

## **OPINION MINING**

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### **ABSTRACT**

*Online social networks have become a popular communication tool for the masses. People are constantly sharing their opinions on social media. Therefore, social networking websites are a rich source for opinion mining. By analyzing the various opinions expressed on such sites, we can determine how well a product is doing in the current market. In this paper, we propose a system which uses the popular microblogging website Twitter for mining user opinions about products or services. Our proposed system presents an approach to extract data from Twitter and perform linguistic analysis on it. Combining the techniques of artificial intelligence and natural language processing, we attempt to classify the opinion as positive, negative or neutral. Using word dependencies and Part of Speech tagging, we analyze data to track the opinions expressed on social media on the given subject. This paper proposes a system that can give the user information in the form of graphs and charts, about the opinions of the other users on the product or service.*

**Key words:** Eye Blinking technology, automated wheelchair, IR module, Accelerometer sensor, IR proximity sensor (Obstacle detection sensor).

### **1. INTRODUCTION**

This system uses opinion mining methodology in order to achieve desired functionality. Opinion Mining for Social Networking Site is a web application. Here the user will post his views related to some subject other users will view this post and will comment on this post. The System takes comments of various users, based on the opinion, system will specify whether the posted topic is good, bad, or worst. User can change his own profile picture and can update his status. These changes can be viewed by various users. We use a database of sentiment based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user comment is ranked. Once the user logs in to the system, user can view his own status as well as he can view the topics posted by other users. When the user clicks on a particular topic user can give his own comment about the topic. System will use database and will match the comment with the keywords in database and will rank the topic. User can edit his own profile and can change his profile picture. The role of the admin is to add post and adds keywords in database. This application can be used by users who like to post view about some events that is already held, or can post about the events that is going to be held. This application also works as an advertisement which makes many people aware about

the topic posted. This system is also useful for the users who need review about their new idea. This system is also useful for the users who need review about any particular event that is posted.

