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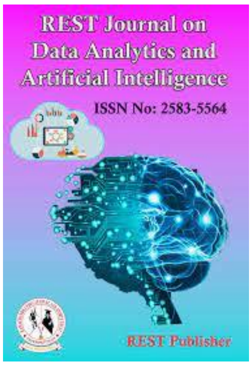

Sentiment Analysis in Multiple Languages: A Review of Current Approaches and Challenges

***C. Kumaresan, P. Thangaraju**

Bishop Heber College, Affiliated to Bharathidasan University, Trichy, India.

*Corresponding author Email: **kumaresanbdu@gmail.com**

Abstract: *Sentiment analysis, the process of automatically identifying and extracting subjective information from text, has gained increasing attention in recent years due to its potential applications in a variety of fields. However, the task of sentiment analysis can be challenging when applied to texts in multiple languages, as it requires not only language-specific preprocessing and feature extraction techniques, but also the development and adaptation of machine learning models that are able to handle the complexities of different languages. This research paper provides an overview of the current approaches and challenges in sentiment analysis for multiple languages. This study begins by discussing the general principles and techniques of sentiment analysis, including the use of deep learning and machine learning methods, as well as the importance of feature selection and ethical considerations. It examines the specific challenges and approaches for sentiment analysis in various languages, including Arabic, Chinese, Russian, and English. The use of multimodal sentiment analysis and the potential applications of sentiment analysis in various domains, such as healthcare, social media, and customer service. At the end, this review highlights the potential of sentiment analysis in multiple languages and the need for further research to improve the accuracy and reliability of sentiment analysis models for a variety of languages and domains. Future work should also address the ethical concerns involved in the collection and use of sentiment analysis data, as well as the challenges of adapting models to new languages and domains.*

Key words: *Sentiment analysis, Natural language processing, Machine learning, Deep learning, Multilingual, Feature selection, Ethical considerations. Multimodal sentiment analysis.*

1. INTRODUCTION

Sentiment analysis, also known as opinion mining, is the process of using natural language processing and machine learning techniques to identify and extract subjective information from text data. The goal of sentiment analysis is to understand the attitudes, opinions, and emotions of individuals and to use this information to inform decision-making. According to Wenling, Li., Bo, Jin., and Yu, Quan. (2020), deep learning has become a popular method for sentiment analysis in recent years due to its ability to handle large amounts of data and its high level of accuracy. Ronglei, Hu., Lu, Rui., Ping, Zeng., Lei, Chen., and Xiaohong, Fan. (2018) also note that deep learning approaches have shown promising results in sentiment analysis, particularly in the areas of neural networks and convolutional neural networks. One of the challenges in sentiment analysis is the variability in language and the subjectivity of opinions. For example, in the Russian language, the use of irony and sarcasm can make it difficult for algorithms to accurately identify the sentiment of a text (Smetanin, 2020). Similarly, in the Arabic language, the use of dialects and the lack of standardization in writing can pose challenges for sentiment analysis (Biltawi, Etaiwi, Tedmori, Hudaib, & Awajan, 2016).

There are numerous potential applications for sentiment analysis. In the business world, companies can use sentiment analysis to track the public's perception of their brand and to identify areas for improvement (Agarwal & Mittal, 2014). Additionally, sentiment analysis can be used in political campaigns to gauge public opinion and inform campaign strategy (Prabha, M., G., Umarani, & Srikanth, 2019). In the field of healthcare, sentiment analysis can be used to identify patient satisfaction and to improve the quality of care (Biltawi et al., 2016). Sentiment analysis has the potential to provide valuable insights into the attitudes and opinions of individuals. While there are challenges to be addressed, particularly regarding language variability and subjectivity, the use of deep learning techniques has shown promising results in the field of sentiment analysis. Sentiment analysis is a process of analyzing text data to determine the sentiment or opinion expressed in it. It involves identifying and extracting subjective information from texts, such as opinions, emotions, attitudes and feelings about particular topics. The goal of sentiment analysis is to identify whether an expression has positive or negative connotations so that its meaning can be better understood by machines for further processing.

