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Analytic system based on prediction analysis of social emotions from users on E-commerce

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Abstract: *Over social media there are lots of symbols are used as compared to text this is an unstructured type of which get considers day by day increase in such symbols is moving the towards the new data prediction determination technique.*

Due to the rapid development of Web, large numbers of documents assigned by readers' emotions have been generated through new portals. Comparing to the previous studies which focused on author's perspective, our research focuses on readers' emotions invoked by news articles. Our research provides meaningful assistance in social media application such as sentiment retrieval, opinion summarization and election prediction. In this paper, we predict the readers' emotion of news based on the social opinion network. More specifically, we construct the opinion network based on the semantic distance. The communities in the news network indicate specific events which are related to the emotions. Therefore, the opinion network serves as the lexicon between events and corresponding emotions. We leverage neighbor relationship in network to predict readers' emotions. As a result, our methods obtain better result than the state-of-the-art methods. Moreover, we developed a growing strategy to prune the network for practical application. The experiment verifies the rationality of the reduction for application.

In this paper, we implement social opinion prediction by generating a real-time social opinion network. In more details, first, we train word vectors according to the most recent Wikipedia word corpus. Second, we calculate se-mantic distance between news via word vectors.

Index Terms—Affect sensing and analysis, recognition

1. INTRODUCTION

Social emotion prediction is of value to market analysis and to political decision With the free and convenient communication environment of internet, people show increasing enthusiasm of online communication. Meanwhile, the internet users prefer to pro-duce and convey online information through expressing personal opinions than just obtain online information. In this way, numerous news articles and comments have been published and shared rapidly via social media ser-vices. As a result, abundant underlying positive or negative emotion information spreads and reflects the social sentiment tendency. Most intuitively, emotional label has been widely used in social web services. Fig. 1 indicates the result of voting for a news article using emotion labels from a popular news portal. Large numbers of people concerned about a hot news online. Therefore, valuable and available emotional information is continuously pro-vided for scientific research work[4].Furthermore, comparing to the traditional methods, which need to do numbers of surveys offline, data processing technology has been developed more feasible in the field of emotional extraction, analysis and prediction with its benefits of lower cost, higher efficiency and more accuracy. Under this circumstance, readers' emotions prediction shows a highly research potential.

Compared with the typical tasks of sentiment analysis, opinion mining or affect recognition which based on subjective text,social opinion prediction focuses on objective text, for example news articles, which may not contain any opinion, but can evoke readers' certain emotion. Due to the particularity of the task, social opinion prediction has potential applications which are different from those of writer-sentiment analysis [5]. Considering the effect of social media on the public sentiment, social emotion analysis engenders large benefits to social and economic problem, such as political issues and brand perception.

In this paper, we implement social opinion prediction by generating real-time social opinion network. In more details, first, we train word vectors according to the most recent Wikipedia word corpus. Second, we calculate se-mantic distance between news via word vectors. As a metric between opinions, semantic distance allows us to construct the opinions growing network to describe the dynamical social opinions. Last, we predict follow-up news' social emotion based on the network.

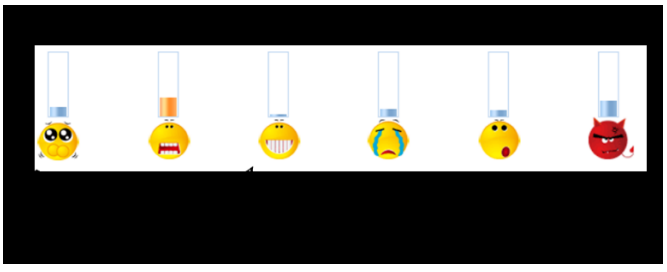

Fig.1: An example of emotion labels and user ratings

1.1 Related Work

In existing paper it is proposed that the system can do the prediction of emotions of the users they are taken the reference of the news article which helps us to know about

