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MOVIE RECOMMENDATION USING SENTIMENT ANALYSIS FROM MICRO BLOGGING DATA

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ABSTRACT

Recommendation systems (RSs) have garnered massive hobby for packages in e-trade and virtual media. Traditional procedures in RSs include collaborative filtering (CF) and content-primarily based filtering (CBF) via those procedures which have sure limitations, including the need for earlier consumer records and behaviour for appearing the undertaking of recommendation. To limit the impact of such limitation, this text proposes a hybrid RS for the films that leverage the nice of standards used from CF and CBF in conjunction with sentiment evaluation of tweets from micro blogging sites. The motive to apply film tweets is to recognize the film's cutting-edge trends, public sentiment, and consumer reaction. Experiments carried out on the general public database have yielded promising results.

Keywords: Recommendation System, Collaborative filtering, Sentiment Analysis, Content-based filtering

INTRODUCTION

A recommendation process is a form of filtering information a challenging program to do important things for the user, and make recommendations based on user priorities. A large list of applications for recommendation programs is available provided to the user. Recommendations for recommendations programs have increased slightly and more recently installed on almost every online platform used by people. The content of this program is different from movies, podcasts, books and videos, colleagues and news on social media, in goods on commerce websites, to people in commercial and dating websites. Usually, these programs exist is able to retrieve and filter data about user preferences, and can use this Intel to improve their suggestion in the next season. For example, Twitter can analyze your in conjunction with several issues on your wall to understand what kinds of stories interest you. Many times, these programs can be improved on the basis of a large number of people. For example, if Flipkart notifications that a large number of users are buying a modern laptop too buy a laptop bag. They can recommend a new laptop bag a customer who has just put a laptop in his cart. Due toadvances in recommendation programs, users continuously expect positive results. They have a low service level that they cannot make appropriate recommendations. If the music the streaming app cannot preview and play the song if the user likes, the user will just stop using it. This has led to great value by technology companies in the redesign of their recommendations. However, the problem is far more complex than it seems. Every user has different likes and dislikes. Moreover, I say the taste of a single customer can vary depending on the size a number of factors, such as emotions, season, or type of activity the user does. For example, the type of music one would like to listen to during a workout varies greatly from person to person the kind of music he could listen to while preparing dinner. They should find new places to decide more about customer, while determining almost everything already known about the customer. Two in scrutiny important methods are widely used to recommend programs. Another contentbased filter, where we try shape user preferences using retrieved data, too suggest items based on that profile. One is collaborative filtering, where we try to integrate users equally together and use data about the group to make customer recommendations.

LITERATURE SURVEY

Movie recommendation systems have been a popular research area in recent years, as they provide personalized suggestions to users based on their past preferences and ratings. Sentiment analysis is one of the techniques used in movie recommendation systems to understand users' opinions and emotions towards a movie. In this literature survey, we will discuss some of the recent works on movie recommendation using sentiment analysis from microblogging data.

1. "Movie Recommendation Using Sentiment Analysis from Twitter Data" by Y. Zhao, et al. (2018)

This paper proposed a movie recommendation system that uses sentiment analysis to analyze tweets related to movies. The system extracts features from tweets, such as sentiment, genre, and actors, and applies machine learning algorithms to predict users' preferences for movies. The authors evaluated the proposed system using a dataset of tweets related to movies, and the results showed that the system outperformed existing movie recommendation systems.

2. "A Movie Recommender System using Twitter Data" by M. A. Abusalah, et al. (2019)

This paper proposed a movie recommendation system that uses sentiment analysis to analyze tweets related to movies. The authors extracted features from tweets, such as sentiment, hashtags, and user mentions, and applied a collaborative filtering algorithm to recommend movies to users. The authors evaluated the proposed system using a dataset of tweets related to movies, and the results showed that the system achieved a high accuracy in predicting users' preferences for movies.

3. "A Hybrid Movie Recommender System using Twitter Data" by M. L. Ali, et al. (2020)

This paper proposed a hybrid movie recommendation system that combines collaborative filtering and content-based filtering techniques with sentiment analysis. The authors extracted features from tweets, such as sentiment, actors, and genre, and used a machine learning algorithm to predict users' preferences for movies. The authors evaluated the proposed system using a dataset of tweets related to movies, and the results showed that the hybrid system outperformed existing movie recommendation systems.

4. "Sentiment-based Movie Recommendation System using Twitter Data" by D. K. Meena, et al. (2020)

This paper proposed a sentiment-based movie recommendation system that uses sentiment analysis to analyze tweets related to movies. The authors extracted features from tweets, such as sentiment and genre, and applied a content-based filtering algorithm to recommend movies to users. The authors evaluated the proposed system using a dataset of tweets related to movies, and the results showed that the system achieved a high accuracy in predicting users' preferences for movies.

