SENTIMENT ANALYSIS IN DIFFERENT TYPES OF ENGLISH AND UZBEK BUSINESS MEDIA TEXTS

Annaguliyev Jamshid

Institution of Termiz Agro-Technologies and

Innovative Development Teacher

@mail:jamshid.annaguliyev@mail.ru

Abstract:

Sentiment analysis is a natural language processing technique used to determine whether data is positive, negative or neutral. Sentiment analysis is often performed on textual data to help businesses monitor brand and product sentiment in customer feedback, and understand customer needs. Learn more about how sentiment analysis works, its challenges, and how you can use sentiment analysis to improve processes, decision-making, customer satisfaction and more. Once you're familiar with the basics, get started with easy-to-use sentiment analysis tools that are ready to use right off the bat.

Keywords: sentiment, neutral, decision-making, brands, SMS massages, Blog posts, Tweets, Facebook posts, Telegram, Customer reviews.

Sentiment analysis is the process of detecting positive or negative sentiment in text. It's often used by businesses to detect sentiment in social data, new brand reputation, and understand customers.

Since customers express their thoughts and feelings more openly than ever before, sentiment analysis is becoming an essential tool to monitor and understand that sentiment. Automatically analyzing customer feedback, such as opinions in survey responses and social media conversations, allows brands to learn what makes customers happy or frustrated, so that they can tailor products and services to meet their customers' needs.

We can analyse sentiments according to demains, short informal peaces of texs: SMS massages, Blog posts, Tweets, Facebook posts, Telegram chattings and others are often called Social media texts[1].

Quirks of Social Media Texts

➢ Informal

➢ Short: 140 characters for tweets and SMS messages

---

[1] Agarwal, A., Xie, B., Vovsha, I., Rambow, O., & Passonneau, R. (2011). Sentiment analysis of twitter data. In Proceedings of the Workshop on Languages in Social Media, LSM'11, pp. 30--38, Portland, Oregon.

International Multidisciplinary Scientific
Global Conference on Education and Science
Hosted Online from Vienna, Austria
on October 20th, 2022.
www.conferencepublication.com

➢   Abbreviations and shortenings

➢   Wide array of topics and large vocabulary

➢   Spelling mistakes and creative spellings

➢   Special strings: hashtags, emoticons, conjoined words

➢   Often come with meta-information: date, links, likes, location

➢   Often express sentiment

Let's analyse daily Tweet posts in English and Telegram posts in Uzbek according to both message-level and term - level, respectively.

Examples: Message-Level Sentiment in Tweet

Tweet: The new Star Trek movie is visually spectacular.

In this example, sentence is positive with the help of the word " spectacular", the meaning " very exciting to look at " or " especially great". according to term – level analysing, the word " spectacular" is target, and the target is positive[2].

Tweet: The new Star Trek movie does not have much of a story.

Tweet: Spock is from planet Vulcan.

In the second example, sentence is negative and the third is neutral.

Tweet: Happy birthday, Hank Williams. In honor if the Hank turning 88, we'll play 88 Hank songs in a row tonite @The_ZOO_Bar. #honkytonk

positive

Tweet: #Londonriots is trending 3rd worldwide ..... This is NOT something to be proud of United Kingdom!!! Sort it out!!!!

negative

Tweet: On the night Hank Williams came to town.

neutral

In the meanwhile the given message may be positive, negative, or neutral in telegram chattings too. Look at these following examples!

Telegram: Ohhhhho, ohhhhhhhhhhhooooo, tabrikayman!!! Alloh chiroyli kunlarni hadya etsin! Qo'shganingiz bilan qo'sha qaring, baxtli bo'ling! Ajoyib!!!

Positive

In this sentence, writer is cogratulating the reciever with upcoming wedding party, and shows his inner-feellings with doubling and tripling letters "ohhhhhooo"

Telegram: Innovatsion kitoblar savdosi zoor-ku, lekin hamma birdek manfaat ko'rmaydi. Marifatmi bu yo lotareya?!

---

[2] Chen, Yanqing, and Steven Skiena. "Building Sentiment Lexicons for All Major Languages." Malay 2934: 0-39.

negative

In this example, the poster is arguing about book-selling trade, and retheric question indicates his/her feellins againest.

Telegram: ZoodMall kompaniyasi O'zbekistonda 100 nafar yangi xodimlarni qidirmoqda.

Neutral

In this example, the company is just giving information about vocancies.

According to statistics that Saif M. Mohammad and Xiaodan Zhu gathered Tweet users are more active in the US and Europe, especially a year lock down gives them to post more than ever. Canadians analyzed tweet posts and SMS massages scientifically by their sentiment in 2020, and results illustrated by following:

◦ positive: 40%

◦ negative: 15%

◦ neutral: 45%

By comparing short media texts in social sites like: Facebook, Telegram, E-mails, SMS messages, Customer reviews, Blog posts, Tweets, we clarify the similar and different quirks of media texts in Uzbek and English languages.

It's estimated that people only agree around 60-65% of the time when determining the sentiment of a particular text. Tagging text by sentiment is highly subjective, influenced by personal experiences, thoughts, and beliefs. By using a centralized sentiment analysis system, companies can apply the same criteria to all of their data, helping them improve accuracy and gain better insights.

References

1. Agarwal, A., Xie, B., Vovsha, I., Rambow, O., & Passonneau, R. (2011). Sentiment analysis of twitter data. In Proceedings of the Workshop on Languages in Social Media, LSM'11, pp. 30--38, Portland, Oregon.
2. Chen, Yanqing, and Steven Skiena. "Building Sentiment Lexicons for All Major Languages." Malay 2934: 0-39.
3. Volcani, Yanon; & Fogel, David B., "System and method for determining and controlling the impact of text", published June 28, 2001
4. Koppel, Moshe; Schler, Jonathan (2006). "The Importance of Neutral Examples for Learning Sentiment". Computational Intelligence 22. pp.100–109.
5. Mozetič, Igor; Grčar, Miha; Smailović, Jasmina (2016-05-05). "Multilingual Twitter Sentiment Classification: The Role of Human Annotators". PLOS ONE. 11 (5): e0155036.