# Chapter 14 Applications of Pipelining With ML to Authenticate Emotions in Textual Contents

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### ABSTRACT

This research chapter aims to provide a smart approach for Human - Machine Interaction development using emotion detection on textual content. These texts can be anything like reviews, tweets, and any form of passage. As the machine is being advanced so that all the performance and commands are given in the text form. This is necessary to analyze the textual content for getting better performance and making the machines smarter. As the customers share their views on social media through the reviews, this mechanism is now spread across all the organization. Nowadays, the number of reviews and tweets are increasing and there is a necessity to analyze the data for further results. In this research, the team analyzes the tweets content in the forms of emotions in which there are multiple forms of the emotions. The machine learning approach is used with tf-idf vectorization for more accuracy. In the presented research, the team performs four machine learning algorithms for analysis; these include Naive Bayes and support vector machine.

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### MOTIVATION

Today's Emotions play a primary role in identifying the mood of a human being. There are generally five emotions: happy, sad, anger, fear, disgust. For identify and evaluate the emotions of the textual data, emotion detection is used. Emotion detection can also help the businessman to make a masterplan to know the customer's requirements based on the customer's emotions.

### SCOPE OF THE STUDY

There is a growing interest in deep emotions detection of facial expression in different areas of application. Users would like to know which different topics are talked about in the gestures, which of them are Happy, Sad, Anger, Fear, and Disgust. One can improve and develop a business environment by social media gestures and developed business correlation. In the present time researchers used a machine learning approach (S. Zad, et al.. 2021).

In the future, researchers will perform deep learning to detect emotion for more accuracy. Deep learning uses neural networks which build their own properties. Researchers think the most important bit for emotion analysis in the future has less to do with improving the accuracy of the algorithm (Nandwani, P. et al., 2021).

### TOPIC ORGANIZATION

This study gives a smart city approach to our country. A country produces a large amount of textual content on social media i.e. reviews. All the content can be classified using this methodology. For the endorsement of the study, the author team did a survey and reviewed four research papers of concerned topics, etc. Survey provides us deep knowledge about the accuracy of the reviews in different companies and how many reviews are helpful for a quick suggestion.

The author team has described the methodology in which they have represented the methods used for the study. This study used the ML based analysis of the textual content. Further, the paper discusses the analysis techniques and how to analyze textual content, what will be the emotions of that data.

To overcome the topics and problems identified in the evaluation, different types of applications and suggestions have been given here. Emotion detection is one of the most important parts in the field of research, according to the recommendation section given in this research paper. The new features of this research is defined in the novelties and at the end the conclusion portion shows the brief detail of the research.

### Ethical Committee and Funding

The research have no human related experiments. No violation of the ethics constraints. As the title says there is not any kind of damaging of the nature and humans. This research is not funded.

### **Role of Authors**

Rohit Rastogi acted as team leader and coordinated among all co-authors. He got the topic declared and did a deep study about it and told the co-author about its background and has also helped a lot in emotion detection. He also prepared the structure of the manuscript and ensured the quality of the content along with all co-authors. Ms. Yati did the data analysis. The experimental analysis along with the concluding remarks has been done by Mr. Markandey and Ms. Sonali. All the co-authors have compiled the literature survey along with graphical Representations. Ms. Yati and Markandey contributed to the results and discussions along with concluding remarks.

### INTRODUCTION

Emotion detection or opinion mining is the method to identify the emotion of the textual content. These textual content can be anything like reviews, comment, message or any phrase. Emotion detecThis textual contententiment analysis but with multiple classes which are the emotions like sadness, joy, happiness, neutral, love, surprise, etc. In this paper the team uses 9 emotions or classes.

### Emotion Detection and Sentiment Analysis in Social Media

Social media is full of emotions, sentiments and feelings of the people. However analyzing, detecting the emotion or opinion is the big deal which can be solved by sentiment analysis. Emotion detection aims to detect the emotion and feeling of the text as like joy, anger, etc. Emotion detection has many applications like gauging the people how happy they are (Peng, s. et al., 2022).

There are six emotions: anger, disgust, joy, sadness, surprise, and fear, widely used to detect the human's emotion. Surprise is a little unobvious because it can be emotion in a positive and negative way.

Figure 1. Variety of emotions used in sentiment analysis and their levels (https://www.google.com/url?sa=i&url=https%3A%2F%2Fpowerslides.com%2Fpowerpoint-marketing%2Fanalyticstemplates%2Fsentiment-analysis%2F&psig=AOvVaw167depQCgj848BJ3DNndOT&ust=1642264810001000&source=ima ges&cd=vfe&ved=0CAsQjRxqFwoTCLDbuqvXsfUCFQAAAAAdAAAAABAJ)



There are three approaches: first rule based, statistic based and hybrid approaches. These approaches are based on availability of the data. In sentiment analysis, this can be done by lexicon-based methods and machine learning or conceptual based learnings (as per Figure 1) (Chew Yean et al., 2015).

### **Social Media Gestures and Business Correlation**

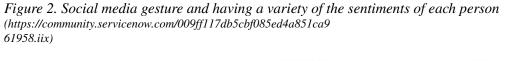
Social Media Gestures is a platform where people share their opinion, thoughts, emotions through emoji and facial expressions and gesture speech, it is a type of social network, and is a field where a lot of research is being done. Emotion detection is done to understand the feelings, attitudes and thoughts expressed and to know its original meaning. To take any business to the heights, it is most important to know the feelings of the customer and to listen and understand their opinion and opinion (Machova. K. et al., 2023).

And to know Customer's requirement of his emotion. Due to which the demand of the customer will increase and the business will also grow. That's why emotion detection and sentiment analysis is very important for business. Twitter is one of the main platforms of social media. There is a way through which people put their opinion in front of everyone. Twitter is an application that also represents microblogging. Discussion takes place on any topic of the country and abroad through Twitter, so that the opinion, feelings of the people can be known. A businessman can increase their business by providing people's required products, with the help of social media gestures (as per Figure 2) (Al-Kharusi, M.I.M., et al., 2015).

