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Product Recommendation Using Opinion and Sentiment Classification

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ABSTRACT

Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. By taking some recommendation of people about the purchasing product that will be very beneficial to purchaser. Internet has changed the way of consumer's store, and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. The present paper is based on assumption of classical model behavior. This paper examines the behavior and perception of online customers.

Keywords: sentiment, cyberhate, linguistic, prediction

I. INTRODUCTION

In proposed system, we focus on cyber-hate classification, since the spread of hate speech using social media can have disruptive impacts on social cohesion and lead to regional and community tensions. Automatic detection of cyber-hate has become a priority research area. In particular, We propose a modified fuzzy approach with two stage training for dealing with text ambiguity and classifying four types of hate positive, negative and neutral speech and compare its performance with those popular methods as well as some existing fuzzy approaches, while the features are prepared through the bag-of-words and word embedding feature extraction methods alongside the correlation based feature subset selection method. The experimental results show that the proposed fuzzy method outperforms the other methods in most cases.

Bag-of-words (BOW) is now the most popular way to model text in statistical machine learning approaches in sentiment analysis. However, the performance of BOW sometimes remains limited due to some fundamental deficiencies in handling the polarity shift problem. Sentiment analysis is a very popular application area of text mining and machine learning. The popular methods include support vector machine, naive bayes, decision trees, and deep neural networks. However, these methods generally belong to discriminative learning, which aims to distinguish one class from others with a clear-cut outcome, under the presence of ground truth. In the context of text classification, instances are naturally fuzzy (can be multi-labeled in some application areas) and thus are not considered clear-cut, especially given the fact that labels assigned to sentiment in text represent an agreed level of subjective opinion for multiple human annotators rather than indisputable ground truth..

II. OBJECTIVES

- To propose a model called Text classification and sentiment analysis, to address problem for data classification.
- To propose a novel data expansion technique by creating a sentiment-reversed review for each training and test data performance.
- In the above point the last and main aim to proposed this system is to find the different user data rating point automatically on the basis of speech, namely, religion, race, disability, and sexual orientation.

III. MOTIVATION

Although BOW is one of the most popular methods of feature extraction, it has a few limitations that could affect the performance of learning from textual instances. In particular, from semantic perspectives, the same word may have different meanings, which could lead to the case that a word could be highly relevant to the positive class in some cases but also highly relevant to the negative class in other cases. For example, the word "deserve" can be used to praise students who work hard by saying "You fully deserve the success," whereas the same word can be used to criticize students who failed due to low motivation by saying "That is what you deserve." Also, from syntactic perspectives, the same word may act as different parts of speech. For example, the word "approach" could be both a verb and a noun, which could lead to different abilities to discriminate between classes. In particular, when the above word is used as a verb, it could lead to a negative message such as "I approach you to do something for me." In contrast, when the word is used

as a noun, it would generally show a neutral meaning. The above-mentioned two points indicate that when a word has different meanings or acts as different parts of speech, it is not appropriate to simply treat the word as a single feature.

IV. PROBLEM DEFINITION

Bag-of-words (BOW) is now the most popular way to model text in statistical machine learning approaches in sentiment analysis. However, the performance of BOW sometimes remains limited due to some fundamental deficiencies in handling the polarity shift problem. Although the BOW model is very simple and quite efficient in topic-based text classification, it is actually not very suitable for sentiment classification because it disrupts the word order, breaks the syntactic structures, and discards some semantic information.

Polarity shift is a kind of linguistic phenomenon which can reverse the sentiment polarity of the text. Negation is the most important type of polarity shift. For example, by adding a negation word "don't" to a positive text "I like this book" in front of the word "like", the sentiment of the text will be reversed from positive to negative. However, the two sentiment-opposite texts are considered to be very similar by the BOW representation. This is the main reason why standard machine learning algorithms often fail under the circumstance of polarity shift. Several approaches have been proposed in the literature to address the polarity shift problem. However, most of them required either complex linguistic knowledge or extra human annotations. Such high-level dependency on external resources makes the systems difficult to be widely used in practice. There were also some efforts to address the polarity shift problem with the absence of extra annotations and linguistic knowledge. However, to the best of our knowledge, the state-of-the-art results are still far from satisfactory

AN EXAMPLE OF CREATING REVERSED TRAINING REVIEWS

	Review Text	Class
Original review	*I don't like this book. It is boring.*	Negative
Reversed review	*I like this book. It is interesting.*	Positive

