categorise previously unobserved query items while differentiating between two or more destination classes. It is an example of supervised learning since, like any classifier, it needs some training data with predetermined labels [26]. K-Nearest Neighbors is a straightforward yet crucial machine learning classification method. It is a well-known supervised learning technique used in intrusion detection, data mining, and pattern identification. Since it is non-parametric, or assumes no underlying assumptions about data distribution, it is broadly applicable in real-world situations. Consider that there are two categories, A and B, and that we have a new data point, x_1 , and we are unsure which of the two categories this data point belongs to. To handle this kind of issue, a K-NN approach is necessary [27]. As seen in Fig 10, K-NN may be used to quickly identify the category or class of a certain dataset.

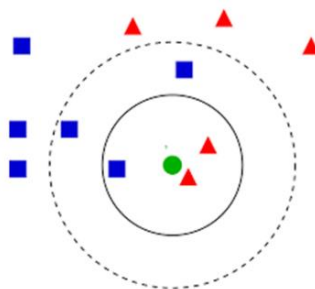


Fig 10. Nearest Neighbors Classifier

3.6. Random Forest Classifier

A well-known machine learning algorithm Random Forest is a technique used in the supervised learning process. It may be used to solve ML problems requiring both classification and regression. It is based on the concept of ensemble learning, which is a way of combining several classifiers to handle complex problems and improve model performance[28]. Rf is a classifier that, as the name indicates, utilises a number of decision trees on different sets of the input dataset and combines them to improve the dataset's prediction accuracy. Rather of relying on a single decision tree, the random forest uses predictions from each tree to estimate the plurality of predictions' amount of votes [29]. Even without adjusting the hyperparameters, random forest is a flexible and simple strategy that produces excellent results. Due to its ease and variety, it is also one of the greatest often rummagesale procedures. To provide a additional accurate and reliable forecast, random forests create and combine many decision trees [30]. Given that organization and reversion glitches make up the mainstream of modern machine learning schemes, the chance forests offer a significant advantage in many applications. Because classification is frequently seen as the machine's foundation, let's examine how random forests classify data. Fig 11 shows how two trees appear to be a random forest from below.

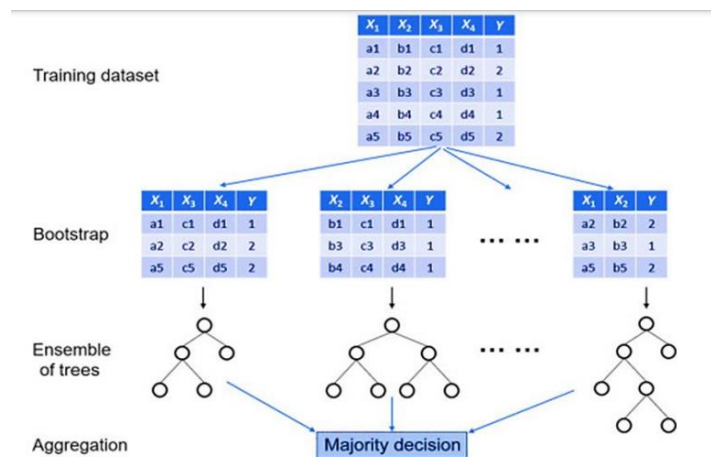


Fig 11. Random Forest Process

As trees grow, the random forest model becomes more unpredictable. Instead than focusing on the primary feature when dividing a node, it considers a random assortment of features. This results in a wide range, which frequently results in a better model [31].

3.8. Ludwig Classifier

Without creating a single line of code, models may be predicted and utilised using Ludwig, a powerful learning toolset. It is developed on top of TensorFlow and makes use of an abstraction based on data types to build a large number of applications. Ludwig's declarative file format enables extremely speedy prototype and model iteration. It allows experienced users to be much more productive by speeding up tasks that would otherwise take months or minutes. It is suitable for novices to train profound learning models without knowing all TensorFlow intricacies or profound learning in general [32]

