

Emotion Analysis of Online Consumer Reviews Using Intrusive Weed Management

Madhu Kumar

¹Associate Engineer

¹HCL tech, New Delhi, India

¹ madhu.k12@gmail.com*

* corresponding author

ARTICLE INFO

Article History:

Received January 1, 2019

Revised January 31, 2019

Accepted December 12, 2019

Keywords:

Artificial Intelligence, Data mining, Online Social content, Sentiment analysis, Text Clustering

Correspondence:

E-mail: madhu.k12@gmail.com

ABSTRACT

Feedback from customers on any service or product is critical in the advertising industry for promoting new features. Questionnaire and rating data are being analysed by researchers in order to better understand customer behaviour. Text evaluation is more successful when people share their feelings verbally. This article mines consumer sentiment by analysing the text review content of a product or service. The stopword approach was used to preprocess the input material, and the term frequency feature was used to modify the numerical data. The work employed the Invasive Wildflower Optimization Algorithm to enhance the content quality into two classes: positive and negative reviews. The fitness function's efficiency is increased via numerical conversion.

Contact Editor for Full paper Contact @ijsdcs.com

References

- [1] S. A. Bini, "Artificial Intelligence, Machine Learning, Deep Learning, and Cognitive Computing: What Do These Terms Mean and How Will They Impact Health Care?" *J. Arthroplasty*, vol. 33, no. 8, pp. 2358–2361, 2018, doi: 10.1016/j.arth.2018.02.067.
- [2] A. S. Sultan, M. A. Elgharib, T. Tavares, M. Jessri, and J. R. Basile, "The use of artificial intelligence, machine learning and deep learning in oncologic histopathology," *J. Oral Pathol. Med.*, vol. 49, no. 9, pp. 849–856, 2020, doi: 10.1111/jop.13042.
- [3] P. P. Shinde and S. Shah, "A Review of Machine Learning and Deep Learning Applications," *Proc. - 2018 4th Int. Conf. Comput. Commun. Control Autom. ICCUBEA 2018*, pp. 1–6, 2018, doi: 10.1109/IC-CUBEA.2018.8697857.
- [4] Q. Bi, K. E. Goodman, J. Kaminsky, and J. Lessler, "What is machine learning? A primer for the epidemiologist," *Am. J. Epidemiol.*, vol. 188, no. 12, pp. 2222–2239, 2019, doi: 10.1093/aje/kwz189.
- [5] J. Yu et al., "Noninvasive IDH1 mutation estimation based on a quantitative