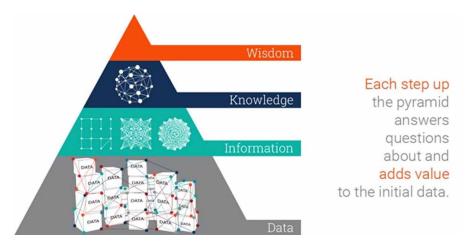
### **Knowledge Pyramid and Emotions Analysis**

The relation between the knowledge of the data and the information of the data is done only through the knowledge pyramid. It is in the form of a hierarchy as seen in the image below. It helps in knowing and understanding any data well, it is known as the Knowledge Pyramid (Guo, Jia et al., 2022) [13].

The collection of facts in a raw and unorganized way forms a data, which consists of numbers and words. And today in the field of this research DIKW is known as a knowledge pyramid. This data is formed after cleaning that is removing the errors and unused words for making the data easy to measure







*Figure 3. The DIKW model for data value extraction and knowledge management* (*https://bit.ly/3Kc6kQm*)

analysis and visualized purpose. In the top of the DIKW hierarchy, the wisdom can be achieved by knowing the two questions like "why do something " and "what is best " .It means wisdom can be defined as the knowledge applied in action (as per Figure 3) (Fricke, M. et al., 2009); (Achaempong, F. A. et al., 2015).

### LITERATURE REVIEW

There are many approaches to detect the emotion of the textual content to study about the relative work of emotion detection. The researcher team has studied 4 existing research papers. There are many papers in which the textual content is retrieved from twitter, Facebook or any other social media. There are various ways to preprocess the data like NLP, Pipeline, etc.

Panguila, K.F.M. (2019) emphasized that as social media is the only source where people can share their opinions. Nowadays, this social media produces a large amount of textual data. For the analysis of that data machine learning gives the approach i.e. sentiment analysis. The aim of this analysis is to extract the sentiments of the people. There are two machine learning approaches used to find the sentiment whether it is positive or negative. Nowadays the researchers used unsupervised learning using NLP to improve the accuracy. There are many machine learning classifiers – Data Extraction then second is preprocessing is used to normalize the dataset and minimize the site. Third is feature representation. Authors used spare vector representation, dense vector representation, Naive Bayes, Maximum Entropy, Decision Tree, Random Forest, and Support Vector Machine. This research paper concluded to give the polarity of the textual content as positive, negative or neutral (Panguila, K.F.M. et al., 2019).

Shiv Naresh Shivhare (2012) W. Gerrod Parrat wrote A book named "Emotion in social Psychology, wrote by W. Gerrod Parrat, he explained that emotion hierarchy has six classes at primary level which are love, joy, Anger, Fear and surprise. In this research paper, the emotion of any person can also be known through his speech, face expression and his textual content or emotion given in the form of text. Which is called Speech Facial Detection and Text Emotion.Detecting emotion and analyzing sentiment is growing very fast by using the increasing technology in the field of computer science, emotion detection has become an important domain in the field of analysis. According to this research paper, it is a challenge to

detect the textual content given by a person and their emotions through their facial expressions. Detecting emotions is very important. For example, in order to grow a business, it is important to understand the emotions given by the customers. Keywords used in this research paper: Textual Emotion Detection, Emotion World Ontology, Human -computer Interaction. This paper used some different type techniques: Keyword spotting technique, Lexical Affinity Method, Learning -based Method, Hybrid Method. In this paper I used some algorithm: Emotion Detector Algorithm. Parameters used: Parent child relationship, Depth in Ontology, Frequency in Text Document (Shiv Naresh Shivhare., 2012).

Dey, R.K. et al., (2020) propounded in their work that sentiment analysis can be done into three categories which are machine learning, hybrid approaches and lexicon approaches. Firstly, it involves machine learning algorithms and linguistic features. Secondly, it involves the collection of the terms used as sentiment which are precompiled as lexicons used for analyses. Now it is further classified into dictionary and corpus based approaches. These are used as semantic methods for sentiment analysis. The combination of machine learning and lexicon based approaches is called hybrid approaches.

- 1. Machine Learning Approach: Machine learning approach uses the machine learning algorithms for statistical analysis . Machine learning algorithms are used for syntactic features.
- Lexicon-based Approach: Lexicon based approach is used when the analysis is done according to the collection of the semantic words used in the text. Those words are compared with the sentiment dictionaries and the maximum number of times the sentiment repeats is found as the positive or negative.
- 3. Hybrid Method: Hybrid method as the name shows that it is the combination of the earlier approaches. This method gives more efficiency than the above ones. The improvement in the machine learning algorithms are frequently mentioned in this research.

Algorithms used in this research are Naive Bayes Classifier, K-Nearest Neighbor, 7 XGBOOST GBDT, Decision Tree. Socio-Economic standpoint uses sentiment analysis. Understanding of the statistical analysis and methods used for all the research can be beneficial for the good accuracy produced and for businesses, institutes, etc. This research paper surveyed the challenges lied in the sentiment classification and applications of the sentiment analysis.(Dey, R.K. et al., 2020).

(V. V. Ramalingam et al., 2018) found that emotion detection plays a major role in AI. As it is the best approach for knowing the textual content by using machines only. There are two types of methods used for emotion detection - Keyword based method, this method uses the WordNet for identifying the emotions based on some antonyms, synonyms and the second one is Vector Space Model, in which the words are formed in the matrix form and identify the relationship between the row and columns. Vector Space Models have two forms to implement - PMI and Learning based approach.

In PMI (Pointwise Mutual Information), the two words are compared with each other on the basis of the appearance. In a learning based approach the classifications are actually based on the training of the machine. The machine has to learn the textual content with their emotions to give the result for new textual content. This approach is used to enhance the development of the Human and machine interaction. There are two procedures to do emotion detection. First word based approach in which the NLP is used using the NLTK package. And second is the learning based approach in which the twitter API is used for extracting the tweets and then training the data and testing it according to the learning. This paper researches both the approaches with not only the single word but on multiple words in the sentence (V V Ramalingam et al 2018).

