

Opinion Mining from Tweets on Goods and Services Tax (GST) using Ensemble Learning Technique and Computational Linguistics

Parminder Kaur, Dr. Sandeep Kautish

Department of Computer Science, Guru Kashi University Talwandi Sabo, Punjab (India)

Abstract - In past few years, a major growth has been seen in platforms of social media. People disseminate opinions, information, behavior, and announcements via social media. They share lot regarding them and their experiences. They frequently share regarding their feelings. This provides information wealth in real-time, regarding emotional state of communities or individuals. There is explosion of interaction on social media. People use Twitter to exchange experience, opinions, and feelings. This huge amount of data can provide important information for mental health research. In this paper, extraction of emotions from the text posted on social media using data mining techniques.

Keyword –emotion mining, social media, data mining, tweets, ensemble learning.

I. INTRODUCTION

The field of data mining and knowledge discovery has been attracting a significant amount of research attention. An enormous amount of data has been generated every day. Data are being collected and accumulated at a dramatic pace due to the rapid growing volumes of digital data. Data mining is the process of extracting useful information, patterns or inferences from large data repositories and it is used in various business domains. It involves finding valuable information and hidden inferences in large databases [1]. There are many applications of data mining like in medical field, text data mining, sentiment analysis etc.

This paper mainly focuses on emotion mining. Emotions constitute a key factor of human intelligence, which provides indicative characteristics of human behavior, colors the way of human communication and can play an important role in human computer interaction. Emotions play an important role in successful and effective human-human communication. In fact, in many situations, emotional intelligence is more important than IQ for successful interaction. The field of emotion analysis aims at determining emotions present in text such as happy, sad, anger, surprise, love, trust and anticipation. It is also referred to as Affective Computing. Affective computing has application in many areas such as Human-Computer interaction, Depression detection, Brand perception, Social Media sentiment analysis and for Decision making. Affective computing plays a crucial role in building affective interfaces in human-computer interaction with the ultimate goal to make computer understand the emotions and attitude of human so that a computer can interact and respond effectively during the interactions.

Many researchers have put effort in analysis emotions through various sensor channels on UI such as gestures, facial expressions, voice, pitch of the sound etc. This research is the part of digital image processing. However, less effort has been put in detecting emotions from text. Nevertheless, text is an important modality for analyzing emotions because most human knowledge is transmitted via text especially with the emerging field of internet and social media sites.

Emotions have cognitive bases and are shaped by several factors. They impact our basic leadership, influence our social connections and shape our every day conduct. With the quick development of feeling rich literary substance, for example, web-based social networking content, smaller scale blog entries, blog entries, and gathering exchanges, there is a developing need to create calculations and methods for recognizing feelings communicated in content. It has extraordinary ramifications for the investigations of suicide avoidance, decision making in various sectors such as government, business; representative efficiency, prosperity of individuals, client relationship administration, and so forth. Nonetheless, feeling distinguishing proof is very testing because of the numerous reasons. Not at all like Sentiment Analysis, it is a multi-class grouping issue that as a rule includes no less than six essential feelings. Content depicting an occasion or circumstance that causes the feeling can be without unequivocal feeling bearing words, along these lines the refinement between various feelings can be exceptionally unpretentious, which makes it hard to characterize feelings simply by catchphrases.

| Emotion | Example |
|-----------|--------------------------------|
| Happiness | Happy #Enjoying #PartyyyTime |
| Sadness | #HeartBreak #FeelingSick |
| Love | #LoveMyFamily #Beautiful |
| Surprise | #incredibleBuilding #Wowww |
| Anger | #SoDisgusting #Bastard #HateIt |

Table1: Twitter Emotion Analysis

The design isn't to distinguish particular feelings yet rather to tell if the content contains feelings or not [2]; at the end of the day, if the content is subjective mirroring the author's effect and passionate state or on the off chance that it is verifiable and target where the essayist does not express any sentiments.