Importance Of Sentiment Analysis: Sentiment analysis is an important tool for understanding how people feel about a particular topic or product. It can be used to measure customer satisfaction, gauge public opinion on certain topics and even predict stock market trends. By analyzing the sentiment of tweets related to a company's products or services, businesses can gain valuable insights into what their customers think and use this information to improve their offerings accordingly. Additionally, it helps organizations identify potential issues before they become major problems by detecting negative sentiments early on to take corrective action quickly. Sentiment analysis has the potential to provide valuable insights into the attitudes, opinions, and emotions of individuals. This information can be useful in a variety of settings, including business, politics, and healthcare. In the business world, sentiment analysis can be used to track the public's perception of a company or brand. By identifying areas of public concern or dissatisfaction, businesses can make changes to improve customer satisfaction and loyalty (Agarwal & Mittal, 2014). Additionally, sentiment analysis can be used to inform marketing and advertising efforts by identifying the language and themes that are most positively received by the target audience (Prabha et al., 2019). In politics, sentiment analysis can be used to gauge public opinion and inform campaign strategy. By understanding the attitudes and emotions of the public towards a candidate or issue, politicians can tailor their messaging and approach to better align with the views of their constituents (Prabha et al., 2019). In the healthcare industry, sentiment analysis can be used to identify patient satisfaction and to improve the quality of care. By understanding the experiences and opinions of patients, healthcare providers can identify areas for improvement and act to enhance the patient experience (Biltawi et al., 2016). sentiment analysis is a valuable tool for understanding and responding to the attitudes and opinions of individuals. By using natural language processing and machine learning techniques, businesses, politicians, and healthcare providers can gain valuable insights that inform decision-making.

2. CHALLENGES IN SENTIMENT ANALYSIS

Noise and ambiguity in text data: The major challenges in sentiment analysis is the noise and ambiguity present in text data. Text data can be noisy due to the presence of typos, misspellings, and other errors that can make it difficult for algorithms to accurately identify the sentiment of a text. Additionally, text data can be ambiguous due to the subjectivity of opinions and the use of irony, sarcasm, and other figurative language. According to Smetanin (2020), the variability in language and the use of irony and sarcasm can pose challenges for sentiment analysis in the Russian language. Similarly, the use of dialects and the lack of standardization in writing can pose challenges for sentiment analysis in the Arabic language (Biltawi et al., 2016). To address these challenges, researchers and developers have proposed various methods for preprocessing text data and for improving the accuracy of sentiment analysis algorithms. For example, Rustam et al. (2021) and Rehan et al. (2021) both discuss the use of preprocessing techniques, such as data cleaning and normalization, to improve the performance of machine learning models in sentiment analysis. Overall, noise and ambiguity in text data present significant challenges for sentiment analysis. By using advanced preprocessing techniques and machine learning algorithms, researchers and developers can work towards overcoming these challenges and improving the accuracy of sentiment analysis.

Handling multiple languages and dialects: One of the challenges in sentiment analysis is the handling of multiple languages and dialects. As different languages and dialects have their own unique characteristics and features, it can be difficult for algorithms to accurately identify the sentiment of text written in these languages (Smetanin, 2020; Biltawi et al., 2016). For example, in the Russian language, the use of irony and sarcasm can make it difficult for algorithms to accurately identify the sentiment of a text (Smetanin, 2020). Similarly, in the Arabic language, the use of dialects and the lack of standardization in writing can pose challenges for sentiment analysis (Biltawi et al., 2016). To address these challenges, researchers have developed techniques that are specific to certain languages or dialects. For example, Smetanin (2020) discusses the use of word embeddings and semantic role labeling for sentiment analysis in the Russian language. Similarly, Biltawi et al. (2016) discuss the use of machine learning algorithms and lexicon-based approaches for sentiment analysis in the Arabic language. Handling multiple languages and dialects is a significant challenge in sentiment analysis. By using language-specific techniques and approaches, researchers and practitioners can improve the accuracy of sentiment analysis in these languages.