S.No.	Paper, Author Name	Summary	Methodology, dataset, Algo	Concluding Remarks
1	Sentiment Analysis on Social Media Data using Intelligent Techniques, Panguila, K.F.M., Chandra J.	Social media is the only platform to express the thoughts of the people. There is a large amount of textual data full of sentiments on social media. Unsupervised techniques give the accurate result. First data collection, then preprocessing, then analysis and last visualizing.	Unsupervised techniques, spare vector representation, dense vector representation, Naive bayes, Maximum entropy, Decision tree, Random Forest, Support Vector Machine. Uber rides reviews and famous personality data set	It results that multilayer perceptron and convolutional neural networks perform better than other classifiers in general.
2	Emotion Detection from text Shiv Naresh Shivhare.	In this paper the author totally works on Emotion Detection. Emotion is a way to express our feelings and thoughts, it is expressed by a person through facial expression and gesture speech.	There are used Spotting Technique for detecting the Emotions and proposed methodology are(Emotion Ontology) and(Emotion Detector Algorithm) and (Support Vector Machine)	This research paper concludes the good work done by the researchers to detect emotions from facial information.
3	On Sentiment Analysis Techniques Involving Social Media And Online Platforms, Dey. R.K., Sarddar, D., R., Sarkar, I., Bose, R.	The hybrid approach is the combination of the Machine learning and Lexicon based approach This can result in the most popular view by the user for sentiment classification.	Naive Bayes Classifier, K-NN (K-Nearest Neighbor), 7 XGBOOST GBDT, Decision Tree.	For sentiment analysis, the main challenges and applications that are based on sentiment classification are surveyed.
4	Emotion Detection from Text, Ramalingam V.V., Pandian A., Jaiswal A., Bhatia N.	The approaches used to identify the emotions of the textual content. Word based using NLP and Learning based using twitter API by training and testing the dataset and learning the machine accordingly.	Keyword based and learning based approaches, NLTK package, Machine learning approaches for training and testing.	This survey paper presents that there are many ways to approach emotions but they don't give good accuracy. If both the approaches get together they can give more accuracy than the individuals.
5	Anomaly Detection in Social Media Using Text- Mining and Emotion Classification with Emotion Detection, Bakkialakshmi, V.S., Sudalaimuthu, T.	The emotion detection anonaly is used to find the emotion from the textual content. This can be done by using data mining. Data mining is used to classify the textual content using some technologies.	Data mining is performed on the micro blog produced by the customers tweets.	This research paper concluded that the data mining gives the best results in regard of emotion detection as it have many classes.
6	Emotion Ontology Studies: A Framework for Expressing Feelings Digitally and its Application to Sentiment Analysis,Eun H.P. and Veda C.S.	Emotion ontology is used to find the customer's feedback nature regarding the company product. This research produced a framework for the companies to easily identify the product's review.	This research used the Human Computer Interface(HCI) for identify the emotion . This research also uses the artificial intelligence.	This research concluded by building a successful framework for the companies for their easily analysis of the product's reviews.

Table 1. Tabular summary for literature review based papers



Figure 4. Tweet emotions dataset first few rows with their respective three attributes

(V. S. Bakkialakshmi et al., 2023) found that anomaly detection is used to identify the spam messages and also textual contents emotions. Most of the researchers uses the text mining for the opinion detection. In this research, authors perform the text mining using anomaly detection on the micro blogs. Micro blogs are the messages or tweets produced from the social media. In this authors will detect the emotion of the micro blog using text mining (V. S. Bakkialakshmi et al 2023).

(Eun H.P. et al.,2023) Emotion ontology is defined to find the discrete emotion of the textual content. This helps company to easily identify the customers reviews. In this research authors made a framework which help to identify the customers feedback in every context. This not only identify the emotions but also sentiments of the feedback. This ontology made a emotion analysis and sentiment analysis which help the companies to check the customer's review (Eun H.P. et al.,2023).

Pl. Refer Table 1 for background works done.

### METHODOLOGY AND SETUP: DESIGN OF EXPERIMENT

### Name of Algorithms Used

Pipeline model is used to prepare, transform and model. In this research the researcher used the pipeline model for preprocessing and modeling. In which the vectorization is performed using count vectorization and the transformer which is mostly used is TF-IDF transformer. The cleaning is done using the neat text package. The algorithms used in this research paper are:

- 1. Multinomial NB
- 2. Support Vector Machine
- 3. Random Forest

- 4. Decision Tree
- 5. XGBoost Classifier

### Dataset

Tweet emotion dataset

### Need of Tweet Emotion Dataset

Tweet emotion dataset is the dataset in which there are many types of emotions for classifying the text. This is the only dataset which has 13 classification of the text for the textual content.

### Selected Data Set Attributes

Basically there are many attributes in this dataset like tweet\_id, sentiment and content but the analysis is done on this dataset uses only 2 attributes. These are: Content and sentiments

### Metadata

Tweet emotion has the maximum number of classes for classifying the text. It provides most of the emotions for almost all types of text. It is easy to analyze for any kind of text. It is the best dataset for emotion detection on any kind of text. It gives more accuracy than others dataset.

### Selected Dataset One Sample Image

tweet\_emotions is actually having 40000 rows and 3 columns. It actually contains 40000 tweets with 13 classifications of the emotions (as per Figure 4).

### Hardware Requirement

- Ram- 8GB (minimum)
- Processor- i3

### Software Requirement

- 1) Libraries- Pipeline, seaborn, matplotlib, NumPy, pandas, Sklearn
- 2) Classifier-
  - MultinomialNB
  - DecisionTreeClassifier
  - RandomForestClassifier
  - XGBClassifier
  - Support Vector Machine
- 3) Google colab.
- 4) Pycharm Editor
- 5) TD-IDF transformer
- 6) Count Vectorization

It is used to look at customer satisfaction based on reviews, sentiment and reaction as an additional perspective, when doing analysis on text data. NLTK library is more suitable for sentiment analysis research.

### **OS Requirement**

It can work even with windows, linux, mac OS. Because this research only needs ideas for running the code.

### **Storage Requirement**

This research used a pycharm editor dataset which used a minimum 500 KB of storage.

### Front End

- HTML
- CSS
- BOOTSTRAP
- jQuery
- JavaScript

HTML, CSS and JavaScript are the front-end programming languages used to design the website for making the site interactive. These front end languages Make the website more interactive and minimalist.

### **Back End**

Python 3 Language is used in this research because it is simple and easy. In python language there are many inbuilt modules which are easily used in analysis. Natural Preprocessing Language is used in sentiment analysis. NLTK is the module used in the Python language. Unsupervised algorithms are used because they give more accuracy as compared to supervised algorithms. And also the Django framework is used in this research for better performance.

