

Sentiment Clustering of Movie Review Data Using Unsupervised Machine Learning Algorithm

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Abstract:

It is observed that consumer often share their opinion, views or feeling about any term used on social network through reviews, comments. These reviews are often written in natural language and mostly unstructured. Thus, to obtain any meaningful information from these reviews, it needs to be processed. The reviews obtained are mostly not tagged as whether it is of positive or negative in nature. So, in order to process it unsupervised machine learning techniques are implemented. Clustering method are applied to analyse the reviews by making cluster of reviews. In this paper, four different unsupervised clustering techniques i.e., K-Means, mini batch K-Means, Affinity Propagation and DBSCAN are applied to analyse the movie reviews. Different performance evaluation parameters are used to evaluate the performance of these techniques.

Keywords: Unsupervised Machine Learning, Sentiment Analysis, Clustering Techniques, Performance evaluation parameters

1. Introduction

Sentiment analysis aims at analysing the reviews, comments and opinions on a particular topic, event or product. Sentiment clustering helps to partition the review data into different sets that are meaningful and relevant for the purpose. During the process of clustering, the natural language information is considered and based on that the clustering of data is performed [1].

Machine learning algorithms are very often helpful to cluster and predict whether a document represents positive or negative sentiment. Those algorithms are categorized as two types known as supervised and unsupervised machine learning algorithms. Supervised algorithm uses a labelled dataset where each document of training set is labelled with appropriate sentiment. Whereas unsupervised learning algorithms include unlabelled data set where text is not labelled with appropriate sentiments [2]. This study is concerned with unsupervised learning techniques on a case study of unlabelled movie review data. The movie reviews are written in natural language which are mostly unstructured. This unstructured data needs to be converted to meaningful data in order to apply machine learning algorithms.

In this study, an attempt has been made to transform the textual movie reviews to a numerical matrix where each column represents the identified features and each row represents a particular review. The matrix is given as input to machine learning algorithm in order to train the model. This model is then tested and different performance parameters are studied. The results obtained are critically examined on the basis of comparison with existing literature.

The following paper is organized as follows: Section 2 provides a brief idea about the present literatures; Section 3 suggests the detailed methodology adopted by the proposed algorithms; Section 4 explains the proposed approach with result; Section 5 gives a comparison of obtained results with other literatures and finally section 6 concludes the paper along with scope for future work.

2. Related Work

Pang et al., has proposed classification of document based on sentiment analysis of on-line movie review data using three machine learning methods such as maximum entropy classification, Naive Bayes and support vector machine [3].

Jain et al implemented different method of data clustering such as Hierarchical Clustering Algorithms, Partitioned Algorithms, Mixture-Resolving and Mode-Seeking Algorithms, Nearest Neighbour Clustering, Fuzzy Clustering also artificial neural network [4].

Li and Liu proposed a clustering-based approach for sentiment analysis of text document by TF-IDF weighting scheme, importing score of term and voting mechanism [1]. Also, evaluation of three different methods, Symbolic technique, supervised learning and clustering-based approach has been done.

Ma et al., used different clustering method for online review sentiment analysis has done for comparison of different clustering algorithm with different weighting schemes on six different data set and result obtained in terms of accuracy [5].

Scully et al., proposed a modified method of K-means known as Mini-Batch K-Means for clustering purpose. Here in this algorithm computational time gets decreased but quality of result gets deteriorated [6].

Guan et al., proposed a new clustering algorithm for clustering of text document that is seed affinity propagation (SAP). It reduces the computing complexity of text clustering and improves the accuracy. Also, a new similarity measurement is proposed, which is extension of cosine coefficient, capturing structural information of text [7].

Yang and Ng proposed a new scalable distance based clustering (SDC) algorithm, which is found out to be better than DBSCAN. It forms a smaller number of relevant clusters, based on density-reachability criteria. Also, SDC and DBSCAN are evaluated based on micro-accuracy and macro accuracy [8].

3. Methodology Used

Sentiment clustering is a process of grouping of the data into different clusters. The number of clusters created on any dataset varies depending upon the requirement. In this paper, two different clusters are considered, i.e., one for the positive and other for negative cluster. Again, the reviews are in natural language; hence they need to be processed properly. As machine learning techniques mostly are applied on numerical data, these movie reviews are need to be converted into numerical vectors for machine learning processing.