II. RELATED WORK

Mitra et al. [2002] provided a survey of the available literature on data mining using soft computing. A categorization has been provided based on the different soft computing tools and their hybridizations used, the data mining function implemented, and the preference criterion selected by the model. The utility of the different soft computing methodologies is highlighted. Generally fuzzy sets are suitable for handling the issues related to understandability of patterns, incomplete/noisy data, mixed media information and human interaction, and can provide approximate solutions faster.

Yassine et al. [2010] proposed another system to describe passionate associations in informal communities, and afterward utilizing these attributes to recognize companions from colleagues. The objective is to remove the passionate substance of writings in online informal communities. The intrigue is in whether the content is an outflow of the essayist's feelings or not. For this reason, content mining strategies are performed on remarks recovered from an informal community. The system incorporates a model for information accumulation, database blueprints, information handling and information mining steps.

Jiang et al. [2017] proposed an innovative method Word Emotion Association Network (WEAN) to do emotion extraction and sentiment computing of news event. The proposed method consists of two parts: Word Emotion estimation by Word Emotion Association Network and word emotion refinement. In the word emotion computation phase, microblogs with emoticons are considered to calculate the corresponding emotion present in the microblog. For refinement of the emotions derived from the first phase, they used standard sentiment thesaurus. For testing, they used Malaysia Airlines MH370 news event as dataset and computed six basic types of emotions: love, joy, anger, sad, fear and surprise.

Stojanovski et al. [2005] exploit a convolutional neural network architecture for emotion analysis in Twitter messages related to sporting events on 2014 FIFA world Cup. In this paper, seven different kinds of emotions were evaluated using hashtag labeled tweets that were collected from Twitter Streaming API. The training of the network is performed on two samples containing 1000 and 10000 tweets on which this approach achieves 50.12% and 55.77% accuracy respectively. Moreover, they have presented the analysis of this approach on three different games that have great impact on Twitter users.

Mishne et al. [2005] addressed the task of classifying blog posts on the basis of mood of the writers. They obtained a huge corpus of blog posts from one of the largest online blogging communities Livejournal. The author took the advantage of the Livejournal that allows writers to update their current mood from the 132 given categories. Yahoo API was used to get a list of 1000 web pages containing a Livejournal blog post with each kind of mood. They used variety of feature sets such as Frequency-Counts, Length related, Semantic Orientation Features and the most useful one Mood PMI-IR (Pointwise Mutual Information). For the experimental analysis, they used SVMlight (Support Vector Machine package) for classifying the mood of a blog post. Two set of experiments were performed. The first set evaluates the specific individual mood in a blog post while in the second set of experiments moods were partitioned into two mood sets as positive and negative. This was done to enhance the performance of the classification. The uniqueness of this paper is represented in the results and discussion segment which shows that the substantial increase in the training data increases the accuracy of the classification algorithm.

Yang et al. [2014] exploit a novel approach for extracting emotions. They used graphical emojis, accentuation articulations alongside a conservative vocabulary to mark information. They gave a multi-name feeling arrangement calculation (MEC) to analyze emotions in short text of Weibo, which is a very famous online social networking site in china (just like Twitter). The approach they used is psychology independent for it worked well on different psychology theories for emotion classification. In the proposed approach they exploit K-nearest neighbor (KNN) for tweet level analysis and Naïve Bayes for Word level analysis of emotion. Moreover, their approach outperformed various state-of-art methods as discussed in experiment and results. The dataset contained tweets about Malaysia 370 missing flight and they concluded from their approach that the flare-up of Anger has a postponement in the wake of limit of Sadness.

Catal et al. [2017] exploit a sentiment classification model based on Vote ensemble classifier utilizes from three individual classifiers: Bagging, Naïve Bayes and Support Vector Machines. Moreover, in bagging they used SVM as base classifier. The main focus of this research is to improve the performance of machine learning classifiers for sentiment classification of Turkish reviews and documents. Their experimental results show that multiple classifier system based approaches are much better for sentiment classification of Turkish documents. They performed experiments on three different domains such as book review, movie reviews and shopping reviews. The authors concluded that this approach is not restricted to just one domain and can be extended to several other domains as well.