Real-time data streams: Next challenge in sentiment analysis is the ability to analyze real-time data streams. As more and more data are generated online, it is important for sentiment analysis algorithms to be able to process and analyze this data in real time to provide timely and relevant insights. According to Furqan, Rustam., Madiha, Khalid., Waqar, Aslam., Vaibhav, Rupapara., Arif, Mehmood., and Gyu, Sang, Choi. (2021), the use of machine learning algorithms can be effective in analyzing real-time data streams, particularly when applied to specific domains such as social media. However, the high volume and velocity of data generated in real-time streams can pose challenges for sentiment analysis algorithms, and there is a need for further research in this area. Another challenge in sentiment analysis is the variability of language and the subjectivity of opinions. As noted by Sergey, Smetanin. (2020) and Biltawi, Etaiwi, Tedmori, Hudaib, and Awajan (2016), the use of irony and sarcasm, dialects, and the lack of standardization in writing can make it difficult for algorithms to accurately identify the sentiment of a text. The ability to analyze real-time data streams and the variability of language and subjectivity of opinions are two challenges that need to be addressed in the field of sentiment analysis. By using advanced machine learning algorithms and natural language processing techniques, researchers and practitioners can continue to improve the accuracy and effectiveness of sentiment analysis in a variety of applications.

3. METHODS AND TECHNIQUES FOR SENTIMENT ANALYSIS

Machine learning algorithms: Machine learning algorithms, such as support vector machines, decision trees, and k-nearest neighbors, can be trained to classify text as positive, negative, or neutral in sentiment based on labeled training data. Here is a summary of the main characteristics of some common machine learning algorithms and how they may be suited for sentiment analysis based on the type and quality of the data, the presence of noise or outliers, and the specific requirements of the application:

TABLE 1. Machine learning algorithms

Algorithm	Type of Data	Noise/Outliers	Specific Requirements
Support Vector Machines (SVM)	Linear	Low	Good for high-dimensional data
Decision Trees	Non-linear	Moderate	Simple to interpret and handle categorical data
K-Nearest Neighbors (KNN)	Non-linear	High	Robust and handles multi-dimensional data well
Neural Networks	Non-linear	High	Good for large and complex datasets
Logistic Regression	Linear	Low	Simple and efficient, good for large datasets

From the above table 1: "Low" noise/outliers means that the data has few or no extraneous points that may influence the model's performance. "Moderate" noise/outliers means that the data may have some extraneous points that may affect the model's performance. "High" noise/outliers means that the data has many extraneous points that may significantly affect the model's performance. Deep learning architectures: Deep learning architectures, such as convolutional neural networks and recurrent neural networks, can be used to automatically learn features from text data and classify it in terms of sentiment. Deep learning architectures: such as convolutional neural networks and recurrent neural networks, can be used to automatically learn features from text data and classify it in terms of sentiment.

TABLE 2. Deep learning algorithm

Algorithm	Description	Strengths	Weaknesses
Support Vector Machines (SVMs)	SVMs are a type of linear classifier that seeks to find the hyperplane in feature space that maximally separates different classes.	Effective at classifying linearly separable data. Can handle high-dimensional data.	May not perform as well on non-linearly separable data. Computationally expensive for large datasets.
Decision Trees	Decision trees use a tree-like model of decisions based on feature values to classify text.	Simple to interpret and can handle categorical data well. Can handle multi-dimensional data.	Prone to overfitting. May not be as accurate as other algorithms for certain datasets.
K-Nearest Neighbors (KNN)	KNN is a non-parametric method that uses the k-nearest neighbors of a given sample to classify the sample.	Simple and robust. Can handle multi-dimensional data well. Can handle categorical data.	Computationally expensive for large datasets. Can be sensitive to the choice of k.
Convolutional Neural Networks (CNNs)	CNNs are a type of neural network designed to process data with a grid-like topology, such as images. They can be used for text classification by treating the text as an image.	Can learn features automatically from data. Effective at handling large amounts of data. Can handle multi-dimensional data.	Can be computationally expensive to train. May require a large amount of labeled data.