The vectorization of textual data to numerical vector is done using following methodologies.

- **Count Vectorizer (CV):** This process of vectorization mainly depends upon the occurrence of any feature or words. It does not depend upon the number of times a feature occurs in the text. Thus, it generates a sparse matrix where the occurrence of any feature represents by '1' and non-occurrence by '0' [9]. The concept of CV can be explained using following example:

Calculation of Count Vectorizer Matrix: suppose we have three different documents containing following sentences.

“Book is interesting”.

“Book is Awful”.

“Book is good”.

Matrix generated of size 3*5 because we have 3 documents and 5 distinct features. The matrix will look like given in Table 1.

Table 1: Matrix generated under Count Vectorizer Scheme

	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5
Sentence 1	1	1	1	0	0
Sentence 2	1	1	0	1	0
Sentence 3	1	1	0	0	1

Each 1 in a row corresponds to presence of a feature and 0 represents absence of a feature from particular document.

- **Term Frequency - Inverse Document frequency (tf -idf):** Unlike the CV, where the frequency of the features are not considered, tf -idf concerned about the frequency of a word not only in particular review but also in the total review set. This score helps in balancing the weight between most frequent or general words and less commonly used words. Term frequency calculates the frequency of each token in the review; but this frequency is offset by frequency of that token in the whole corpus [9]. tf - idf value shows the importance of a token to a document in the corpus.

The process of tf - idf can be explained using following example:

For example: a movie review contains 100 words, wherein the word Awesome appears 10 times. The term frequency (i.e., tf) for Awesome then $(10 / 100) = 0.1$. Again, suppose there are 1 million reviews in the corpus and the word Awesome appears 1000 times in whole corpus. Then, the inverse document frequency (i.e., idf) is calculated as $\log(1,000,000 / 1,000) = 3$.

Thus, the tf - idf value is calculated as: $0.1 * 3 = 0.3$.

After the dataset is converted into a matrix on numbers, then it is given input to the machine learning algorithms for clustering. The different machine learning algorithms used in this paper are explained as follows:

1. **K-Means:** This algorithm is simple and fast for computation of clustering. In this algorithm initial cluster centre are assigned randomly which have a great impact on result formed [10]. The process of k-means clustering can be explained as follows:

- A dataset $D = \{d_1, d_2, \dots, d_n\}$ is consisting of 'indifferent data point or features.
- In k-means, the number of clusters are defined before the processing starts. Here in this case two clusters are defined i.e., positive and negative cluster.
- The squared Euclidean distances between the features and the centroid (cluster centre) are found out. This value is known as clustering error and varies upon the centre of cluster.
- This error can be found out using following equation:

$$E(C_1, C_2, \dots, C_m) = \sum_{i=1}^N \sum_{k=1}^M I(d_i \in C_k) \|d_i - C_k\| \quad (1)$$

Where, $E(C_1, C_2, \dots, C_m)$ is the error found out for different cluster, $I(d_i) = 1$ if D is positive and 0 if D is negative. $\|d_i - C_k\|$ finds out the distance between the features and the centre.

- Depending up on the distance of the data point from the centroid, the centroid is changed until the optimum result obtained where the data points make a cluster near centroid.

2. **Mini Batch K-means:** Mini-Batch K-Means is modified form of K-Means Method. It uses smaller subset to decrease the processing time and trying to increase optimize solution [6]. Each subset is randomly created in every iteration. To find the Local solution of problem, mini batch reduces the computation. But the result obtained is observed it is not better than the standard algorithm. The algorithm has basically two steps. In first step, from the dataset, different samples are selected randomly to create mini-Batch. Those mini-Batch created are allocated to nearest centroid. In next step centroid gets updated. For each sample the above step is repeated. For each subset of data in mini-Batch, centroid get updated by average of sample data and all previous sampled data in that particular centroid. This helps in decreasing the rate of change of centroid over time. All those steps are repeated till fixed number of iterations are reached.

The mini batch k-means is an optimization problem to find out the set of clusters C , to minimize over a set of data X with an objective function as follows:

$$\min \sum_{x \in X} \|f(C, x)\|^2 \quad (2)$$

Where $f(C, x)$ returns the nearest cluster centre to x using Euclidean distance.