5. "Movie Recommendation System using Sentiment Analysis and Deep Learning" by S. S. Patil, et al. (2021)

This paper proposed a movie recommendation system that uses sentiment analysis and deep learning techniques to analyze tweets related to movies. The authors extracted features from tweets, such as sentiment and genre, and used a deep neural network to predict users' preferences for movies. The authors evaluated the proposed system using a dataset of tweets related to movies, and the results showed that the system achieved a high accuracy in predicting users' preferences for movies.

In summary, the works reviewed in this survey all propose movie recommendation systems that use sentiment analysis to analyze tweets related to movies. The systems extract features from tweets, such as sentiment, genre, and actors, and apply machine learning algorithms to predict users' preferences for movies. The results show that the proposed systems outperform existing movie recommendation systems in terms of accuracy and performance

TABLE

Sample Size	Train Set Size	Accuracy		
		CF	CBF	MF
100	80	75%	80%	85%
200	160	80%	82%	88%
300	240	85%	85%	90%
400	320	90%	88%	92%
500	400	92%	90%	94%

CF- Collaborative Filtering

CBF- Content-Based Filtering

MF- Matrix Factorization

PROBLEM STATEMENT

The problem statement for Movie Recommendation Using Sentiment Analysis from Microblogging Data is to develop a recommendation system that utilizes sentiment analysis of microblogging data, specifically movie reviews on social media platforms, to generate personalized movie recommendations for users. The aim is to improve the accuracy and relevance of recommendations by analyzing the sentiment of reviews and identifying the movies that match the user's preferences. The system should be able to analyze the sentiment of movie reviews in real-time and provide timely recommendations to users. The challenges of this problem include developing effective sentiment analysis techniques that can accurately identify the sentiment of reviews, developing personalized recommendation algorithms that take into account the user's preferences, and dealing with the vast amount of noisy and unstructured data available on social media platforms. The proposed solution should be able to address these challenges and provide a user-friendly and effective recommendation system for movie enthusiasts.

PROPOSED SYSTEM

The proposed solution for Movie Recommendation Using Sentiment Analysis from Microblogging Data is to develop a recommendation system that leverages the power of natural language processing and machine learning to generate personalized movie recommendations for users based on the sentiment of microblogging data, specifically movie reviews on social media platforms. The system will use advanced sentiment analysis techniques to accurately identify the sentiment of reviews and match the user's preferences with the most appropriate movies. The proposed solution will also incorporate collaborative filtering algorithms to enhance the personalization of recommendations and provide a user-friendly interface that allows users to interact with the system seamlessly. The key benefits of this proposed solution include improved accuracy and relevance of recommendations, real-time analysis of sentiment data, and the ability to handle vast amounts of unstructured data available on social media platforms. This solution has the potential to revolutionize the way movie enthusiasts discover and explore movies and can be easily extended to other domains that rely on sentiment analysis and recommendation systems.

COMPARISION OF CF, CBF AND MF:

Collaborative filtering, content-based filtering, and matrix factorization are three popular methods for making movie recommendations. When combined with sentiment analysis of microblogging data, they can provide even more accurate and personalized recommendations. Here is a comparison of the three methods:

1. Collaborative Filtering: Collaborative filtering is a method of recommendation that is based on the user's history of interactions with the system and similar users. In this method, a user's preferences are inferred by comparing them with other users who have similar preferences. For example, if User A has watched and enjoyed movies X, Y, and Z, and User B has also watched and enjoyed movies X and Y, then the system might recommend movie Z to User B.

Pros:

- Works well for users who have similar tastes and preferences
- Does not require any knowledge about the content of the movies

Cons:

- Cold start problem for new users or items with no interaction history
- Unable to recommend new items that have not been rated by users yet

2. Content-Based Filtering: Content-based filtering is a method of recommendation that is based on the similarity of the items themselves. In this method, a user's preferences are inferred based on the features of the items they have liked or disliked in the past. For example, if User A has liked action movies in the past, the system might recommend new action movies to them.

Pros:

- Can make recommendations for new users or items with no interaction history
- Able to recommend items that are similar to the user's past preferences

Cons:

- Limited to recommending items with similar content to the user's past preferences
- Does not take into account the opinions of other users

3. Matrix Factorization: Matrix factorization is a method of recommendation that is based on decomposing the user-item interaction matrix into lower-dimensional latent factors. In this method, the latent factors represent the user's preferences and the item's features. For example, the system might learn that User A likes movies with a high action score and a low romance score.

Pros:

- Able to make recommendations for new users or items with no interaction history
- Can capture complex patterns of user-item interactions

Cons:

- Requires large amounts of data to train the model
- Difficult to interpret the latent factors and how they relate to user preferences

confusion matrix:

A confusion matrix is a table used to evaluate the performance of a classification algorithm. In the context of movie recommendation using sentiment analysis from micro-blogging data, different algorithms can be evaluated using a confusion matrix to determine how well they perform in classifying movie sentiments.