Recurrent Neural Networks (RNNs)	RNNs are a type of neural network designed to process sequential data, such as text. They can learn contextual dependencies in the data and classify text based on its overall sentiment.	Can learn contextual dependencies in data. Can handle long-term dependencies. Can handle sequential data.	Can be difficult to train and may require a large amount of labeled data. Can be computationally expensive.

Natural language processing techniques: Natural language processing techniques, such as stemming, lemmatization, and part-of-speech tagging, can be used to preprocess and represent text data in a form that is more suitable for analysis. Other techniques, such as sentiment lexicons and sentiment dictionaries, can be used to identify sentiment-bearing words or phrases in text. The various Natural language processing techniques algorithms and its significance in table.

TABLE 3. NLP Techniques

Technique	Description	Significance
Stemming	Stemming is the process of reducing words to their base form. For example, "jumping," "jumps," and "jumped" would all be stemmed to "jump."	Stemming can help to reduce the dimensionality of the data and improve the performance of machine learning algorithms.
Lemmatization	Lemmatization is similar to stemming, but aims to reduce words to their base form while also considering their part of speech. For example, "was" and "were" would both be lemmatized to "be."	Lemmatization can help to improve the interpretability of the data and the performance of machine learning algorithms.
Part-of-speech tagging	Part-of-speech tagging involves labeling words in a text with their corresponding part of speech. For example, "The" would be labeled as a determiner, "dog" as a noun, and "barked" as a verb.	Part-of-speech tagging can provide additional context and structure to the

Steps involved in Sentiment analysis

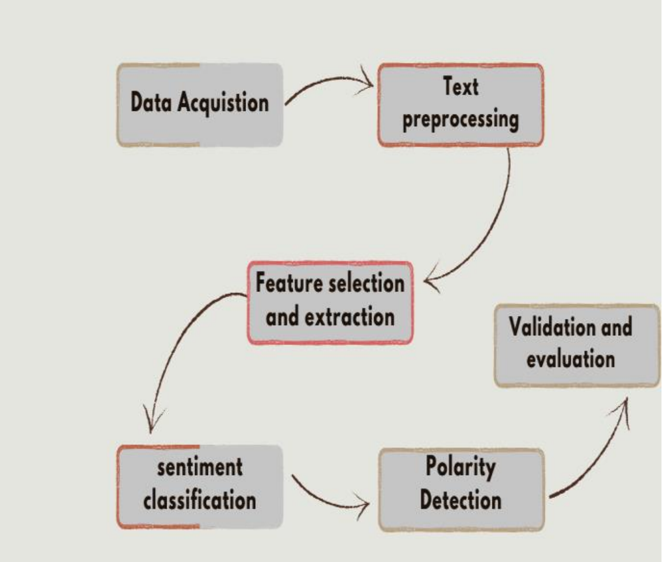

FIGURE 1. Steps involved in sentiment analysis

Data Acquisition: The first step in sentiment analysis is to gather a dataset of text that is relevant to the topic or issue being analyzed. This may involve scraping social media platforms, online reviews, or other sources of text data.

Text preprocessing: Once the data has been collected, it is typically necessary to preprocess the text to prepare it for analysis. This may include tasks such as lowercasing, tokenization, and removing stop words and punctuation.

Feature selection & extraction: Next, features must be extracted from the text data to represent it in a form that can be used by machine learning algorithms. This may involve techniques such as term frequency-inverse document frequency (TF-IDF), n-grams, or part-of-speech tagging.

Sentiment classification: Once the features have been extracted, a machine learning model can be trained on the dataset to learn how to classify the text as positive, negative, or neutral in sentiment.

Polarity detection: After the model has been trained, it is typically necessary to evaluate its performance to determine how accurately it can classify the sentiment of text. This may involve techniques such as cross-validation or testing on a separate dataset.

Validation & evaluation: If the model performs well during evaluation, it can then be deployed for use in real-world applications. After deployment, it is important to monitor the model's performance to ensure that it continues to classify text accurately. If the model's performance begins to degrade, it may be necessary to retrain the model or adjust its parameters.