Wang et al. [2012] exploit a technique to automatically annotate a large amount of data. They extracted large amount of tweets (2.5 million) from twitter instead of using already annotated corpus which consists of just thousands of tweets. The main focus of this research is to study the effectiveness of different element mixes and the impact of the extent of the preparation information on the emotion analysis task. To automatically annotate data they extracted the tweets using 131 relevant keywords for seven

emotion categories such as joy, sadness, anger, love, fear, thankfulness and surprise. They explored variety of features such as n-grams, emotion lexicons, parts-of-speech etc. Moreover, they performed experiment on two different machine learning algorithms LIBLINEAR and multinomial Naïve Bayes. The highest accuracy of 65.57% was achieved using an enormous dataset of 2 million tweets.

Yeole et al. [2015] presented an effective technique for emotion analysis of social media text. The uniqueness of this research is that they have not used only direct affective words for emotion extraction, but also the indirect sentences bearing emotions are taken into account and suitable NLP techniques are applied to calculate the relevant emotion. A novel technique for emotion extraction has been presented in which they have considered direct emotion bearing words and indirect emoticons and smiley faces as well. The feature extraction phase utilizes emotion dictionaries such as SentiWordNet 3.0. Effective preprocessing was done to remove noisy data and stop words. They used Fuzzy and rule based systems for the prediction of the emotion for a particular sentence.

Perikos et al. [2016] designed an ensemble classifier schema by combining statistical machine learning classification methods and knowledge based approach for the task of recognizing emotions in various domains such as news, headlines articles and social media posts. Moreover, the ensemble is based on the three classifiers: Naïve Bayes, Max. Entropy and knowledge based method. Furthermore, the majority voting scheme is used to combine the results of the classifiers. For training the classifiers, the corpus used is publicly available ISEAR dataset and Affective text datasets. However, for evaluation they created corpus from different sources and manual annotation was done by a human expert. They compared results with several traditional methods and the results show that ensemble classifiers are more effective than sole classifiers.

Jain et al.[2017] presented propelled system for location of feelings of clients in Multilanguage content information utilizing feeling speculations which manages phonetics and brain science. The feeling extraction framework is produced in light of various highlights bunches for the better comprehension of feeling dictionaries. Exact investigations of three constant occasions in areas like a Political decision, human services, and games are performed utilizing proposed system.

Seolet al.[2008] proposed emotion recognition system. Emotions can be expressed by various type of mediums like image, speech, facial expression, and so on. This paper focused on textual data. This hybrid system utilize two techniques, first is machine-learning method and keyword based.

Roberts et al.[2012] introduced a corpus collected from Twitter with annotated micro-blog posts (or “tweets”) annotated at the tweet-level with seven emotions: ANGER, DISGUST, FEAR, JOY, LOVE, SADNESS, and SURPRISE and analyzed how emotions are distributed in the data we annotated and compare it to the distributions in other emotion-annotated corpora. This paper used the annotated corpus to train a classifier that automatically discovers the emotions in tweets and presented an analysis of the linguistic style used for expressing emotions.

Houjeij et al. [2012] designed a system that adopts a novel approach for emotional classification from human dialogue based on text and speech context. The main objective is to boost the accuracy of speech emotional classification by accounting for the features extracted from the spoken text.

Dhawan et al.[2014] presented a new perspective for studying emotions’ expression in online social networks. This method is unsupervised; it basically utilizes k-means clustering and nearest neighbor algorithm. Experiments depicts high accuracy for model to determine subjectivity of texts and predicting emotions.