the user's emotions regarding to such a article .In this the experiment get proposed on datasets. Social opinion prediction is a difficult research endeavor. As the initial research work on social opinion prediction, "affective text" in SemEval-2007 Tasks [11],[13]. Intend to annotate news headlines for the evoked emotion of readers. Another research focus on readers'emotion evoked by news sentences [15]. Existing methods of social opinion prediction can be divided into three categories: knowledge-based techniques, statistical methods and hybrid approaches. Because of the deficiency of information of news text [13], [16]. It are unmanageable to annotate the emotions consistently. Knowledge-based techniques utilize existing emotional lexicon to supplement the prior knowledge for annotating the emotions. The popular emotional lexicon includes Affective Lexicon, linguistic annotation scheme [18], Word Net-Affect [19], Sent Word Net[20], and Septic Net[21]. The drawback of knowledge-based techniques is the reliance on the coverage of the emotional lexicon. These techniques cannot process terms that do not appear in the emotional lexicon. Statistical methods predict social opinionbytraining a statistical model based on a large number of well-labeled corpuses. There is two principal categories of statistical methods: word-level [11], [14] and topic-level[22] methods. Word-level methods focus on exploiting the sentiment of individual words [11][14]on the idea that words are the foundation of user sentiments. In order to model the word-emotion association, a variant of Naïve Bayes model named Emotion-Term (ET) is created. The words extracted from the news articles are considered as independent features which indicate the emotion. However, word-level features in social opinion prediction are always interfered by the background noise words. In particular, the methods treat each word in-dividually; many emotional words are usually mixed with background noise words.

2. THE PROPOSED SYSTEM

By looking towards the technique given in existing we are proposed a business intelligence analytic module based on emotion detection regarding to the product reviews based on mining with reviews , feedback, complaints given by users this will help us the user for giving the instant and fast response and which also become very proper for business development. In proposed we can implement the opinion network and emotion opinion model on the datasets retrieved from business data. Opinion prediction system will helps to predict and decision making in business intelligence.

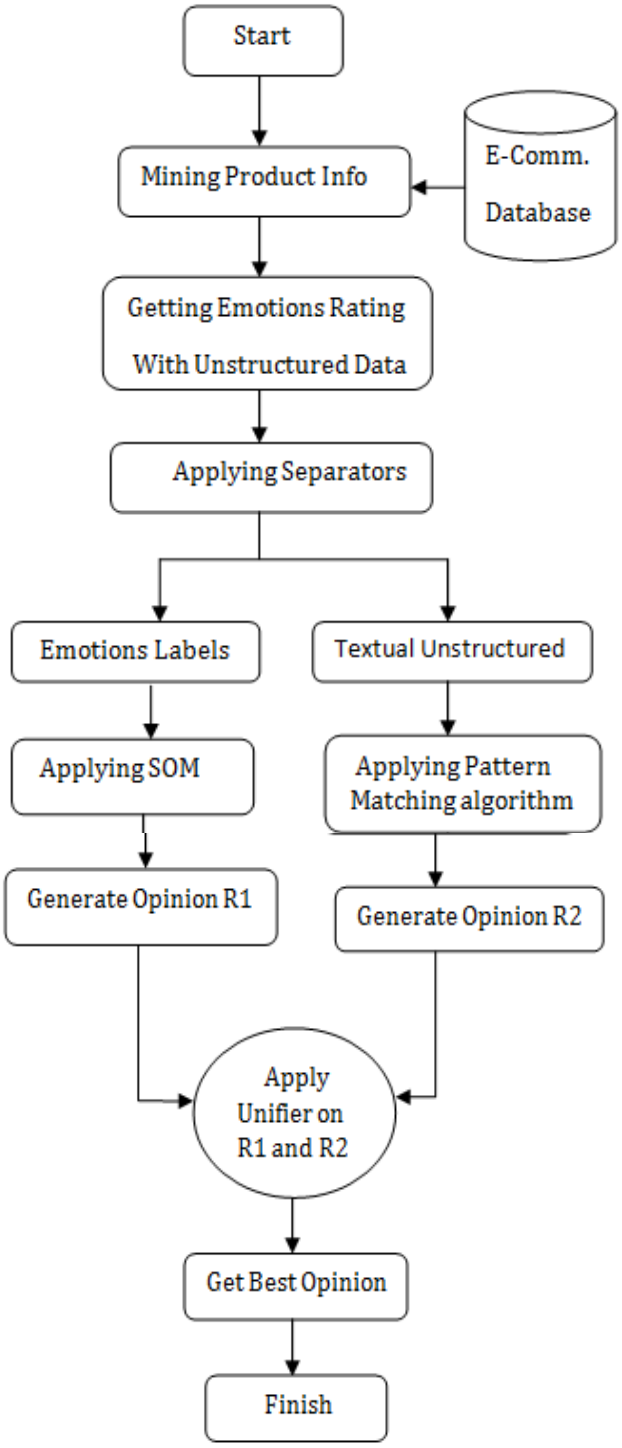

Fig -2: Flow chart of proposed architecture

3. CONCLUSIONS

In proposed the prediction of products marketing for the e-commerce is a crucial way by performing mining implementation on the feedback, reviews and comment given by them so to improve the business productivity the proposed work helps the e-commerce platform to analyze the customer data in business driven ways.

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