3. **Affinity propagation:** This algorithm finds the similarity between pair of input data point. Several messages are exchanged between data points until the best set of exemplars comes out. Here exemplar refers to representative of each cluster [11]. The approach adopted by the method can be explained as follows:

The dataset $D = \{d_1, d_2, \dots, d_n\}$ is the 'n' different data elements or features. 'S' be the function that represents the similarity between two data points, where, $S(x_i, x_j) > S(x_i, x_k)$ iff x_i is more similar to x_j than x_k . The algorithm moves forward with updating the message passing steps, thus creating two different matrices i.e., "Responsibility matrix" and "Availability matrix". All these matrices are initially set to zero and then updated as the process continues. The responsibility matrix R has values $r(i, k)$ that quantifies as to how x_i serves as the exemplar for x_k , relative to other candidate exemplars for x_j . The matrix can be updated as follows:

$$r(i, k) \leftarrow s(i, k) - \max\{a(i, k) + s(i, k)\} \quad (3)$$

The "availability" matrix A contains values $a(i, k)$ that represents as to how "appropriate" it would be for x_i to pick x_k as its exemplar, taking into account of other points' preference for x_k as an exemplar. The matrix can be updated as follows:

$$a(i, k) \leftarrow \min(0, r(k, k)) + \sum_{i' \notin \{i, k\}} \text{Max}(0, r(i', k)) \quad \text{if } i \neq k \quad (4)$$

$$a(k, k) \leftarrow \sum_{i \neq k} \text{Max}(0, r(i, k)) \quad (5)$$

4. **DBSCAN:** Clustering of data in DBSCAN algorithm is formed based on density of data. Clusters are separated between high density and low density [12]. The cluster formed can be in any shape due to this mechanism. Where, as in K Means clustering algorithm, cluster found is assumed mostly to be in convex shaped. Area which has high density is considered to be main component of this algorithm, also called core samples. The clusters formed are set of core samples and non-core samples. Where core samples are near to each other and non-core samples are close to core sample, but do not belong to core samples. There are two parameters, those are minmunsampleandeps. Higher value of minimum samples or lower value of eps indicates high density necessary to form cluster.

In order to validate the result obtained by the system, it is compared by some performance evaluation parameters. The different performance evaluation parameters used in this paper to evaluate the performance of the clustering algorithms are described as follows:

- **Homogeneity:** The data point that belongs to single class must be assigned to single cluster in order to satisfy homogeneity criteria [13], which means it must have zero entropy. In other words, inside a single cluster only one class has to be there. Homogeneity can be calculated as:

$$H = \begin{cases} 1 & \text{if } H(C, k) = 0 \\ 1 - \frac{H(C|H)}{H(C)} & \text{else} \end{cases} \quad (6)$$

where,

$$H(C|K) = - \sum_{K=1}^{|K|} \sum_{C=1}^{|C|} \frac{a_{ck}}{N} \log \frac{a_{ck}}{\sum_{C=1}^{|C|} a_{ck}} \quad (7)$$

$$H(C) = - \sum_{c=1}^{|C|} \frac{\sum_{k=1}^{|K|} a_{ck}}{N} \log \frac{\sum_{k=1}^{|K|} a_{ck}}{N} \quad (8)$$

- **Completeness:** From all given classes, all data points must be member of same cluster in order to satisfy the criteria of completeness. If the result is perfectly complete, it means that all data points from different classes are skewed into single cluster mentioned in [13]. Completeness can be calculated as:

$$H = \begin{cases} 1 & \text{if } H(K, C) = 0 \\ 1 - \frac{H(K|C)}{H(K)} & \text{else} \end{cases} \quad (9)$$

where,

$$H(K|C) = - \sum_{c=1}^{|C|} \sum_{K=1}^{|K|} \frac{a_{ck}}{N} \log \frac{a_{ck}}{\sum_{K=1}^{|K|} a_{ck}} \quad (10)$$

$$H(K) = - \sum_{K=1}^{|K|} \frac{\sum_{c=1}^{|C|} a_{ck}}{N} \log \frac{\sum_{c=1}^{|C|} a_{ck}}{N} \quad (11)$$

