Viral Post Category Identification by Using Core NLP Technique

Pradip Shelke

Shreyas Malavade

Vinay Dasalkar

Karan Rajurkar

Jitendra Chavan

Abstract:

In today's world every day there is enormous information published on the web (social media, science and more).This information contains movie reviews, product reviews, blogs, news articles, etc. It is not easy to predict this kind information to which it belongs. So proposed system need to solve the above-mentioned issue for that we proposed the system in which- when any post that contains textual information given as an input, makes it to provide solution from the web. To make a post for provide solution by business the system extract useful information from the text. The use of the system is to take a post directly to its potential audience (online users like social media). Here, proposed system analyze the social media posts and understand what kind of decisions they may take in the future so that proposed system can recommend to the user directly with a certain post. There are certain domains which proposed system will identify from the post. Content will suggest from the post to the potential audience and potential audience will recommend the solution or suggestion to the user.

Keywords: Machine Learning, Natural language processing

Introduction:

In the today's world every day there is enormous information is published on the web (social media, science and more). This information contains movie reviews, product reviews, blogs, news articles, etc. It is not easy to predict this kind information to which it belongs. So proposed system need to solve the above-mentioned issue for that we proposed the system in which when any post that contains textual information given as an input, makes it to provide solution from the web. To make a post for business the system extract useful information from the text. The use of the system is to take a post directly to its potential audience (online users like social media).

Here, proposed system analyze the social media posts and understand what kind of decisions they may take in the future so that proposed system can recommend to the user directly with a certain post. There are certain domains which we will identify from the post. Content will suggest from the post to the potential audience and potential audience will recommend the solution or suggestion to the user.

Related Work: Nowadays, social networking has made an enormous impact on the lifestyle of individuals around the globe. It has already been a huge contribution to the daily social routine of the people in various types of communities. High and middle class society is now into social networking sites like Facebook, these social networking sites have played a big part to the global community in terms of communication purposes so we analyze those post and provide solution to the social user.

1. A psychological based analysis of Marketing Email Subject Lines

A marketing email becomes a success only if the email is opened and read by the receiver. The subject line of an email and the email address of the sender are the main deciding factors for one to open an email or leave it

2. A statistical interpretation of term specificity and its application in retrieval

It is suggested that specificity should be interpreted statistically, as a function of term use rather than of term meaning. The effects on retrieval of variations in term specificity are examined, experiments with three test collections showing, in particular, that frequently-occurring terms are required for good overall performance

3. Lexicon-Based Methods for Sentiment Analysis

We present a lexicon-based approach to extracting sentiment from text. The Semantic Orientation Calculator (SO-CAL) uses dictionaries of words annotated with their semantic orientation (polarity and strength), and incorporates intensification and negation

4. Opinion Mining and Sentiment Analysis

An important part of our information-gathering behavior has always been to find out what other people think. With the growing availability and popularity of opinion-rich resources such as online review sites and personal blogs, new opportunities and challenges arise as people now can, and do, actively use information technologies to seek out and understand the opinions of others

5. Predicting the Volume of Comments on Online News Stories

On-line news agents provide commenting facilities for readers to express their views with regard to news stories. The number of user supplied comments on a news article may be indicative of its importance or impact.

Motivation: Now a days social media is used by almost peoples they are posting their posts on social sites but there is no real time use of that post after some time there is no use of that post so the project idea came from this drawback our system will utilize that post for business purpose and our system

will provide real time solution on post.

Conclusion: Whenever any post is posted on social site our proposed system will provide the real time solution on that post this is achieved by the NLP algorithm. A business user can make business from the post. The system will generate a summary of the large post using stop word removal technique. Our system sends a summary to the related business user as a notification. System finds the potential business user from the group and suggest them the post directly.

System Architecture:
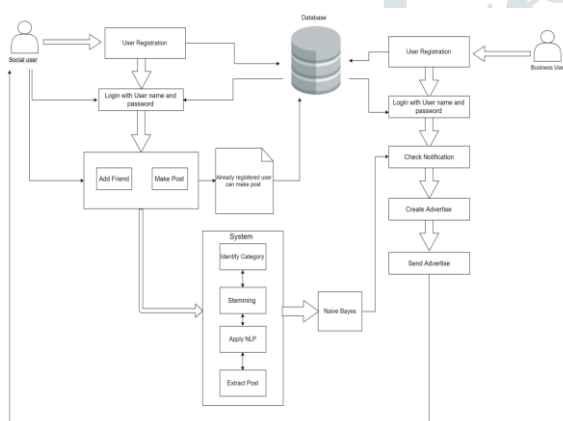
Reference Paper:

1. Miller.R and Charles.E (2016), A psychological based analysis of Marketing Email Subject Lines, In proceedings of the International Conference on Advances in ICT for Emerging Regions ICTer2016.

http://www.icter.org/conference/icter2016/slides/799.pdf

2. K.S. Jones (1972), A statistical interpretation of term specificity and its application in retrieval, Journal of documentation, 28(1):1121.

https://www.emeraldinsight.com/doi/full/10.1108/00220410410560573

3. - M. Taboada et al (2010), Lexicon-Based Methods for Sentiment Analysis, In proceedings of the Annual Meeting of the Association for Computational Linguistics, Singapore

https://aclanthology.info/volumes/proceedings-of-the-56th-annual-meeting-of-the-association-for-computational-linguistics-volume-1-long-papers

4. Vinodhini.G and Chandrasekaran.R (2012), Sentiment Analysis and Opinion Mining: A Survey, International Journal of Advanced Research in Computer Science and Software Engineering, Volume 2, Issue 6.

https://link.springer.com/referenceworkentry/10.1007%2F978-1-4899-7687-1_907

5. Tsagkias, M., Weerkamp, W. and De Rijke, M., 2009, November. Predicting the volume of comments on online news stories. In Proceedings of the 18th ACM conference on Information and knowledge management (pp. 1765-1768). ACM.

https://www.semanticscholar.org/paper/Predicting-the-volume-of-comments-on-online-news-Tsagkias-Weerkamp/5c6de157e19b49ff007f24c04c1f24d91addb6ba