

# Analytic System Based on Prediction Analysis of Social Emotions from User Prespective

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## ABSTRACT

Early development of Web, large numbers of documents assigned by readers' emotions have been generated through new portals. By analyzing to the previous studies which focused on author's perspective, our research focuses on readers' emotions invoked by news articles. Our research paper 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, social media based on the social opinion network. Most specifically, we construct the opinion network based on the semantic distance. The communities in the news network, opinion network indicate specific events which are related to the emotions. Therefore, the news network, opinion network serves as the lexicon between events and corresponding emotions. We discussed neighbor relationship in network to predict readers' emotions. At the last our result, our methods obtain better result than the state-of-the-art methods. Moreover, our research developed a growing strategy to prune the network for practical application. The experiment shows the rationality of the reduction for application.

**KEYWORD:** *sensing and analysis, opinion network, text mining, complex network*

## EXISTING 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 help us to know about the users 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"

SemEval-2007 Tasks. Intend to annotate news headlines for the evoked emotion of readers. Another research focus on readers' emotion evoked by news sentences. 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. it is 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

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Affective Lexicon, linguistic annotation scheme, Word Net-Affect, Senti Word Net, and Sentic Net. 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 opinion by training a statistical model based on a large number of well-labeled corpuses.

## PRAPOSED WORK

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.

In this paper, our proposed work is to malicious post blocking using pattern matching algorithms, ration calculation based naïve baise classification for the classification of malicious user, determination of malicious user using social icon prediction, prediction analysis for the user post based on review in social icon, determination of malicious user link based on web context extraction technique.

**Methods Used**

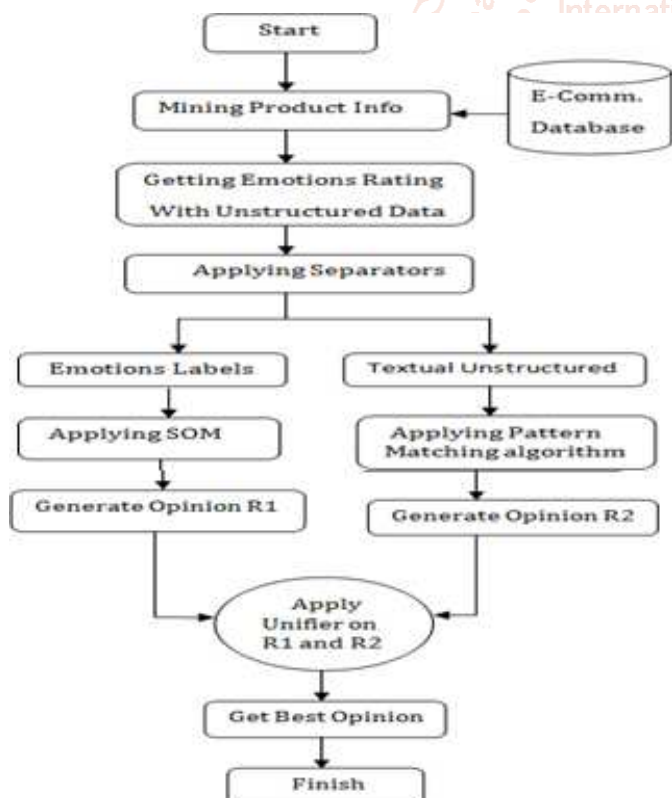
1. LDA
2. Social Opinion Mode

**Algorithm Used**

1. Pattern Matching Algorithm

**OBJECTIVE**

- Development of analytic algorithmic work for the business analytics
- Implementation of network based semantic distance.
- Implementation of Predictive decision making based on iconic patter matching
- Development of business intelligence tools for predictive analysis



**Fig-1: Flow chart of proposed architecture**

**A. USER SIDE**

**1. Login Module**

In computer security, logging in (or logging on or signing in or signing on) is the process by which an individual gains access to a computer system by identifying and authenticating themselves. The user

credentials are typically some form of "username" and a matching "password", and these credentials themselves are sometimes referred to as a login, (or a logon or a sign-in or a sign-on). In practice, modern secure systems also often require a second factor for extra security. When access is no longer needed, the user can **log out**. The very first module of our project is login module. The login page can be used for login the project in user side. Firstly we need to create the account on login page after that creating account we can sign up with that id and password. After registration of user, user is able to post the comment it is in the form of textual, link, and image also.

**2. Posting of Comment Module**

The second module of our project is posting of comment. It is after the login module. User can post their comment and another user view this comments and also they can like or dislike that comment. From this page we can post images, link and textual data also. From that page we can go to the third module of user side and also log out button is available in second module page. Again this comment we can view on admin side of view post module.