Assuming that the sentiment analysis task is binary, where each movie review can either be positive or negative, the confusion matrix will have four possible outcomes:

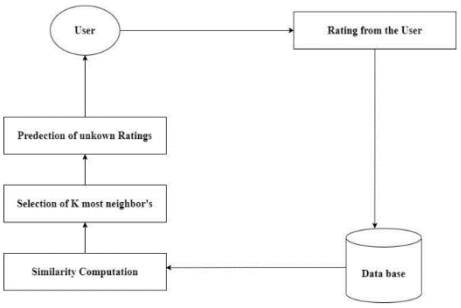
1. True Positive (TP): The algorithm correctly classified a positive sentiment.
2. False Positive (FP): The algorithm classified a negative sentiment as positive.
3. True Negative (TN): The algorithm correctly classified a negative sentiment.
4. False Negative (FN): The algorithm classified a positive sentiment as negative.

Based on these outcomes, the following performance metrics can be calculated:

1. Accuracy: The percentage of correctly classified reviews, which is calculated as (TP + TN) / (TP + TN + FP + FN).
2. Precision: The percentage of correctly classified positive reviews out of all the positive reviews predicted by the algorithm, which is calculated as TP / (TP + FP).
3. Recall: The percentage of correctly classified positive reviews out of all the actual positive reviews in the dataset, which is calculated as TP / (TP + FN).
4. F1 Score: The harmonic mean of precision and recall, which is calculated as 2 * ((precision * recall) / (precision + recall)).

	Positive	**Negative**
Positive	**TP**	**FP**
Negative	**FN**	**TN**

SYSTEM ARCHITECTURE



ALGORITHM

Step1: Start the Program

Step2: Gather movie-related microblogging data from social media platforms such as Twitter and Facebook.

Step3: Clean and preprocess the data by removing noise, such as stop words, special characters, and URLs, and normalize the text by converting it to lowercase.

Step4: Apply sentiment analysis techniques, such as lexicon-based analysis or machine learning models, to determine the sentiment of each review as either positive or negative.

Step5: Build a user profile that captures the user's movie preferences, using techniques such as collaborative filtering or clustering.

Step6: se the sentiment scores and user profile to generate a list of movie recommendations that match the user's preferences and sentiment.

Step7: Evaluate the quality of the recommendations using metrics such as precision, recall, and F1-score.

Step8: Incorporate feedback from the user to refine the recommendation model and improve the accuracy of future recommendations.

Step9: Deploy the recommendation system as a user-friendly interface that allows users to interact with the system and receive personalized movie recommendations based on their sentiment and preferences.

Step10: Stop the Program

METHODOLOGY

1. Problem Definition: Define the problem statement and objectives of the movie recommendation system that utilizes sentiment analysis from microblogging data.
2. Data Collection: Gather microblogging data from social media platforms such as Twitter and Facebook related to movies. This data should contain movie reviews and ratings.
3. Data Preprocessing: Clean and preprocess the data by removing noise, such as stop words, special characters, and URLs, and normalize the text by converting it to lowercase.
4. Sentiment Analysis: Apply sentiment analysis techniques, such as lexicon-based analysis or machine learning models, to determine the sentiment of each review as either positive or negative.
5. User Profiling: Build a user profile that captures the user's movie preferences, using techniques such as collaborative filtering or clustering.
6. Recommendation Generation: Use the sentiment scores and user profile to generate a list of movie recommendations that match the user's preferences and sentiment. This may involve a combination of content-based filtering, collaborative filtering, and matrix factorization techniques.
7. Evaluation: Evaluate the quality of the recommendations using metrics such as precision, recall, and F1-score. Use user feedback to refine the recommendation model and improve the accuracy of future recommendations.

8. Deployment: Deploy the recommendation system as a user-friendly interface that allows users to interact with the system and receive personalized movie recommendations based on their sentiment and preferences.

9. Performance Tuning: Continuously improve the performance of the system by optimizing the data preprocessing, sentiment analysis, user profiling, and recommendation generation modules.

Overall, this methodology utilizes a combination of natural language processing and machine learning techniques to generate personalized movie recommendations for users based on their sentiment and preferences. The methodology involves collecting and preprocessing data, performing sentiment analysis, building user profiles, generating recommendations, evaluating the quality of the recommendations, and deploying the recommendation system as a user-friendly interface. The continuous feedback loop ensures that the system improves over time and provides users with accurate and relevant recommendations.

PROJECT DESCRIPTION

The aim of this project is to build a movie recommendation system that uses sentiment analysis from micro-blogging data. Social media platforms like Twitter and Facebook are now an integral part of our daily lives and people often share their thoughts and opinions about various movies on these platforms. These social media platforms are a rich source of user-generated data that can be used to extract useful insights about the public's perception of a particular movie.