## 2. SYSTEM STUDY

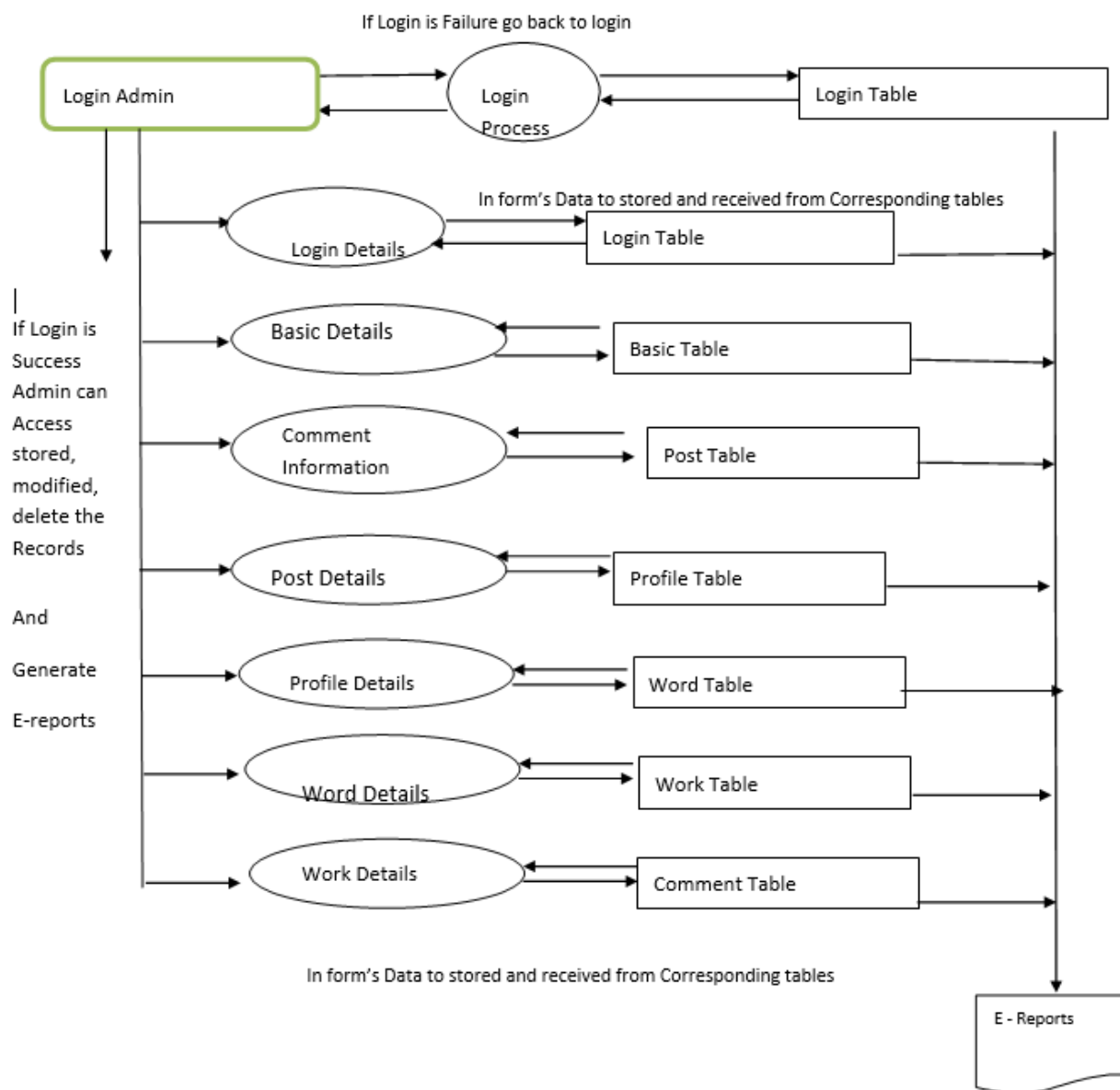
### 2.1 Existing System

In existing system, to know the quality of the product, we have to get feedback from the user or the public. It's a long term process and it gets delay to find out the result.

### 2.2 Proposed System

In proposed system, finding the quality is very simple through the reviews and comments for the product from the different users. The quality, description, price etc. are identified through various users. Hence it is more beneficiary.

#### FLOW DIAGRAM



### **3. SYSTEM DESIGN**

#### **3.1 Input Design**

Input design encompasses internal and external program interfaces and the design of user interfaces. Internal and external interface designs are guided by information obtained from the analysis model. This defines user tasks and actions either an elaborative or object oriented approach. Design issues such as response time, comma structure, error handling and help facilities are considered and a design model for the system is defined. A set of generic design guidelines governs general interaction, information display and data entry.

It is a process of converting user-oriented to a computer based formatted goal of the input design is to make a data entry easier, logical, and free of error. Error in the input data is controlled by the input design. The quality of the system input determines the quality of system output specification describes manner in which the data entered in the system processing. Input design futures can ensure the reliability of the system and produced result from accurate data or they can result in Production of erroneous information as result in feeding the faulty data.

#### **3.2 Output Design**

An application is successful only when it provides effective and efficient reports. Reports are actually presentable form of data the reports are the main source of information for user operated and managements. After any valid processing, the reports are same are commenced and generated filled for future use. The reports are generated with great care because it places an important design making. With the quality output the entire system may appear to be unnecessary that user will avoid using it. Reports are generated with the up-to date details according to user requirement. The report produced should be only concise with only necessary information. No unnecessary information should be produced in the output reports.

### **4. SYSTEM DEVELOPEMENT**

#### **4.1 Types of Module**

##### ***4.1.1 Administrative Module***

Through reviews and comments, the rating/score will be given. This system is managed by the administrator with the help of positive and negative comments. The rating will be increased when the user gets positive review about the product. In case of negative review, the scores will be deducted accordingly.

##### ***4.1.2 New Post***

This module helps to upload the user's new products and their name. The product's title and the features are added. The post can either be public nor private. Your friends or the public can like your post and can add comments about your product.

##### ***4.1.3 Profile and Status***

You can create your profile by entering your first and last name followed by your email id and phone number. You can also enter your status and change status accordingly.