**Input word:**

We can give the input from this module. Input is in the form of comment, link. We give the comment "I hate India" then it detect it is malicious comment or non malicious comment.

Ex: I hate India.

**3. Detect the Malicious Post Module**

The third module of our project is detect the malicious post. After the second module we can go to the third module. Third module show us malicious post, non malicious post, and trust factor and also we can send friend request to another user. Trust factor is available their for showing the nature of person. if trust factor is good then we undesstand the nature of that person. trust factor is calculated by using the number of malicious post and number of non malicious post. Trust factor is available here for security issue.

$$\text{Trust factor} = \frac{\text{Number of non\_malicious Post}}{\text{Number of malicious post}}$$

In this way, trust factor is to be calculated.

For calculating the trust factor we need the malicious post,

$$\text{Malicious post} = \frac{\text{Number of character matches}}{\text{Number of character in post}} * 100$$

Then, for non malicious post,

$$\text{Non -malicious post} = 100 - \text{Malicious post.}$$

**Ex: I hate India.**

Above comment shows it is malicious comment, and its malicious factor is

Malicious factor = 33.33

**B. ADMIN SIDE**

In a admin side total 6 module are present. Admin can show all data of user post. Admin have authority to unblock the block user. For access the admin account we need to register firstly, after that we can access this account.

1. Admin login
2. View post
3. View user
4. User malicious post calculator
5. Add training item sets
6. Blacklist link

**1. Admin Login Module**

The very first module of our project is login module. The login page can be used for login the project in user side. Firstly we need to create the account on login page after that creating account we can sign up with that id and password.

**2. View Post Module**

View post is the second module of the admin side. It show all the post, post by user. Also we can view the date and time of the post.

**3. View User Module**

It is the third model of admin side. we can view all user with their name and emailid. In this way second module is to be executed.

**4. User Malicious Post Calculator Module**

It is the fourth module of admin side. We can view all the data of user like malicious post percentage and non malicious post percentage. Also it show the blocking and unblocking of user. if the malicious percentage of user is  $\leq 50\%$  then this person will be block. And also admin have a authority to unblock this person. calculation of malicious post is describe above in user side.

**5. Add Training Item sets Module:**

It is the fifth module of admin side. we can add the word in dictionary with the help of this module. And also on this module three text box is present. one for the word we have to add second is the word description and third is the their category description. In this way in this module we can add the word in our database.

**6. Blacklist Link Module:**

It is the last module of admin side. In this module we can view the all link which is to be block. In this module also we can view the blacklist percentage.

Same way we can calculate the the percentage of the blacklist module.

Formula for calculated % of blacklist link

$$\text{Blacklist link} = \frac{\text{Number of charecter matches in link}}{\text{Number of character in link}} * 100$$

In this way we can view all module and execute it.

**PROPOSED SYSTEM AND ADVANTAGES****1. Auto –blocking:**

If someone post her photo, but after posting this photo some people gives the bad/negative comment continuously then tis types of people will be block automatically.

**2. Security:**

It block the malicious people by using the analysis of their post. it means it is secure as compared to the other social side.

**3. No need of man power**

We can analysis for the milions of post. if we need to analysis of one thousand post then need man power for read them but in our project we doesn't need the man power.

**4. Time saving**

If we want the analysis of thousand comment then our project do this in within some second.

5. The filtration of post data with malicious determination
6. Helps the social media platform to block the use with malicious suspects.
7. Manipulation of social media user will do through malicious score before sending friend request.
8. Link malicious determination done while any link get shared on timeline
9. The proposed system will help to predict the uploaded article in various ways of factor.
10. By using the sentimental analysis the prediction model get applied to manipulate the posts.
11. Proposed system will also help to analyze the post link data using the web content extraction.

**CONCLUSION&FUTURE WORK****CONCLUSION**

We analyze the online social opinions and propose social opinion model for malicious post measuring similarity among news. Due to word-embedding pre-trained on Wikipedia, model's stability and robustness are guaranteed and can hardly be influenced by the size of news data. Based on the similarity, we construct an opinion network to detect user-generated social emotion by the structures of

opinion network. There is significant correlation between emotion and structures of news network as we expected. The performance of the prediction based on opinion network is more stable and accurate than existing models. In addition, we propose a threshold-based network growing strategy for pruning the network. The experiment verifies the rationality of the reduction: remaining 80% of the data can get the best results in interrelated dataset. For less relevant dataset, more than 95% of the data can guarantee the best results.

### FUTURE SCOPE

The proposed methodology get integrate with the any social media platform in which the actual manipulation will done and helps the platform to be more secured from harm data content data sharing via post and link.

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