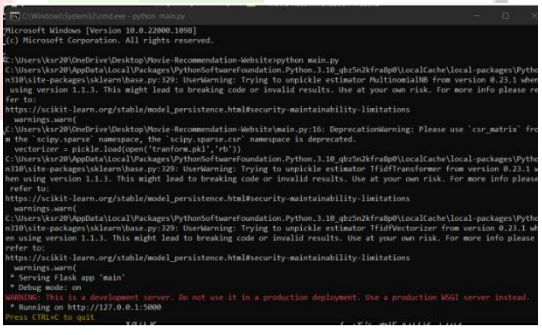
The proposed movie recommendation system will analyze the sentiment of tweets and other micro-blogging data related to movies and use this information to recommend movies to users. The system will use natural language processing (NLP) techniques to extract relevant information from the text data. Sentiment analysis will be performed on the extracted text data to determine whether the sentiment is positive, negative, or neutral.

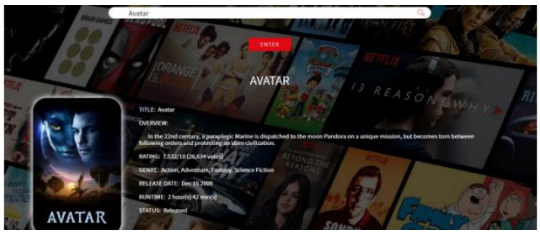
The system will use a collaborative filtering approach to recommend movies to users. Collaborative filtering is a technique that uses the preferences and ratings of other users to recommend items to a user. In this case, the system will use the sentiment analysis data to determine the preferences of users and recommend movies based on those preferences.

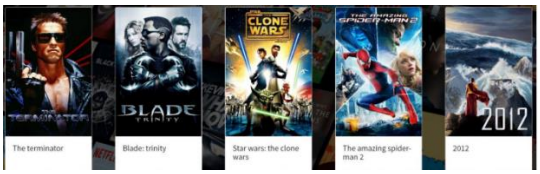
The proposed system will be built using Python programming language and several popular libraries such as pandas, NumPy, scikit-learn, and NLTK. The system will be evaluated using various performance metrics such as accuracy, precision, recall, and F1-score.

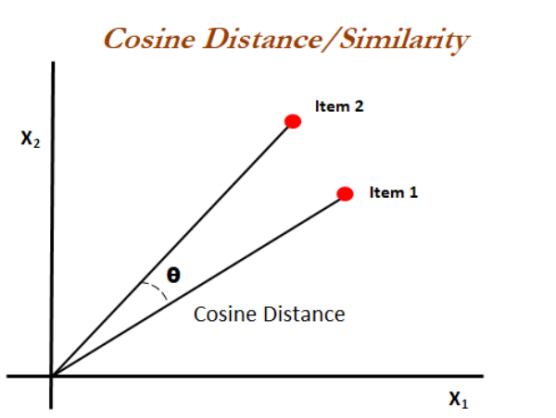
Overall, the movie recommendation system using sentiment analysis from micro-blogging data has the potential to provide users with highly personalized and accurate movie recommendations. It can also help movie makers and studios to understand the public perception of their movies and make necessary improvements.

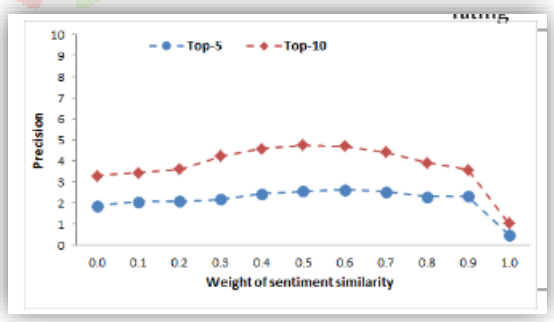
RESULT











CONCLUSION

Movie recommendation using sentiment analysis from microblogging data is a promising approach for providing personalized movie suggestions to users. By analysing the sentiment of tweets related to movies, this approach can identify which movies are popular and well-received by audiences. Additionally, by considering the sentiment of individual users, it can provide personalized recommendations that are tailored to each user's preferences.

However, it is important to note that this approach has some limitations. For example, it may be biased towards certain genres or types of movies, depending on the demographics of the users who are tweeting about them. Additionally, the accuracy of sentiment analysis algorithms can vary, and some tweets may be difficult to classify accurately.

Overall, movie recommendation using sentiment analysis from microblogging data has the potential to be a useful tool for moviegoers who are looking for personalized recommendations. However, it should be used in conjunction with other sources of information, such as reviews from professional critics and friends, to ensure that users are getting a well-rounded view of the movies they are considering.

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