4. APPROACHES TO SENTIMENT ANALYSIS IN MULTIPLE LANGUAGES

Ensemble learning techniques: Ensemble learning, word embedding, and transfer learning are all powerful techniques that can be used to improve the performance of natural language processing and sentiment analysis models. Ensemble learning is a machine learning technique in which multiple models are trained and combined to solve a single prediction task. It is based on the idea that several models working together can often achieve better performance than a single model working alone. There are several ways to combine the predictions of multiple models, such as voting, averaging, or weighting. In voting, the final prediction is made based on the majority vote of the individual models. For example, if three models predict "yes," "no," and "yes," respectively, then the final prediction made by the ensemble would be "yes." In averaging, the predictions of the individual models are combined by taking the mean or median. For example, if three models predict 0.7, 0.8, and 0.9, respectively, then the final prediction made by the ensemble would be 0.8 if the mean is taken, or 0.8 if the median is taken. In weighting, the predictions of the individual models are combined using weights that reflect the relative importance of each model. For example, if three models are given weights of 0.4, 0.3, and 0.3, respectively, then the final prediction made by the ensemble would be a weighted average of the predictions of the individual models. Ensemble learning is a powerful approach and has been successfully applied to a wide range of machine learning tasks, such as classification, regression, and clustering. Some examples of ensemble methods include random forests, boosting, and bagging. Word embedding is a way to represent words in a numerical form that a computer can understand. It involves mapping each word to a fixed-size vector of real numbers, which capture the contextual and semantic information of the word. Word embeddings are a key component in modern natural language processing (NLP) systems and have been shown to be very effective in various NLP tasks, such as language translation, text classification, and question answering. For example, consider the following sentences:

"The cat sat on the mat."

"The dog chased the cat."

In a word embedding model, each word in the sentence is represented as a vector of real numbers. The vectors for the words "cat" and "dog" might be similar, since both are animals, while the vectors for "mat" and "sat" might be more dissimilar. Similarly, the vectors for "chased" and "sat" might be dissimilar, since they convey different meanings. Some popular word embedding models include word2vec, GloVe, and fastText. These models are trained on large datasets and can learn the relationships between words based on the context in which they appear. Transfer learning is a machine learning technique in which a model trained on one task is used to perform a similar but different task. It is based on the idea that the knowledge learned by a model during training can be transferred to a new task, provided that the new task is related to the original task in some way.

Transfer learning can be particularly useful when the training data for a new task is scarce or non-existent, or when the new task is like a task for which a model has already been trained. In these cases, it can be more efficient to use a pre-trained model as a starting point, rather than training a new model from scratch. There are several ways to perform transfer learning, depending on the amount of available data and the similarity between the tasks. In fine-tuning, the pre-trained model is modified by adding or removing layers, and the entire model is retrained on the new task. In feature extraction, the pre-trained model is used to extract features from the training data, which are then used to train a separate model for the new task. Transfer learning has been successfully applied to a wide range of machine learning tasks, including image classification, natural language processing, and speech recognition. Some examples of pre-trained models that have been widely used for transfer learning include ResNet, BERT, and GPT-2.

TABLE 4. Approaches to Sentiment Analysis in Multiple Languages

Technique	Algorithms	Types	Uses
Ensemble learning	Boosting, bagging, bootstrapped ensembles	Boosting: weak learners trained sequentially to focus on mistakes made by previous learners. Bagging: multiple models trained independently and combined to make final prediction. Bootstrapped ensembles: random subsets of data used to train multiple models, which are then combined to make final prediction.	Improving the accuracy and performance of machine learning models in a variety of tasks, including sentiment analysis.
Word embedding	Term frequency-inverse document frequency (TF-IDF), word2vec, GloVe	Frequency-based: represents words based on frequency of occurrence in a corpus. Prediction-based: represents words based on context and relationships between words.	Capturing the semantic meaning of words and improving the performance of natural language processing and sentiment analysis models.
Transfer learning	Pre-trained word embedding models, sentiment analysis algorithms	Pre-trained models or algorithms developed for one language or domain used to improve the performance of a model in another language or domain.	Reducing the amount of data and resources required to develop models for new languages or domains and improving the efficiency and effectiveness of sentiment analysis.