V. DATA FLOW DIAGRAM

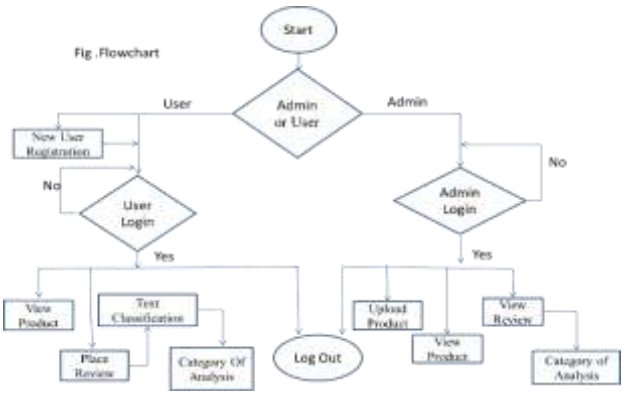

Fig. Data flow diagram

VI. LITERATURE SURVEY

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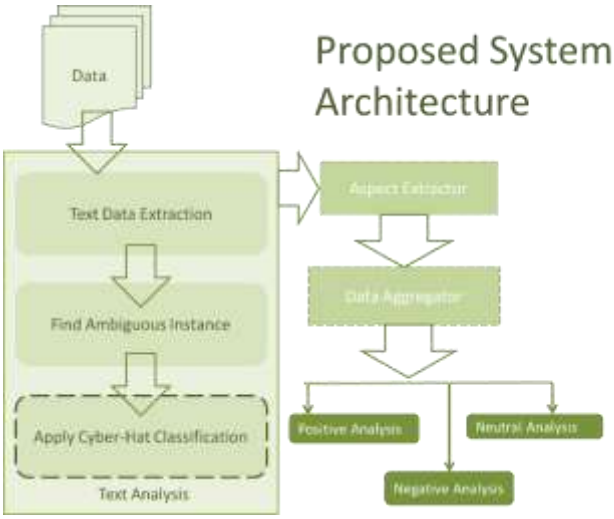
According to the levels of granularity, tasks in sentiment analysis can be divied into four categorizations : document- level, sentence-level, phrase-level, and aspect-level sentiment analysis. Focusing on the phrase/sub sentence- and aspect-level sentiment analysis, Wilson et al.discussed effects of complex polarity shift. They began with a lexicon of words with established prior polarities, and identify the "contextual polarity" of phrases, based on some refined annotations. Choi and Cardie [4] further combined different kinds of negators with lexical polarity items though various compositional semantic models, both heuristic and machine learned, to improved sub sentential sentiment analysis. Nakagawa et al. [29] developed a semi supervised model for sub sentential sentiment analysis that predicts polarity based on the interactions between nodes in dependency graphs, which potentially can induce the scope of negation. In aspect-level sentiment analysis, the polarity shift problem was considered in both corpus- and lexicon-based methods [8], [9], [10], [13].

The data expansion technique has been seen in the field of handwritten recognition [3], where the performance of the handwriting recognition systems was significantly improved by adding some synthetic training data. In the field of natural language processing and text mining, Agirre and Martinez [2] proposed expanding the amount of labeled data through a Web search using monospermous synonyms or unique expressions in definitions from WorldNet for the task of word sense disambiguation. Fujita and Fujino [11] proposed a method that provides reliable training data using example sentences from an external dictionary..

VII. PROPOSED SYSTEM

In proposed system there are basically two modules are available .First module indicate text analysis framework in detail. And second module indicate the prediction user review rating on user previously review data.



There are two techniques used in Sentiment Classification. •

- Machine Learning Approach

Machine Learning techniques include supervised and unsupervised learning approaches. Supervised learning consists of some classifier such as Decision tree, Liner, Rule-based and Probabilistic classifiers.

- Lexicon Based Approch

Lexicon Based approaches are confidential into Dictionary based and Corpus-based methods. The dictionary-based approach finds opinion seed words, and then search the dictionary of their antonyms or synonyms. But the corpus-based approach starts with a list of seed opinion and then finds another opinion in a big corpus to try help finding opinion words in context. The corpus-based method further divided into the statistical and semantic approach.

VIII. PLAN OF RESEARCH

In proposed system, we describe the proposed fuzzy approach for cyber-hate classification. In particular, we briefly introduce the theoretical preliminaries of fuzzy logic- and rule-based systems. The procedure of the proposed fuzzy approach is then illustrated using examples.

- Cyber-Hate Approach

In this system, we focus on the detection of online hate speech (cyberhate) in short informal text posted to social media platforms. This has become a priority research topic due to the concern that the spread of online hate speech could lead to antisocial outcomes. In particular, we deal with four types of online hate speech, namely, religion, race, disability, and sexual orientation, by proposing a novel fuzzy approach grounded in generative learning, especially for dealing with text ambiguity, which could result from the following cases: 1) the same word may be used in different contexts leading to different semantic meanings and 2) that similar instances are assigned different labels by different annotators due to their different opinions. The proposed fuzzy approach is different from existing fuzzy systems in two aspects.

IX. CONCLUSION

Sentiment Analysis is very important research because Sentiment Analysis help in summarizing opinion and reviews of public. They consider as research filed. However, Sentiment Analysis still needs to improve and progress. Moreover, there are many challenges like the polarity in a complex sentence. In this system, we proposed a modified fuzzy approach for cyber hate classification. In particular, we argued that fuzzy approaches are more suitable than previously used non-fuzzy approaches that are known to perform well on hate speech data, due to the advantages of fuzzy approaches in dealing with fuzziness, imprecision, and uncertainty of text. We conducted experiments using four data sets on four types of hate speech, namely, religion, race, disability, and sexual orientation.

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