##### ***4.1.4 Comments and Reviews***

The comments can be added to your post by your friends and the public. The reviews will also be given and it might be the positive one or sometimes negative. The scores are given to the post according to the reviews. In case of negative review, minus marks will be given.

#### **4.1.5 Profile Pictures**

Profile pictures can be uploaded to make your friends to find your Account easily. You can change your profile and the profile pictures.

#### **4.1.6 View Post**

In this module, you can view your post uploaded and also the others in case the user is your friend. The scores updated, the comments and the ratings will be seen in this module.

### **5. My Post Contribution**

This module helps to show all the contributions made by you. The one or more products posted by you are seen here.

#### **5.1 View All**

This module helps to view all the users post and product. It is possible only when the user posts his product in public. If the user posts in private, only he can view that post. If he posts the product with his friends, only the user's friends can view the product. This is called as partial view.

#### **5.2 Add Profile**

Once you sign in your account, the basic profile such as name, address, phone no., work and education profile will be asked by the administrator.

### **6. System Implementation**

The user then changes over to this new fully tested system and old system is discontinued. Implementation is one of the most important tasks in project is the phase in which one has to be cautions because all the efforts undertaken during the project will be very interactive. Implementation is the most crucial stage in achieving successful system and giving the users confidence that the new system is workable and effective.

Each program is tested individually at the time of development using the sample data and has verified that these programs link together in the way specified in the program specification. The computer system and its environment are tested to the satisfaction of the user.

The major steps involved in the implementation are:

- Careful planning
- Investigation of the current system and its constraints
- Design of methods to achieve the change over
- An evaluation of change over methods apart from planning
- The implementation phase comprises of several activities

### **7. SYSTEM TESTING**

#### **7.1 Objective of Testing**

System testing is the final step in which the entire system form whole with all forms of code and class modules. It is used to uncover the weakness of the system that was found in earlier tests and the total system is tested for recovery and fallback after major failure to ensure that no data are lost during the emergency. Record locking was checked for the particular transaction to avoid duplications. Only, after transaction is complete the record is released.

## **8. TEST METHOD UNIT**

### **8.1 Testing**

The functionality of the module was also tested in separate units:

Order process module when the product has been added to the cart it has been made sure that if the item already exists in the shopping cart then the quantity increased by one else new item is added to the shopping cart.

Gallery module has been tested that all images are displayed properly.

Cart details has been tested when user edits a quantity or remove a product from the cart, total price is updated accordingly. Visual studio 2008 has in built support for testing application and it can be done without the need of any external application, tests run under the VB.NET context which means settings from the con fig file are automatically picked up once the test case starts running. Methods are written to retrieve all manufacturers from the database, all images that belong to the particular products gets retrieved automatically by generating the methods.

## **9. CONCLUSION**

Social networks have become a major role of communication. The large amount of data and opinions on micro-blogging websites makes them a rich source for opinion mining and sentiment analysis. This proposed project, though still in progress, provides promising initial results. We aim to mine useful opinions from social networks and analyze them to determine how a product is performing in the market. By using a parser we attempt to perform various Natural Language Processing steps to derive meaning from the statements extracted. Using the tools described in this paper, we can successfully create a system which mines opinions from the Twitter stream and classifies them as positive, negative and neutral sentiments. As future work, we plan to go beyond Twitter, expand to other social networking websites, blog posts and comments on websites. Social networks have become a major role of communication. The large amount of data and opinions on micro-blogging websites makes them a rich source for opinion mining and sentiment analysis. This proposed project, though still in progress, provides promising initial results. We aim to mine useful opinions from social networks and analyze them to determine how a product is performing in the market. By using a parser we attempt to perform various Natural Language Processing steps to derive meaning from the statements extracted. Using the tools described in this paper, we can successfully create a system which mines opinions from the Twitter stream and classifies them as positive, negative and neutral sentiments.

## **10. FUTURE ENHANCEMENT**

In the existing system many spam reviews are being published. Additional features can be added in future to remove the spam reviews and give more accurate reviews to the users.

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