III. PRESENT WORK

The methodology followed for the proposed work is as follows:

1. *Data Acquisition and Annotation:* The first and foremost step is to collect data for emotion analysis. Tweets are collected from twitter using Twitter API on Demonetization. Annotation of tweets is done manually on the basis of Ekman’s six basic emotion and two more emotions (mixed emotion and no emotion) are added.
2. *Preprocessing and Filtration:* Each word in tweet is vital to make decision, therefore effective pre-processing of these tweets is an important task because these tweets are full of slang, misspellings and words from other languages. Therefore, in order to deal with this kind of noisy data, normalization of tweets is performed by intelligent text pre-processing techniques like tokenization, stop-word removal, stemming, lemmatization dimensionality reduction. Pre-processing of data is performed by the following techniques:
 - *Data Cleaning:* Cleaning of data involves handling of missing values by ignoring that particular tuple. If any tuple or cell is empty then that will be filled with some specific value. Inconsistency of data may be handled manually. It also handles noisy data by implementing machine inspection, clustering, binning methods and regression. All the quotes(“”) from the sentences are removed, URL’s are removed and other characters that are not considered to be in the category of texts are removed.

- *Data integration*: Data is always collected from various sources like data warehouse, internet etc. so the collected data in particular so not have any use. It has to be added altogether for further analysis. So this step will integrate the data collected from various sources.
- *Data transformation*: Transformation of data means to change the data from one form to another. For this purpose various methods like smoothing, normalization, aggregation and generalization are available for the transformation. Transformation steps are as follows:
 - *Sentence Splitting*: The first step involved is sentence splitting i.e the splitting of string into words. Identifying sentence boundaries in a document is not a smaller task.
 - *Tokenization*: Tokenization of words means to split a sentence into tokens or smallest unit of a sentence. Tokenization is an important task because many succeeding components need tokens clearly identified for analysis.
 - *Stop Word Filtering*: There are a lot of words that do not have any meaning and can be removed from the input file. Words like “the”, “and”, “for”, “or”, “if”, “that”; are referred to as stop words because they don’t signify any meaning or sentiment. Therefore, removal of such words means stop word filtering and it also improves the performance of the system.
 - *Stemming*: A stemming algorithm is a process of linguistic normalization. In this process, the variations of a word are reduced to a common form. For instance, consider a simple example below:
 Communication
 Communications
 Communicative -----→ Communicate
 Communicated
 Communicating
- 3. *Classification*: Classification is done to automatically classify tweets into an emotion category. Ensemble machine learning algorithm is used to train the system.
 In order to improve the performance of individual classifiers used in the paper is to the use of ensemble learning. While the advantage of using ensemble, methods is the improvement of the performance, the disadvantage is about the time it takes to finish the training phase. However, the main concern was to build a model which has a better performance compared to the individual classifiers. This model is novel because not only it uses ensemble method (Voting), but also it applies a meta classifier as one of its classifier component. Also, parameter optimization approach was used on its individual classifier. Each component in our model learns some parts of the classification problem and we combine these hypotheses to decide the probability level.
- 4. *Evaluation*: Evaluation of performance parameters is done using metrics like accuracy, precision, recall, F-measure. Moreover, FP rate, TP rate are calculated.