### **Steps of Execution**

- 1. Select the choice between sentiment analysis and emotion analysis.
- 2. For emotions detection, there is the option of emotion detection. Just click on it.
- 3. After that click on real text and enter the tweet in it and search accordingly.
- 4. Results display the emotion of the text.

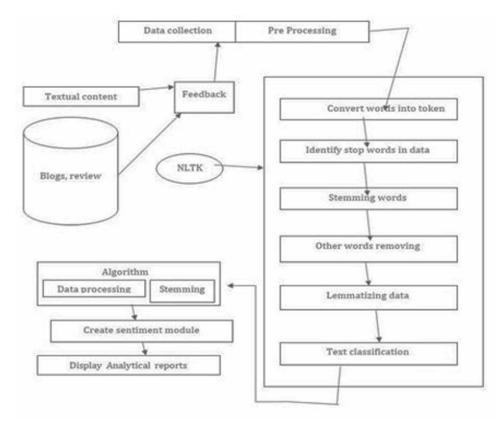


Figure 5. Flowchart for emotions detection and analysis

# METHODOLOGY

# **Flow Chart**

This diagram shows the flowchart of emotion detection. In this diagram blog reviews and textual content like input it's given by users and then all input collection is called feedback in this diagram then it's preprocessing and then by the help of more than algorithm techniques it's given input analysis and gives results graph reviews (as per Figure 5).

# **Block Diagram**

This Figure Shows the block diagram of emotion detection how it is performed from the starting to end. First the preprocessing process occurs and then feature extraction occurs. After that the modeling takes place for analysis (as per Figure 6).

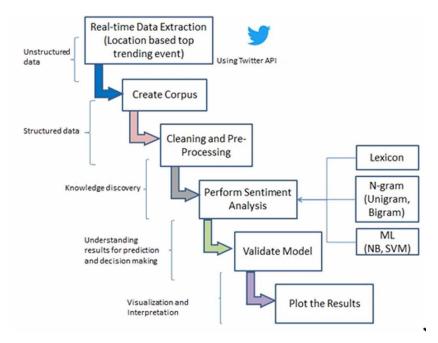


Figure 6. Block diagram of real time emotions detection

### Data Flow Diagram (Level Zero, Level One, Level Two)

This figure shows the data flow diagram of emotion detection level 0. In this the textual content given by the user is analyzed by the sentiment analysis system and gives results. That result can define the emotion of that textual content (as per Figure 7).

Figure 7. Data flow diagram (level zero)

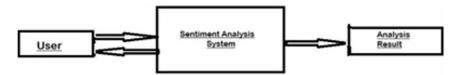


Figure 8. Data flow diagram (level one)

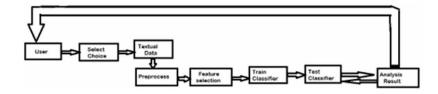
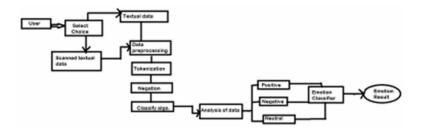


Figure 9. Data flow diagram (level two)



This figure shows the DFD level 1 of emotion detection. In this level, the team shows the process of the sentiment analysis for emotion detection. First the data is preprocessed and then sent to the splitting. The training dataset is trained according to the classifier. After that, the testing is performed according to the prediction. This results in the specified emotion for the textual content (as per Figure 8).

This figure shows the DFD level 2 of emotion detection in which it shows that the dataset is not used as it is. It is first preprocessed using different methods .In this research the neat text package is used for cleaning then the pipeline is used to vectorize and transform. Then the modeling is done and the predict provides the results in one of the 9 emotions (as per Figure 9).

### **RESULT AND DISCUSSIONS**

There are many algorithms performed on the dataset Sentiment 140 and all give the accuracy, precision, F1 score and recall of each classifier. The supports for all the classes are shown below with their emotions-

Supports for class 0 (sadness) = Supports for class 1 (anger) = Supports for class 2 (love) = Supports for class 3 (surprise) = Supports for class 4 (fear) = Supports for class 5 (joy) = Supports for class 5 (neutral) = Supports for class 7 (worry) = Supports for class 8 (happiness) = Total number of texts are = The performance of each algorithm is as follows:

#### Random Forest Algorithm

For the Random Forest Classifier, the researcher used pipeline of the count vectorization, TF-IDF transformation and Random Forest Classifier function as-

Pipeline([('vect', CountVectorizer(lowercase=False)),('tfidf', TfidfTransformer()), ('model', OneV sRestClassifier(RandomForestClassifier(n\_estimators=200, random\_state=100)))]) (1)

				(	Confu	sion	Matrix	c		
	3	0	1	2	3		5	6	2	8
	0	2367	44	57	1	7	24	9	319	292
	1	58	1026	18	0	10	11	4	71	93
	2.	40	10	956	3	0	39	8	235	103
	3	6	0	0	265	6	4	0	0	2
Actuals	4.	13	7	2	11	846	4	0	0	4
₹	ş.	21	0	21	2	6	2503	2	3	2
	6.	50	4	50	1	1	5	19	292	156
	,.	110	14	95	1	4	23	24	1140	357
	8	268	23	83	2	7	30	11	578	646
					Pre	dicti	ons			•

Figure 10. Confusion matrix of random forest having multi class

After this the model is trained according to the classifier and done the prediction (as per the equation 1).Prediction results to the accuracy score of the classifier. Random forest classification gives the 72.2% accuracy which is the best and fittest accuracy from all the other classifiers. This classifier is fit for multiclass classifiers in ROC Curve, the true positive and false positive rate is shown according to the different thresholds for each class or emotion (as per Figure 10 and 11).