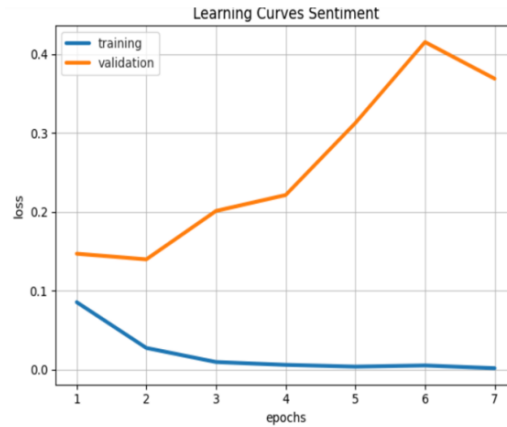


Fig 12. Learning Curve Sentiment

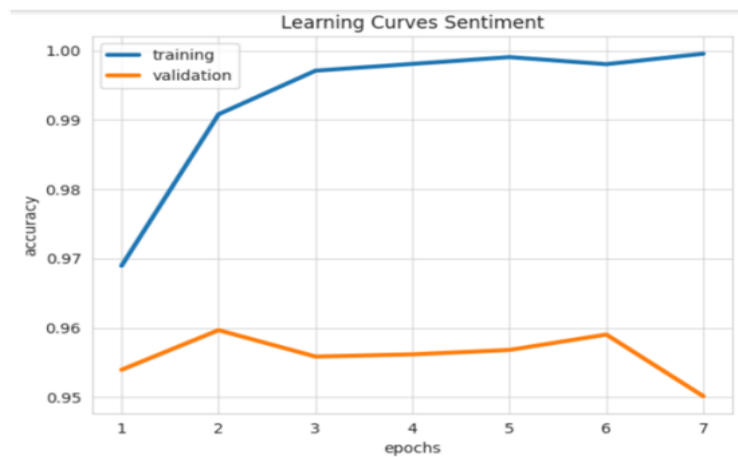


Fig 13. Learning Curve using Ludwig Classifier

A very excellent indication at 7 epochs, the learning curve obtained using deep learning guarantees about 99.9% accuracy. Fig 12 loss vs. epoch curve illustrates how a loss in the training curve decreases to virtually zero with a rise in epoch, which in and of itself demonstrates the system's accuracy. Fig 13 makes it quite evident that using the Ludwig classifier with many epochs boosts accuracy. Based on the pre-processed data sets, a number of Classification techniques were developed in the Python programming language on Google Colab. These methods included Boosting, Logistic Regression, SVM, and Naive Bayes. The top 8 algorithms' conclusions show positive outcomes for the situation. On the clean data set, our classifier was trained using the default functionality. Precision, F1-score, recall, accuracy, and ROC area were the four metrics used for assessment. A crucial confusion matrix is a 2-dimensional matrix that offers details about the actual classes and anticipated classes of a classifier. Model summary is Shown in Table 2.

Table 2. Model Summary

Model: "model"

Layer (type)	Output Shape	Param #
input_1 (InputLayer)	[(None, 30)]	0
embedding (Embedding)	(None, 30, 300)	20047200
dropout (Dropout)	(None, 30, 300)	0
conv1d (Conv1D)	(None, 24, 128)	268928
conv1d_1 (Conv1D)	(None, 18, 128)	114816
global_max_pooling1d (Global	(None, 128)	0
dense (Dense)	(None, 512)	66048
dropout_1 (Dropout)	(None, 512)	0
dense_1 (Dense)	(None, 1)	513

The various results are combined and shown in Table 3

Table 3. Comparison among different classifiers

Algorithm used	Precision	Recall	f1-score	Accuracy
Linear SVM	1	0.93	0.96	0.93
Nearest Neighbors	0.99	0.94	0.96	0.93
Random Forest	0.97	0.96	0.97	0.96
Linear SVC	0.97	0.96	0.97	0.96
AdaBoost	0.97	0.94	0.95	0.94
Neural Net	1	0.93	0.96	0.92
Decision Tree	0.95	0.94	0.94	0.94
RBF SVM	0.95	0.96	0.96	0.95

Inference from table 3 1. Neural Net and Linear SVM are discovered to have the maximum value for accuracy, which is unity. Except for the Decision Tree, all other classifiers have a score over 0.95. 2. Recall indicates how accurately a classifier can predict future events. It reaches its maximum in RBF SVM, Random Forest, and Linear SVC, and it is more than 0.93 in all other cases, indicating how accurate the prediction is. 3. The F1 Score, which is the harmonic average of accuracy and recall, has a maximum in both Random Forest and Linear SVC and virtually similar value. 4. One of the key metrics for any machine learning application is accuracy, which is the percentage of correctly categorised predictions. In this study, the maximum accuracy for Random Forest and Linear SVC was determined to be around 97 percent. Additionally, it is discovered that employing a deep learning model with Ludwig Classifier, as illustrated in Fig 14, an accuracy of roughly around 99.9 percent is attained.

Comparison Table

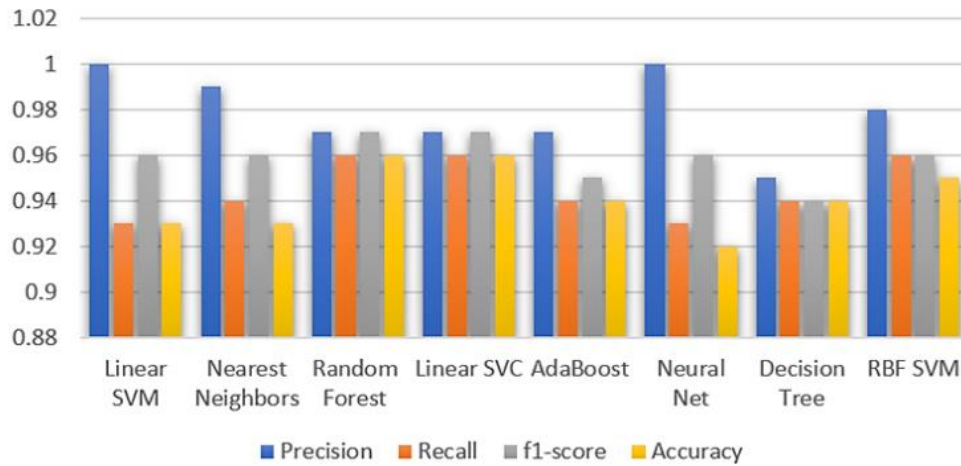


Fig 14. Summary of different classifiers

4. Conclusion

In this study, we have effectively used deep learning and a variety of categorization techniques to predict human behavior. Performance metrics including accuracy, recall, precision, and f1-score were obtained during the study, which was done in Python. The results show that Random Forest and Linear SVC have maximum accuracy of about 97 percent. A deep learning network using Ludwig Classifier also achieves an accuracy of nearly 99.9%, as shown in Fig 9. Researchers in the same field will find this study article useful.

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