OVERCOMING INACCURACY WITH CLUSTERING BASED SENTIMENT ANALYSIS

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ABSTRACT

Sentiment analysis occupies huge areas in data analytics field. Its importance emerges from the need to understand and analyze human behaviors, feelings, and reactions to various experiences which have been converted to text, symbols, and images on the web. Although there is enormous success in this area, researchers however face numerus problems in which accuracy weakens. The main problem is determined by the level of inaccuracy occurring in the results. In an approach to overcome inaccuracy problem in sentiment analysis, researchers suggest several methods and techniques. Clustering techniques provide a possible solution to solve sentiment analyses tasks and have advantages over the other techniques. This presentation will cover the different techniques used to improve accuracy in sentiment analysis, and demonstrate the advantage of clustering based analysis. Additionally, will present an experiment of applying clustering algorithms to classified text containing expression symbols, in a proposal for further study in this area.