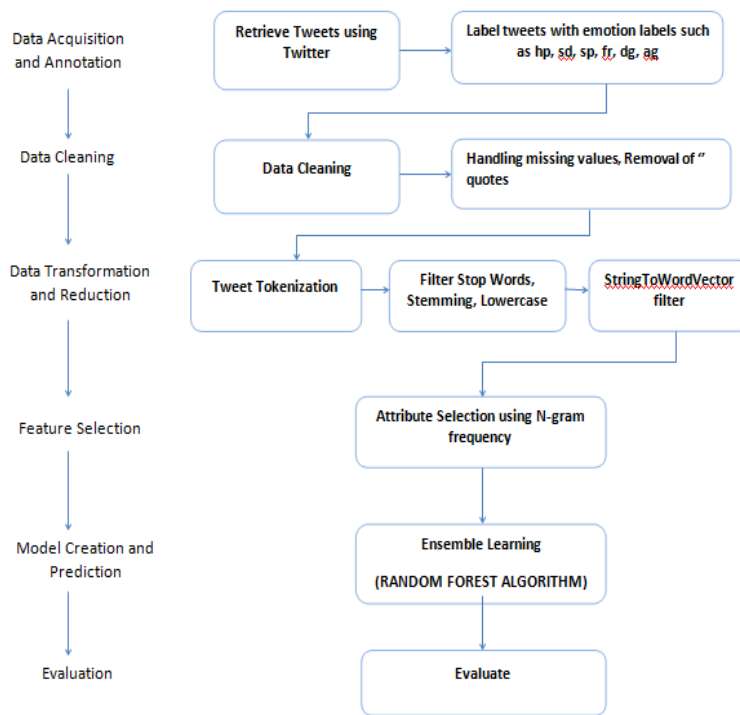


Figure 1: Flowchart of Proposed Technique

V. RESULTS

| | A | B | C | D |
|---|-------------|-------------|-------------|---------------|
| 1 | | Naive Bayes | SVM | Random Forest |
| 2 | Accuracy | 69.1 | 97.1 | 98.9 |
| 3 | Precision | 0.723419315 | 0.858059958 | 1 |
| 4 | Recall | 0.561107804 | 0.867999877 | 1 |
| 5 | Sensitivity | 0.561107804 | 0.867999877 | 1 |
| 6 | Specificity | 0.958581235 | 0.996344359 | 1 |

Figure 2: Table showing the parameters results

Comparison of Three Different Algorithm's Parameters

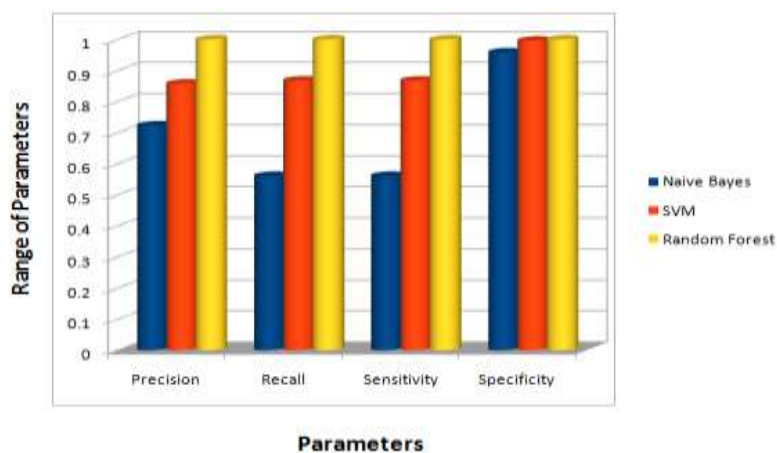


Figure 3: Showing the class parameters comparison of the proposed technique with the existing techniques

The figure above shows the comparison of various class parameters Precision, Recall, Sensitivity and Specificity of the existing Naïve bayes and SVM techniques with the proposed Ensemble Learning Technique Random Forest. The graph clearly shows that

the Proposed Random Forest technique is having more values for each parameter i.e. proposed technique performs better than the existing technique. The table in figure 2 shows that the proposed technique is having precision, recall, sensitivity and specificity having value 1; existing technique is having values less than 1.

