

14. TWITTER SENTIMENT ANALYSIS ON POLITICAL TWEETS

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In the digital age, social media platforms like Twitter play a crucial role in shaping political discourse and public opinion. The vast amount of user-generated content provides valuable insights into political sentiment, influencing elections, policy decisions, and public perception of political figures. This paper presents a comprehensive Twitter Sentiment Analysis (TSA) on political tweets, employing Natural Language Processing (NLP) techniques and machine learning models to classify sentiments as positive, negative, or neutral. The study starts by gathering data from Twitter using APIs, with an emphasis on tweets about elections, political discussions, and changes to policies. To ensure data quality and consistency, the dataset is preprocessed using techniques like stemming, lemmatization, tokenization, and stop-word removal. Different methods of sentiment analysis, including supervised machine learning models (Naive Bayes, Support Vector Machines), lexicon-based approaches are explored and compared for performance