In the confusion matrix, there are 9 classes' means 9 emotions with their true positive and false positive rate. According to the confusion matrix-

Total number of texts are= 13529 Total True predictions are= 2367+1026+956+265+846+2503+19+1140+646 = 9768 Accuracy= (9768/13529)\*100 =72.2%

### **Multinomial Naive Bayes Algorithm**

For the Multinomial NB classifier, the researcher used pipeline of the count vectorization, TF-IDF transformation and MultinomialNB classifier as-

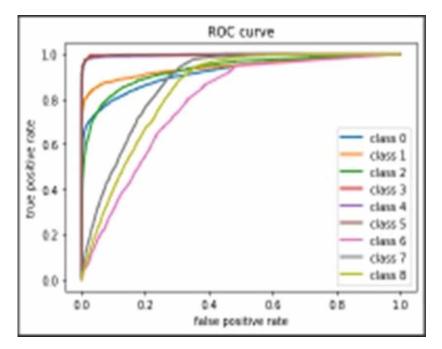


Figure 11. ROC Curve for the Random Forest which shows the accuracy of 72.2%

After this the model is trained according to the classifier and done the prediction(as per the equation 2) .Prediction results to the accuracy score of the classifier. Multinomial Naive Bayes gives the 53.3% accuracy which is the worst and low accuracy from all the other classifiers. This classifier is not fit for multiclass classifiers In ROC Curve, the true positive and false positive rate is shown according to the different thresholds for each class or emotion (as per Figure 12 and 13).

In the confusion matrix, there are 9 classes' means 9 emotions with their true positive and false positive rate. According to the confusion matrix-

Total number of texts are= 13529 Total True predictions are = 2825+469+424+3+280+2410+0+425+269 = 6681Accuracy= (6681/13529)\*100 =753% (approx.)

### Support Vector Machine

For the Decision Tree classifier, the researcher used pipeline of the count vectorization, TF-IDF transformation and Support Vector Machine classifier as-

```
pipe_svm = Pipeline([('vect', CountVectorizer()),
  ('tfidf', TfidfTransformer()),
```

		Confusion Matrix									
		0	1	2	3	4	5	6	7	8	
	0 -	2825	4	9	0	1	52	0	83	146	
	1 -	652	469	1	0	2	109	0	12	46	
	2 -	450	0	424	0	1	310	0	139	70	
s	3 -	162	0	0	3	6	112	0	0	0	
Actuals	4 -	452	20	0	0	280	133	0	0	2	
Ā	5 -	144	0	4	0	0	2410	0	2	0	
	6 -	314	1	20	0	0	31	0	106	106	
	7 -	955	2	45	0	0	99	0	425	242	
	8 -	1117	3	24	0	0	77	0	158	269	
			l.	1	Pre	edicti	ons	1		- <u>,</u> _ ,	

Figure 12. Confusion matrix of multinomial Naive Bayes having multiclass

('model', OneVsRestClassifier(svm.SVC()))])
(3)

After this the model is trained according to the classifier and done the prediction (as per the equation 3) .Prediction results to the accuracy score of the classifier. Support Vector Machine gives the 72.07% accuracy which is the best accuracy from all the other classifiers. In ROC Curve, the true positive and false positive rate is shown according to the different thresholds for each class or emotion (as per Figure 14 and 15).

In the confusion matrix, there are 9 classes' means 9 emotions with their true positive and false positive rate. According to the confusion matrix-

Total number of texts are= 13529Total True predictions are = 2427+995+933+206+831+2497+15+1068+761 = 9733Accuracy= (9733/13529)\*100 = 72.07% (approx.)

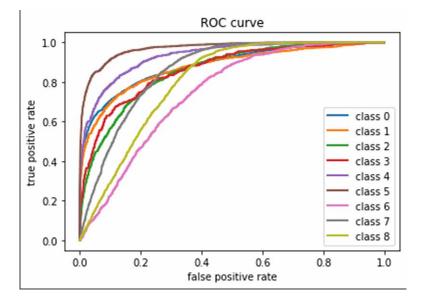


Figure 13. ROC curve for the multinomial Naive Bayes which shows the accuracy of 53.3%

### **Decision Tree Algorithm**

For the Decision Tree classifier, the researcher used pipeline of the count vectorization, TF-IDF transformation and DecisionTreeClassifier with random state as a parameter -

```
pipe_dt = Pipeline([('vect', CountVectorizer(lowercase=False)),
('tfidf', TfidfTransformer()),
('model', OneVsRestClassifier(DecisionTreeClassifier(random_state=100)))])
(4)
```

After this the model is trained according to the classifier and done the prediction (as per the equation 4) .Prediction results to the accuracy score of the classifier. Decision Tree gives the 69.5% accuracy. In ROC Curve, the true positive and false positive rate is shown according to the different thresholds for each class or emotion (as per Figure 16 and 17).

In the confusion matrix, there are 9 classes' means 9 emotions with their true positive and false positive rate. According to the confusion matrix-

Total number of texts are= 13529 Total True predictions are =2329+1032+903+248+873+2395+45+847+622 = 9294 Accuracy= (9294/13529)\*100 =69.5%

### XGBoost Classifier Algorithm

For the XGBoost classifier, the researcher used a pipeline of the count vectorization, TF-IDF transformation and XGBoost classifier with 300 n\_estimators .

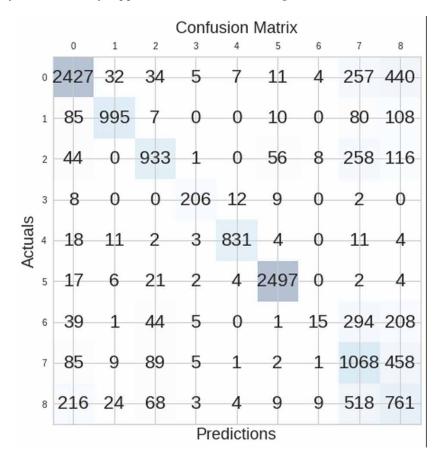
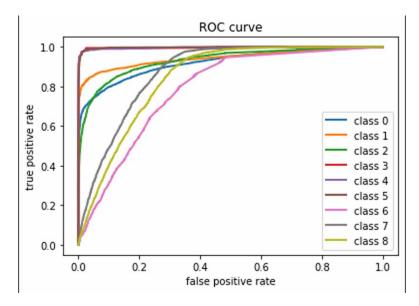


Figure 14. Confusion matrix of support vector machine having multiclass

Figure 15. ROC curve for the support vector machine which shows the accuracy of 72.07%



```
pipe_xg = Pipeline([('vect', CountVectorizer()),
('tfidf', TfidfTransformer()),
('clf', OneVsRestClassifier(XGBClassifier(n_estimators=300,random_
state=100)))]) (5)
```

After this the model is trained according to the classifier and done the prediction(as per the equation 5) .Prediction results in the accuracy score of the classifier. XGBoost gives 67.07% accuracy. In ROC Curve, the true positive and false positive rate is shown according to the different thresholds for each class or emotion (as per Figure 18 and 19).