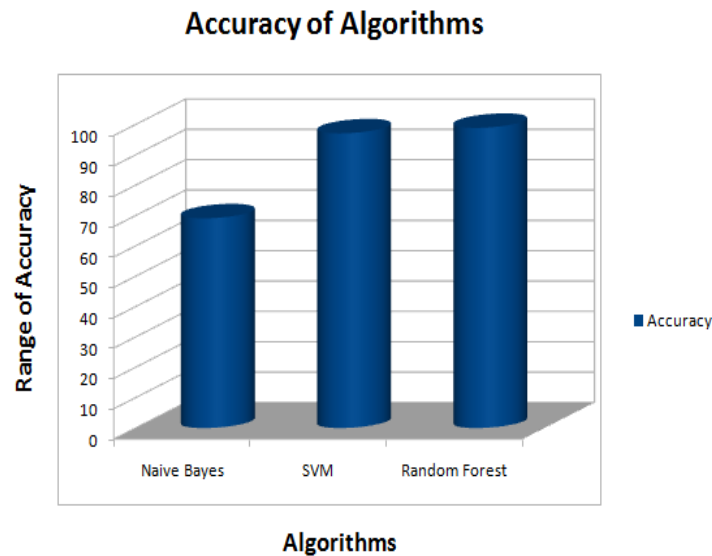


Figure 4: Showing the Accuracy comparison of the proposed technique with the existing techniques

The figure above shows the comparison of accuracy between the existing Naïve bayes and SVM techniques with the proposed Ensemble Learning Technique Random Forest. The graph clearly shows that the Proposed Random Forest technique is having more accuracy i.e. proposed technique performs better than the existing technique. The table in figure 2 shows that the proposed technique is having accuracy 98.9 and the naïve bayes and svm is having 69.1 and 97.1 respectively.

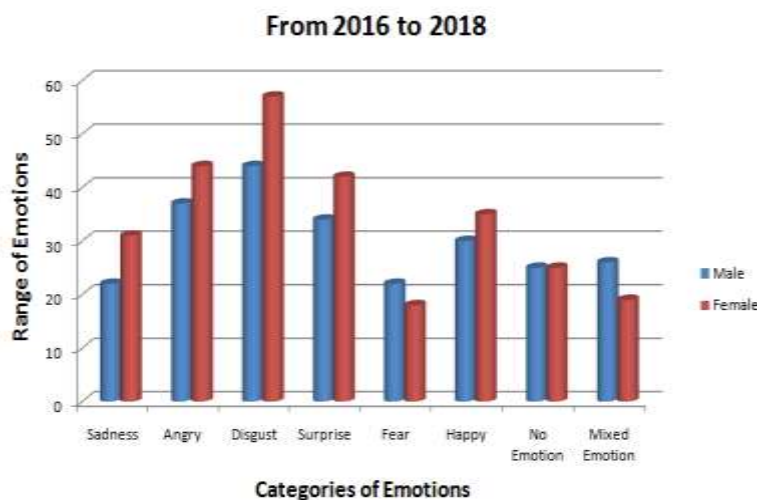


Figure 5. Opinion Mining of People about Goods and Services Tax (GST)

The above figure shows the number of males and females tweets based on each emotion from the year 2016-2018.

V. CONCLUSION

The increasing number of social media websites by Internet users has raised the interest about the opportunity to understand the relation between people’s preferences and actual political behavior. We have observed that twitter is very commonly being used as a platform for deliberation by citizens of India. The social media is a powerful and reliable source of public opinion as far as a nation like India is concerned. The discussions on twitter are equivalent to traditional discussions and are capable enough to give a fair idea of emotions of general public.

Emotions have cognitive bases and are shaped by several factors. They impact our basic leadership, influence our social connections and shape our every day conduct. With the quick development of feeling rich printed content, for example, web-based social networking content, smaller scale blog entries, blog entries, and gathering discourses, there is a developing need to create calculations and strategies for distinguishing feelings communicated in content. It has incredible ramifications for the investigations of suicide aversion, decision making in various sectors such as government, business; representative efficiency, prosperity of individuals, client relationship administration, and so forth. Content depicting an occasion or circumstance that causes the feeling can be without express feeling bearing words, subsequently the qualification between various feelings can be extremely unpretentious, which makes it hard to arrange feelings absolutely by catchphrases'. This work mainly focuses on ensemble learning based emotion extraction. The expected results would be the increase in accuracy of learning algorithm.

In future, neural network with fuzzy can be used for the same purpose and also to reduce the training time of ensemble learning, features can be optimized using optimization techniques.

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