APPLICATIONS, CHALLENGES, AND EMERGING TRENDS IN TWITTER SENTIMENT ANALYSIS

Dr. P. Kavitha*, Ms.D.Janaki[1], Ms.Gayathri[2], Ms.Mahalakshmi[3],Ms.G.Kirubalini[4],Ms.Kaveri[5]

[*,1]Assistant Professor, Department of Computer Applications,

Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), India

Email: kavi.kavitha002@gmail.com

[2,3,4,5] UG student, Department of Computer Applications,

Dhanalakshmi Srinivasan College of Arts and Science for Women (Autonomous), India

ABSTRACT

Twitter sentiment analysis has emerged as a critical area of research within Natural Language Processing (NLP) due to the widespread use of Twitter as a microblogging platform. This article reviews recent advances in sentiment analysis techniques, explores practical applications, discusses common challenges, and highlights emerging trends. The review integrates insights from prior studies, including the author's previous contributions, to provide a comprehensive understanding of the current landscape and future research directions.

Keywords—Twitter, Sentiment Analysis, NLP, Deep Learning, Fake News, Opinion Mining, Social Media Analytics.

I. INTRODUCTION

Social media platforms such as Twitter generate vast amounts of textual data that reflect public opinion on various topics. Extracting sentiment from these short, informal messages enables organizations, governments, and researchers to monitor public mood, detect misinformation, and analyze trends. Over the past decade, techniques have evolved from lexicon-based approaches to deep learning models, including LSTM, CNN, and Transformer architectures \cite{Kavitha2021, Kavitha2018, Kavitha2024}.

II. Applications of Twitter Sentiment Analysis

A. Marketing and Brand Monitoring

Companies utilize sentiment analysis to gauge consumer perception of products, campaigns, and services in real time. Studies, including the author's prior work, have demonstrated improved decision-making by analyzing public sentiment patterns \cite{Kavitha2021, Kavitha2018}.

B. Political Opinion Mining

Twitter sentiment analysis provides insights into voter opinions, policy reactions, and election predictions. Deep learning models have been effective in classifying political sentiment even in noisy and informal tweet datasets \cite{Kavitha2024}.

C. Fake News Detection and Misinformation Analysis

The rise of misinformation on social media has made sentiment analysis critical for detecting fake news. Techniques that combine sentiment features with lexical and behavioral patterns, as shown in the author's recent study, improve detection accuracy \cite{Kavitha2024}.

D. Social Behavior and Trend Analysis

Researchers analyze public sentiment to understand social behaviors, trending topics, and collective mood shifts during events such as disasters, festivals, or global campaigns \cite{Mittal2019, Rodriguez2023}.

III. CHALLENGES IN TWITTER SENTIMENT ANALYSIS

Informal Language: Tweets often include slang, abbreviations, hashtags, emojis, and misspellings, which complicates text processing \cite{Kavitha2021}.

Sarcasm and Irony: Identifying sarcastic or ironic tweets remains a major challenge for automated models \cite{Kavitha2024}.

Data Imbalance: Certain sentiment classes (e.g., neutral tweets) may dominate datasets, leading to biased model performance \cite{Srivastava2024}.

Domain-Specific Limitations: Models trained on one topic may not generalize to others without adaptation \cite{Chaudhary2023}.

IV. EMERGING TRENDS

A. Transformer-Based Models

Recent advances in Transformer architectures (BERT, RoBERTa) have significantly improved context-aware sentiment classification. These models outperform traditional RNN and CNN models on large-scale Twitter datasets \cite{Kavitha2024}.

B. Multimodal Sentiment Analysis

Combining text, images, emojis, and videos for sentiment detection is an emerging trend. Multimodal approaches provide richer insights than text-only models \cite{Tan2023}.

C. Real-Time Sentiment Tracking

Streaming data analytics allows organizations to monitor public sentiment in near real time, enabling proactive responses to public issues and events \cite{Mittal2019}.

D. Hybrid and Ensemble Methods

Combining multiple deep learning models and machine learning classifiers improves sentiment prediction accuracy and robustness \cite{Kavitha2021, Kavitha2024}.

V. FUTURE RESEARCH DIRECTIONS

Developing multilingual models to handle tweets in multiple languages.

Improving sarcasm and irony detection with contextual and semantic analysis.

Integrating sentiment analysis with network analysis to detect influential users and information spread.

Enhancing real-time, scalable frameworks for high-volume social media analytics.

VI. CONCLUSION

Twitter sentiment analysis has evolved into a sophisticated research domain with applications across marketing, politics, misinformation detection, and social behavior analysis. While deep learning techniques have improved accuracy, challenges such as informal language, sarcasm, and domain adaptation persist. Future research will likely focus on multimodal, multilingual, and hybrid models to improve sentiment understanding and real-time analysis capabilities.

VII. REFERENCES

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