In the confusion matrix, there are 9 classes' means 9 emotions with their true positive and false positive rate. According to the confusion matrix-

Total number of texts are= 13529 Total True predictions are =2104+880+811+251+753+2319+16+1420+520 = 9074 Accuracy= (9074/13529)\*100 =67.07%

### **Comparative Analysis**

This figure shows the comparison between the different Machine learning algorithms. In this the dataset and preprocessed data both used the same for all classifiers. There is the pipeline for preparing the data then vectorizing the data and final is to modeling the dataset with different algorithms. According to the accuracies of different classifiers, it is concluded that the random forest and SVM gives more accuracy than the multinomial NB, XGBoost classifier and Decision Tree (as per Figure 20).

### NOVELTIES

In this research, Emotion detection is the type of sentiment analysis but with multiple classes. The novelties for this research are.

- 1. Existing research gives less accuracy than this research.
- 2. This research performs the maximum number of classifiers as compared to existing research.
- 3. This research uses a pipeline for the preparation, vectorization and modeling.
- 4. One vs rest classifier for multiple classes for modeling.

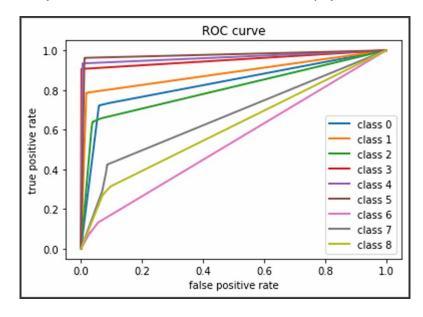
### RECOMMENDATIONS

There are various techniques to detect the emotion of the textual content given by the users of the social media. In this research, the team uses the pipeline model with label binarization using OneVsRestClassifier. In this research, there are 8 emotions used in this dataset for modeling. These are sadness, anger, joy, love, surprise, fear, neutral and worry. These emotions play an important role in the research. All the results are in the form of one emotion. The text can be predicted according to the training and gives

				C	Confu	sion	Matrix	x		
		0	1	2	3	4	5	6	7	8
	0 -	2329	58	76	0	10	39	66	228	310
	1 -	66	1032	12	1	1	6	16	69	66
	2 -	71	15	903	1	2	26	47	195	132
s	3 -	2	0	0	248	11	5	0	0	0
Actuals	4 -	11	9	0	10	873	2	0	2	0
◄	5 -	37	2	38	8	8	2395	0	3	8
	6 -	73	14	56	0	0	7	45	243	147
	7 -	189	33	144	0	1	8	126	847	399
	8 -	322	59	129	1	5	31	110	469	622
		,	,		Pre	dicti	ons	,	<u>k</u>	

Figure 16. Confusion matrix of decision tree having multiclass

Figure 17. ROC curve for the decision tree which shows the accuracy of 69.5%



				(	Confu	sion	Matrix	(		
		0	1	2	3	4	5	6	?	8
	•	2104	43	56	11	21	110	4	475	296
	1	82	880	19	3	21	42	0	150	94
	2 -	35	7	811	5	2	105	8	340	81
ŝ	3.	7	0	1	251	15	9	0	0	0
Actuals	4	32	21	6	35	753	21	0	12	7
₹	5.	105	10	74	16	12	2319	0	24	0
	٤.	16	7	25	1	1	3	16	397	112
	,	41	7	59	4	1	9	5	1420	222
		162	16	57	3	3	29	3	855	520
	1			,	Pre	dicti	ons			

Figure 18. Confusion matrix of XGBoost classifier multiclass

the emotion of the text. There are various other ways also to detect emotion from different forms of data. These data can be images, speech and text. For images, OpenCV is used for detection of the image.

# FUTURE RESEARCH DIRECTIONS AND LIMITATIONS

### Limitations

- 1. This research provides less accuracy with the idioms and other phrases.
- 2. This research performs the multiclass classification which can be the cause of the less accuracies in few classifiers.
- 3. The limitation is that it can predict well in a few words like "crap".

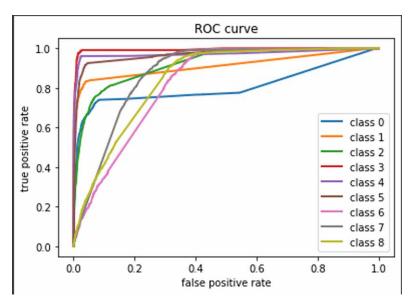
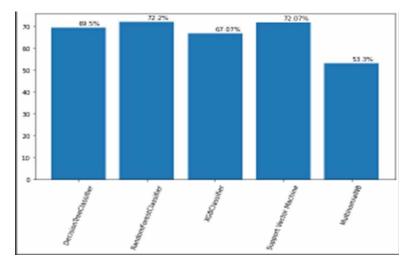


Figure 19. ROC curve for the XGBoost Classifier which shows the accuracy of 67.07%

Figure 20. Representation of 5 machine learning algorithms performed on the dataset with their accuracies



### **Future Directions**

- 1. The next research can be performed with more classifications.
- 2. Next research can be performed as with more accuracy.
- 3. This analysis can be performed on the real time reviews from any social media platform.

### CONCLUSION

In this research paper, the team shows the smart approach for textual content provided on social media. There are millions of reviews given on social media in which they share their ideas about the products, items and about the feelings. In this research, the team uses the pipeline for preparation, vectorization and analyzing the model according to the classifier.

There are 5 classifiers used in this research. These are Random Forest, Decision Tree, Multinomial Naive Bayes, Support vector machine and XGBoost classifier. As there are 9 classes with 9 emotions, there is the need for multiclass classification with OneVsRestClassifier() mode. This mode signifies to split the multiclass into binary classifier problems per class. For binarization, the research uses label\_binarize

After the modeling process with 5 classifiers, it is concluded that Random Forest and Support Vector Machine are the best for multiclass classification. Decision Tree is also good but as comparison to SVM and random forest it gives less accuracy.