- **V measure:** V-Measure is the weighted harmonic mean of homogeneity and completeness. It evaluates how successfully criteria of completeness and homogeneity are fulfilled, described in [13]. It's an entropy-based measurement. It is calculated by

$$V_{\beta} = \frac{(1 + \beta) \times h \times c}{(\beta \times h) + c} \quad (12)$$

where h indicates homogeneity and c indicates completeness

- **Adjusted Rand Index:** Rand index in clustering is measurement of similarity of data cluster [14]. Adjusted Rand Index is another form of Rand index. In rand index the value obtained lies between 0 and 1 but in case of adjusted rand index values can be negative in case when index value is less than expected index. From mathematical point of view, it is similar to accuracy, but it is only applicable when there is no class label on data.

Given a set S of v elements, and two cluster of these points, namely x_1, x_2, \dots, x_n and y_1, y_2, \dots, y_r the overlapping of X and Y between can be summarized in a contingency Table 2. Where each entry v_{ij} denotes the number of objects in common between x_i and y_j .

$$ARI = \frac{i - e_i}{m_i - e_i} \quad (13)$$

Table 2: Contingency Table

	Y ₁	Y ₂	Y ₃	...	Y _r	Sum
X ₁	v ₁₁	v ₁₂	v ₁₃	...	v _{1r}	p ₁
X ₂	v ₂₁	v ₂₂	v ₂₃	...	v _{2r}	p ₂
X ₃	v ₃₁	v ₃₂	v ₃₃	...	v _{3r}	p ₃
...
X _n	v _{n1}	v _{n2}	v _{n3}	...	v _{nr}	p _n
Sum	q ₁	q ₂	q ₃	q ₄	q ₅	

$$ARI = \frac{\sum_{ij}(v_{ij}) - \frac{\sum_i(p_i)\sum_i(q_i)}{v}}{\frac{1}{2}[\sum_i(p_i) + \sum_j(q_j)] - \frac{\sum_i(p_i)\sum_i(q_i)}{v}} \quad (14)$$

Where, i represent index, e_i indicate expected index and m_i indicates maximum index.

- **Silhouette Coefficient:** It represents the comparison of tightness and separation of cluster[15]. It shows which data point lies inside the cluster and which data points lies somewhere in between clusters. Mathematically silhouette coefficient can be defined as

$$s(i) = \frac{b_i - a_i}{\max(a_i, b_i)} \quad (15)$$

Or

$$s(i) = \begin{cases} 1 - \frac{a_i}{b_i} & \text{if } a_i > b_i \\ 0 & \text{if } a_i = b_i \\ \frac{b_i}{a_i} - 1 & \text{if } b_i > a_i \end{cases} \quad (16)$$

Where, i indicates each data point, a_i indicates the average dissimilarity of data within a cluster and b_i indicates the lowest average dissimilarity of other cluster where i does not belong to. So, $-1 \leq s(i) \leq 1$.

In this paper, Internet Movie Database (IMDb) is considered for sentiment analysis. It consists 12500 positive labelled test reviews, 12500 positive labelled train reviews. Similarly, 12500 negative labelled test reviews, 12500 positive labelled trainreviews. Apart from labelled supervised data, an unsupervised data set also contains 50000 reviews.

4. Proposed Approach

The stepwise elaboration of the approach is described as follows:

1. The reviews in dataset obtained are written in natural language which contains absurd information that needs to be removed before the process of clustering started. The unwanted information are as follows:
 - **Stop words:** These words have no effect to the calculation of sentiment values thus they mustbe removed. The words are like “I, it, this”.
 - **Special character and numeric values:** The specialcharacters like “%, \$,” and numeric valuesmust be removed as they have no role to playwith the sentiment value evaluation.
2. After the unwanted information removal, the next step is to convert the text reviews into numerical vector. Different methods used for conversion of text data into numerical vectors are CV and tf -idf. In this paper, the tf - idf is used for conversion of text data into numerical data.
3. After the text data is converted into numerical vectors, they are given input to the unsupervised machine learning algorithms to obtain the clustering of reviews. The algorithms can be described as follows:
 - **K-Means:** This algorithm is simple and fast for computation of clustering. In this algorithm, initial cluster centres are assigned randomly which have a great impact on result formed. The distance of data points is calculated form the centre and based on it the clustering is done.
 - **Mini batch K-Means:** Its uses smaller subsetto decrease the processing time and tries toincrease optimize solution. In each step a randomsubset of total data is considered andwith change in result the centre changes to getoptimum value.