- radiomics approach for grade II glioma.” *Eur. Radiol.*, vol. 27, no. 8, pp. 3509–3522, 2017, doi: 10.1007/s00330-016-4653-3.
- [6] R. Chen and M. Snyder, “Promise of personalized omics to precision medicine,” *Wiley Interdiscip. Rev. Syst. Biol. Med.*, vol. 5, no. 1, pp. 73–82, 2013, doi: 10.1002/wsbm.1198.
- [7] Rui Ha, Pengyu Liu and Kebin Jia, "An Improved Adaptive Median Filter Algorithm and Its Application", *International conference in Advances in Intelligent Information Hiding and Multimedia Signal Processing*, 2016.
- [8] Madhu S. Nair , P. M. Ameera Mol, "An Efficient Adaptive Weighted Switching Median Filter for Removing High Density Impulse Noise", *Springer ,J. Inst. Eng. India*, 95(3):255–278, 2014.
- [9] Duan F, Zhang Y-J, "A Highly effective impulse noise detection algorithm for switching median filters", *IEEE Signal Process. Lett.*, 17(7), pp. 647–650, 2010.
- [10] L. E. Rossovskii, "Image Filtering with the Use of anisotropic diffusion", *ISSN 0965-5425, Computational Mathematics and Mathematical Physics*, Vol. 57, No. 3, pp. 401–408, 2017.
- [11] Resmi R. Nair, Ebenezer David and Sivakumar Raja gopal, "A robust anisotropic diffusion filter with low arithmetic complexity for images", *EURASIP Journal on Image and Video Processing*, vol-48, 2019.
- [12] M. Hanmandlu, D.V. Ramona Murthy Vamsi Krishna Madasu, "Fuzzy Model based recognition of handwritten Hindi characters", *International Conference on Computer and Information Science (ICIS 2007) 0-7695-2841-4, IEEE 2007*.
- [13] Akanksha Gaur, Sunita Yadav, "Handwritten Hindi character recognition using K Means clustering and SVM", *International Symposium on Emerging Trends and Technologies in Libraries and Information Services*, pp. 65-70, IEEE 2015.
- [14] Nikita Singh, "An Efficient Approach for handwritten devanagari character recognition based on Artificial Neural Network", *IEEE 2018*.
- [15] Whig, P., & Ahmad, S. (2019). Methodology for Calibrating Photocatalytic Sensor Output. *International Journal of Sustainable Development in Computing Science*, 1(1), 1-10. Retrieved from <https://ijsdcs.com/index.php/ijsdcs/article/view/4>
- [16] Pawan Whig and S. N Ahmad, “CMOS Integrated VDBA-ISFET Device for Water Quality Monitoring, *International journal of intelligent engineering and systems*, accepted for publication 2014, Vol.7, No.1, 2014. (Scopus) ISSN: 2185-3118
- [17] Pawan Whig and Vaibhav Bhatia, ” Performance Analysis of Multi-Functional Bot System Design Using Microcontroller” *International Journal of Intelligent Systems and Applications*, 2014 ,02 pp 69-75. ISSN No: 2074-9058
- [18] Pawan Whig and S. N. Ahmad, “Development of Low Power Dynamic Threshold PCS System”, *Journal of Electrical and Electronic Systems*, 2014, Vol. 3, Issue3, pp. 1-6. ISSN No: 2332-0796

- [19] Pawan Whig and S. N. Ahmad, "Novel FG MOS Based PCS Device for Low Power Applications", Photonic Sensor(Springer), 2015, Vol.5, Issue 2, pp 1-5.(SCI, ISI Index) ISSN No: 1674-9251
- [20] Pawan Whig and S. N. Ahmad, "Impact of Parameters on characteristic of Novel PCS", Canadian journal of Basic and applied Science, 2015, Vol.3, Issue2, pp 45-52. ISSN No: 2292-3381
- [21] Ruchin, Chandan Mahto and Pawan Whig, "Design and Simulation of Dynamic UART Using Scan Path Technique (USPT)", International Journal of Electrical, Electronics & Computer Science Engineering" 2015, Vol 1, pp 6-11. ISSN No: 2348-2273
- [22] Aastha Sharma, Abhishek Kumar, Pawan Whig, "On the performance of CDTA based novel analog inverse low pass filter using 0.35 μ m CMOS parameter", International Journal of Science, Technology & Management, 2015, Vol 4, Issue 1, pp. 594-601. ISSN No: 1460-6720
- [23] Pawan Whig and S. N Ahmad, "Simulation and Performance Analysis of Low Power Quasi Floating Gate PCS Model", International Journal of Intelligent Engineering and Systems, 2016, Vol 9, Issue 2, pp. 8-13(Scopus). ISSN: 2185-3118
- [24] Pawan Whig and S. N Ahmad, "Ultraviolet Photo Catalytic Oxidation (UVPCO) Sensor for Air and Surface Sanitizers Using CS amplifier", global Journal of researches in engineering: F 2016, Vol. 16, Issue 6, pp.1-13. ISSN Numbers: Online: 2249-4596 Print: 0975-5861 DOI: 10.17406/GJRE
- [25] Arrese A and Albarran AB (2003) Time and media markets: Summary and research agenda. In: Albarran AB and Arrese A (eds) Time and Media Markets. London: Lawrence Erlbaum Associates Publishers, pp. 161–171.