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### **KEY TERMS AND DEFINITIONS**

**Naive Bayes:** Naïve Bayes Classifier is one of the simple and most effective Classification algorithms which helps in building the fast machine learning models that can make quick predictions. It is a probabilistic classifier, which means it predicts on the basis of the probability of an object.

**Unsupervised Algorithm:** The goal of unsupervised algorithm is to find the underlying structure of the dataset, group that data according to similarities, and represent that dataset in a compressed format.

# APPENDIX

# Data Sets

### Figure 21. Sample dataset one

seet id sentiment	context	
956967341 empty	Other fue i know i was listerier to bad habit earlier and i started freakin at his part -1	
956967566 sadness	Lastn n bed with a headache ughNhh, waitin on your call.	
956967896 samess	Funeral caremony gloomy tribay	
	warks to hang out with trends SOON	
956968416 neutral	(Stannycastile We want to trade with someone who has Houston tickets, but no one will	
956968477 worry	Re-proging dighostinidah14, why didn't you go to prom? BC my bil didn't like my triends.	
956968487 sadness	I should be sleep, but im not thinking about an old friend who I want, but he's married now, damn, itamp; he wants me 2 scandalous!	
956968535 worty	Hannen. http://www.dlivero.com/ is.down	
956969035 sadness	Ochaviray Chahene my love. I miss you	
956969172 sadness	Bikelcouch i'm sony at least £'s Friday?	
956969456 neutral	care fail asisep	
956969531 worry	Chaked on her retainers	
956970047 sadness	Ught I have to beat this stupid song to get to the next ruder	
956970424 sadness	(BBrodyJenner if u watch the Nils in landon u will realise what tourture it is because were weeks and weeks late 1 just watch tonlineloi	
956970860 surprise	Got the news	
956971077 sadness	The storm is here and the electricity is gone	
956971170 kove	(harmarosaken agreed	
956971206 sadness	So sleepy again and it's not even that late. I fail once again.	
956971473 morry	@PerezHitton lady gaga tweeted about not being impressed by her video leaking just so you know	
956971586 sadness	How are YOU convinced that I have always warted you? What signals did I give oftdamn I think I just lost another friend	
956971981 worry	@rasaaaaek oh too ted! I hope k gets better. I've been having skeep issues lately too	
956972097 fun	Wondering why I'm awake at 7am, writing a new song plotting my evil secret plots mushahahaoh damn k.not secret anymore	
956972116 neutral	No Topic Maps talks at the Balisage Markup Conference 2009 Program online at http://tr.im/mL62 (via @bobdc) Hopicmaps	
956972270 morty	I ale Something I don't know what it is Why do I keep Telling things about food	
956972359 sadness	so tired and i think i'm definitely going to get an ear infection. going to bed "	early"
956972444 worry	On my way home in having 2 deal w underage girls drinking gin on da bus while talking bout keggers	
956972557 sadness	@isaacMascote i'm sony people are so rude to you, isaac, they should get some manners and know better than to be so lewdl	
:956972884 worry	Damm servers still down i need to hit 80 before all the kowpers pass me	
956973598 sadness	Fudge Just BS/d that whole paper	
956973690 worty	I HATE CANCER. I HATE IT I HATE IT I HATE IT.	
956974706 hate	It is so annoying when she starts typing on her computer in the middle of the night!	
956975441 neutral	@cyntha_123 i cant sleep	
956975860 neutral	I missed the termy business	
956975876 neutral	feels strong contractions but wants to go out. http://plurk.com/p/wxidk	
956975027 neutral	SoCall stoked or maybe not, tomorrow	
And the Party and the Party of	Construction (Referentiation and Construction) and a second	

# Figure 22. Sample dataset two

rs. so I can't watch and code ing me miss you
ing me miss you
e. Stupid unhelpful Windows
better now! Hahaha
SUCKS
I have a data pack )
UCKS
likes to be like look what I have!
ry medicinel' misshul Love yal

Figure 23. Sample dataset three

1957006245 sadness	@heresmyhelio92 We hate change, so of course. We're fans for life. &t: 3 Oh and if we haven't met Rob by then something went honibly wrong.	
1957005307 worry	is feeling sad for some reason http://plunk.com/p/wq/3	
1957006547 sadness	well fuck- this new pain med has an odd warning that actually applies to me. I can't take thischan is displeased.	
1957006674 sadness	just uploaded my new blog a painful story about an BOs year old man who cried because he wanted to die very sad	
1957006725 neutral	@juneyee I don't thirk so. I WANT DETAILS.	
1957006830 neutral	Blackgray.cnn HL!!! Who is Mary Poppins???	
1957006047 worry	(b)aychuck its so addicting, but its kind of a curse to do them at right time. Everytime i do one, i feel like making music afterwards	
1957007167 neutral	my last tweet didn't send bad phone	
1957007268 fun	greby1 DMS Ur aliver!! LOL 2tay has gone soon slow. I'm going insane Gm You doing anything tonight?	
1957007357 empty	Have a headache I'm going to bed. Goodright!	
1957007394 neutral	@taxidemi I was watching Parental Control	
1957007437 fun	@JessiJaeJopkn did you get them from california vintage? ahahah they have the BEST dresses, I want them but I dont have ebay	
1957007633 sadness	I just saw pics from this past Thanksgiving and am sad because Grandma was in them.	
1957007981 worry	Bjetronic it work let me	
1957008075 sadness	Took a shift tomorrow. I don't really feel like working right now.	
1957008193 sadness	but now I have no money for a phone	
1957008287 worry	Spert last right in Aliamp	E (ER), V
1957008292 worry	(9TheLastDoctor 9 days Tim about ready to visit Torchwood and see if they've heard anything	
1957008434 surprise	@8em morey where are you? In Bris? I can't hear any thunder	
1957008478 surprise	bec vs fat food winner = fat food but not this weeknend, ill beat it!	
1957008498 sadness	Too bad the Red Devits disappointing to say the least	
1957008766 surprise	I had a dream about a pretty pretty beach and there was no beach when I woke up	
1957008802 sadness	gividjio Have a 3ware 96505E, not fast enough for 3x X25-M SSD RAUD5. 800Mtrz IOP on the HPT. Might try an Adaptec 5405 (1.20hz).	
1957008987 surprise	when da heck will the garage man get here I ask you. WHEN.	
1957009454 worry	Aze Mandy, please forgive me. I really am sony. I don't wanna lose my Bitt	
1957009666 hate	@melluffsyew Umm yeah. That's probably a pretty good note to sell because eeeeeewwwwwwww.	
1957010072 worry	why are plane tickets so expensive	
1957010329 fun	(@wendyisastar) @meTuffsyew Umm yeah. That's probably a pretty good note to sell because eeeeeewwwwwwww.	
1957010415 worry	Needs a job BADLYIII	
1957011291 sadness	@AlexanderGAhite daaammininnin I do wish I was there.	
1957011738 worry	Went to Di Bella coffee reasters today and asked for a job The person I needed to speak to is on holiday #b	
1957012476 sadness	Byuki_hime I played up until the latter parts of the voodoo village part co-op until I lost my usual partner	
1957012535 empty	(OymeDiva23 Nite. Now this up in bored as opposed to almost sleep tim b 4	
1957012769 sadness	is a bad friend	
1957013149 nautral	@rtcpbiatch happy birthdayyy! hope you have an awesome day, didn't see you at next last right!	