- **Affinity propagation:** This algorithm finds the similarity between pair of input data point. Several messages are exchanged between datapoints until the best set of exemplars comes out. Here exemplar refers to representative of each cluster.
 - **DBSCAN:** Clustering of data in DBSCAN algorithm is formed based on density of data. Clusters are separated between high density and low density.
4. After the different machine learning algorithms are implemented, they are evaluated using different performance evaluation parameters. The result obtained are shown in following Table 3 as below.

Table 3: Performance Evaluation after Clustering

	Algorithms Used			
	K- Means	Mini K-means	Affinity Propagation	DBSCAN
Homogeneity	0.745	0.626	0.912	0.953
Completeness	0.764	0.675	0.854	0.883
v-measure	0.754	0.65	0.882	0.917
ARI	0.834	0.704	0.85	0.95
Silhouette	0.007	0.006	0.111	0.004

It can be observed from the table III, that the DBSCAN method shows the best result as compared to other three methods. It can also be found out that the values of homogeneity, completeness, v-measure and ARI are close to 1, whereas the value of Silhouette coefficient is close to zero i.e., the parameters other than Silhouette coefficient must be higher to show the better accuracy and the silhouette coefficient value must be low enough which shows the error rate.

The DBSCAN method shows a better result in compared to other methods because in this method, the analysis is mainly based on the density or distribution of the data element. On the other hand, in the case of k-means and mini batch k-means the analysis is based on the distance of the data points from the centroid which is ever changing until the optimum result is obtained. Thus, in these cases the result found out to be less accurate. Even in case of Affinity Propagation, where message transmission between the data points carried out and the comparison between them indicates the centre and associated cluster. Thus, the DBSCAN method shows better result in comparison with other methods as it works on distribution of the data points that helps to ultimate cluster making.

The following Figure 1 shows the output after the clustering algorithms run on IMDb dataset.

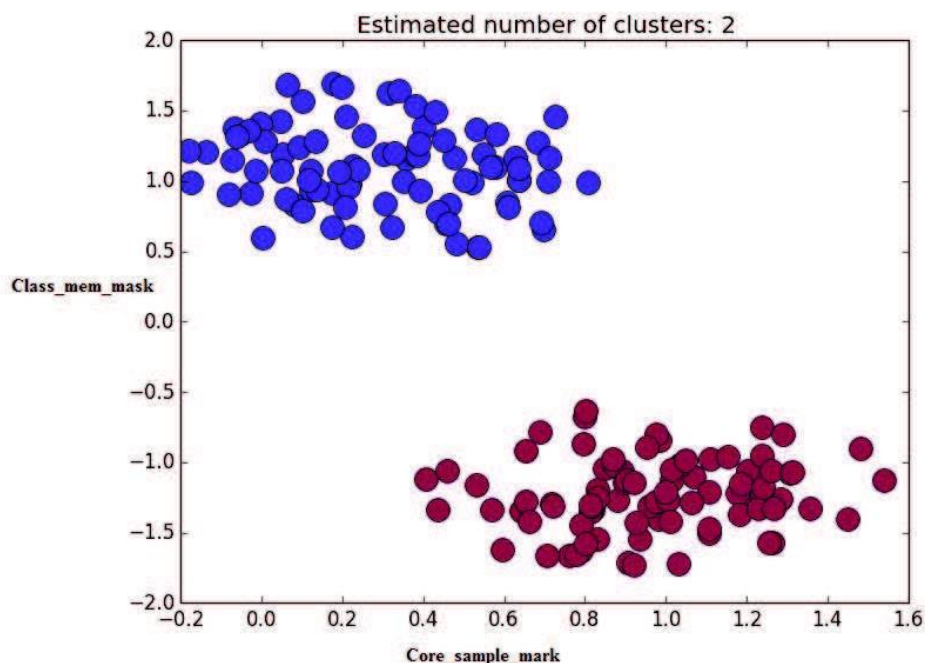


Figure 1: Clustered formed after analysis

It can be seen in figure 1 that, two different clusters are created, i.e., represented with blue colour and other with red colour. The X-axis represents the Core sample mask i.e., the elements of the samples are represented on the X-axis on the other hand the y-axis represents the Class mem mask that represent which element belongs to positive cluster by placing the data points above the '0' point and the negative data points are placed below the '0' point. Again, if the graph checked properly, in the y axis, clusters are divided into two groups one which is below the zero value and other above the zero value. The data elements that are present before the zero value in Y axis represent the cluster for positive elements on the other hand the data elements below the zero value to represent the cluster of negative data elements. The figure 1 is a consolidate figure for the all the proposed algorithms.