# Figure 24. Sample dataset four

1957039398 sadness	1 HATE rob combin movies. 4amp	the arnel of weed. Vommer
1957038324 sadness	my teeth and head hurts	
1957037800 relief	Scary lightning and thunder. The glad it's over now. Going to sleep, I hope Tim not late to school tomorow again. Haha	
1957037405 neutral	gMyOutyRoutine yearine. Kamp	dont judge my pillow
1957036183 neutral	@SuperFlasco 11 make him nachos tomorrow. Better than if he would have made them himself.	
1957035950 hate	my mommake @tess_tickie loves to kjinore me	
1957035564 happiness	I splied my beer all over my leg. Wasted half my beer. Home now. I met a cute girl. Good conversation.	
1957035419 (wutral	glylicks youre diabetic? so is my dad. & i might be too, not sure, are you still aboved to eat sugar throughout the day?	
1957034983 reutral	(Edgenis that story reminds of living in Portugal	
1957034940 neutral	@sBybabyjuke me too	
1957034566 sadness	@MacZombleRawr 1 wish 1 had Left 4 Dead. But first I'd need something to play it on	
1957034434 neutral	has one sale done today at work. Explored balconies in the big theater w coworkers. A fun day, but void of chill fries and tips	
1957034289 Nate	think i may have broke a toe at the bar tonightthanks drunk girl for steppin all over metric	
1957034202 sadness	I can't believe the Metal Gear Solid song was stolen Tim so disappointed http://bit.ly/YKk/Siu	
1957033901 worry	sprained my arkie. Eke really badly and tore some stuffs. It hurts! and its my birthday weekend	
1957033874 hate	I hate when my bf beats da dogs. But I guess that the only way to teach these pits.	
1957033815 neutral	@ThaBIColecta YEA I GOTTA BE UP AT 7:30	
1957033776 sadress	Doing to skeep. Gonna fail askeep playing apps again. Time is going to suck	
1957033558 worry	Decided that no matter how good my hair looks curly it doesn't justify the burn I get from the curler! My hands covered. I suck at it!	
1957033219 neutral	ugh. my dad just told me to read an article about Kavya Shivashankar the spellin bee girt, and be more like her.	
1957033103 worry	Okay, so twitter suddenly changed, how do I respond to messages now	
1957033043 happiness	@vinyfvlckxen i kno i doocol yall partyls with out me	
1957032539 worry	OMC-ness it's 11:18 pm and I need to beup early to set up my garage sale it starts a Barn, wish I said 9pm. I'm beat.	
1957032228 sadness	@xoshayzers i knowe things wont be the samee &t	73
1957032127 neutral	@oxygen8705 bared now because I was taking to someone but now they're busy with something else just kinda a bummer, idk	
TAP-LOTT THE PRIMITE	(pg-tan on no, mugs-	

# **Coding Screenshot**

Figure 25. ROC curve with different thresholds of the ML classifier

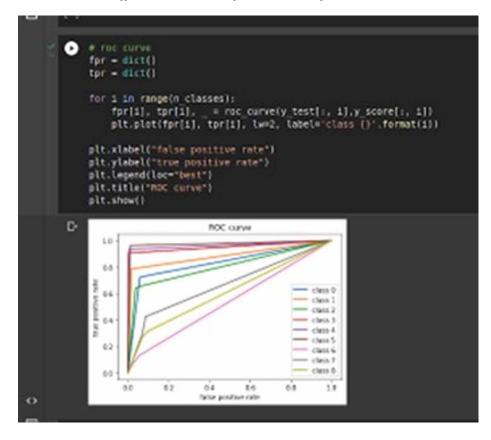


Figure 26. Calculating the precision and recall and plotting the ROC curve of them

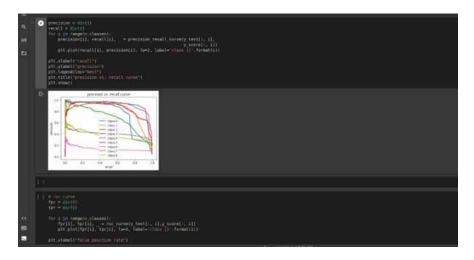


Figure 27. Plotting confusion matrix for the ML classifier

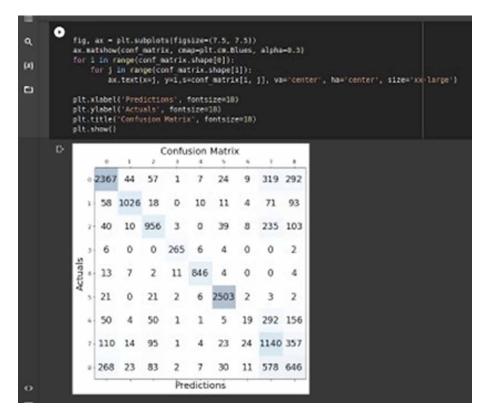


Figure 28. Comparison of different classifiers according to their accuracies