The following figure 2 shows a comparative analysis of the performance evaluation parameter of proposed algorithms. This figure shows a graphical comparison of the values obtained after the clustering process i.e., the performance evaluation parameters. It can be observed that the homogeneity value varies in a range of 0.75 to 0.95, the completeness value varies in between 0.76 to 0.88, the v-measure varies in between 0.75 to 0.91, ARI otherwise known to be accuracy varies from 83 to 95 %, Finally silhouette value varies from 0.007 to 0.004.

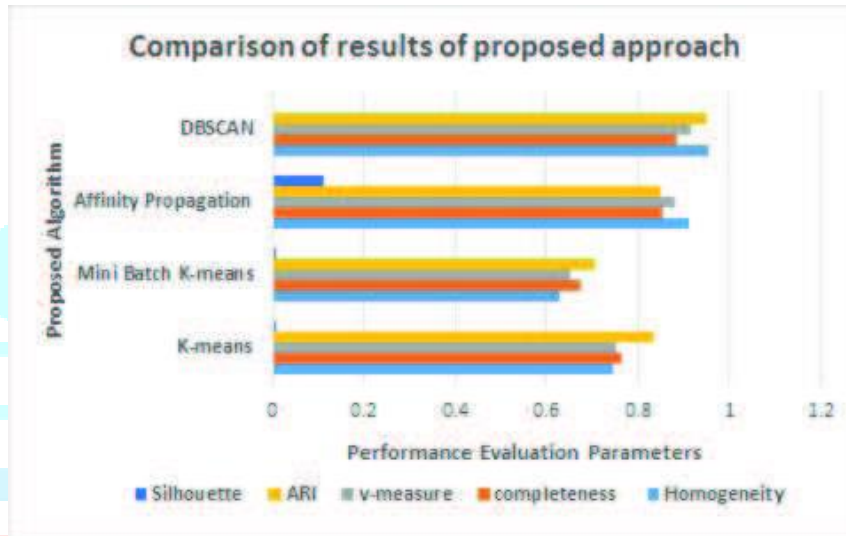


Figure 2: Comparison of performance of machine learning techniques

5. Comparative Study

The following Table 4 compares the proposed result with the existing results.

Table 4: Comparative analysis of the obtained result

Methods	Authors					
	Li and Liu	Balbantaray et.al	Chaturvedi et.al.	Sureka and Punitha	Scully et.al.	Proposed Approach
K- Means	77.17 – 78.33	66.67				83.40
Mini K-means					65.38	70.4
Affinity Propagation			75.06			85
DBSCAN				91.66		95.2

In the above Table 4, it can be viewed that Li and Liu[1] have obtained an accuracy for K-Means algorithm in between 71.77%-78.33% whereas Balabantaray et al. [16] have found out an accuracy of 66.67%. But in proposed approach the accuracy achieved is 83.44%. In case of Mini-Batch K-means, Sculley et al.[6] have achieved an accuracy of 65.38%, But in proposed approach the accuracy achieved is 70.04%. In case of Affinity propagation, Chaturvedi et al., [17], have obtained an accuracy of 75.06% whereas the proposed method shows a result of 85%. In case of DBSCAN the accuracy obtained by Sureka and Punitha is 91.66 % but as per the proposed approach the accuracy is 95.20 %.

6. Conclusion

In this paper, four different algorithms are implemented for clustering of text document. From the obtained result, DBSCAN is the best suited for clustering of text document. Also, Mini-Batch K-Means algorithm has the less execution time than K-Means algorithm but accuracy of Mini-Batch K-Means gets reduced.

In future these algorithms can be implemented using different weighting schemes such as BM25, DPH DFR and H LM for increasing the accuracy of result. Also, several different clustering algorithms may be implemented to achieve better results.

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