5. APPLICATIONS OF SENTIMENT ANALYSIS

Sentiment analysis has numerous applications in various fields, including social media analysis, customer feedback analysis, and political analysis. One common application of sentiment analysis is in the analysis of social media data. By analyzing the attitudes and opinions expressed on social media platforms, businesses can track the public's perception of their brand and identify areas for improvement (Smetanin, 2020). Additionally, political campaigns can use social media analysis to gauge public opinion and inform campaign strategy (Prabha et al., 2019). Another application of sentiment analysis is in the analysis of customer feedback. By analyzing customer reviews and complaints, businesses can identify common issues and act to improve the customer experience (Smetanin, 2020). Additionally, sentiment analysis can be used to identify customer satisfaction and loyalty, which can inform marketing and advertising efforts (Agarwal & Mittal, 2014). In the field of politics, sentiment analysis can be used to gauge public opinion towards specific candidates or issues. By understanding the attitudes and emotions of the public, politicians can tailor their messaging and approach to better align with the views of their constituents (Prabha et al., 2019). At the end, sentiment analysis has the potential to provide valuable insights into the attitudes and opinions of individuals and to inform decision-making in various fields, including social media analysis, customer feedback analysis, and political analysis. In the field of market research, sentiment analysis can be used to identify trends and preferences in consumer behavior. By understanding the attitudes and opinions of consumers, businesses can make informed decisions about products and marketing efforts.

TABLE 5. Applications of sentiment analysis

Field	Application of Sentiment Analysis
Social media	Identifying public perception of a brand or product
Customer feedback	Improving customer satisfaction and loyalty
Political analysis	Gauging public opinion and informing campaign strategy
Market research	Identifying trends and preferences in consumer behavior
Healthcare	Identifying patient satisfaction and improving the quality of care
Finance	Identifying sentiment towards specific companies or industries and informing investment decisions

In the healthcare industry, sentiment analysis can be used to identify patient satisfaction and to improve the quality of care. In the field of finance, sentiment analysis can be used to identify sentiment towards specific companies or industries and to inform investment decisions. By understanding the attitudes of investors and analysts towards a particular company or industry, financial professionals can make informed decisions about where to invest their resources.

6. ETHICAL CONSIDERATIONS IN SENTIMENT ANALYSIS

There are several ethical considerations that should be considered when conducting sentiment analysis. One important consideration is the potential for bias in the results of sentiment analysis. This can occur due to the use of biased data, algorithms, or annotators, and can lead to inaccurate or unfair results. According to Schuller, Ganascia, and Devillers (2016), it is important to carefully consider the sources of data used for sentiment analysis, as well as the methods used to collect, annotate, and analyze the data. Ensuring that data is representative and unbiased can help to mitigate the potential for bias in the results of sentiment analysis. Another ethical consideration in sentiment analysis is the responsible use of the results. As noted by Yang, Lee, and Wu (2018), the use of sentiment analysis can have significant impacts on individuals and society, and it is important to consider the potential consequences of using the results of sentiment analysis. This includes ensuring that the results are used in a transparent and accountable manner and taking steps to protect the privacy and confidentiality of individuals. It is important to carefully consider the ethical implications of sentiment analysis, including the potential for bias in the results and the responsible use of the results. By taking these considerations into account, researchers and practitioners can ensure that sentiment analysis is used in a fair and ethical manner. Zhaoxia et al. (2020) explored the use of feature selection techniques to optimize learning-based algorithms for sentiment classification. This research is relevant for understanding how to accurately and effectively use sentiment analysis in order to understand and analyze the sentiment expressed in text data. Felix et al. (2013) examined the use of sentiment analysis for capturing patient experience from free-text comments posted online. This research is important for understanding the potential of sentiment analysis to provide insights into the experiences and perspectives of individuals, in this case patients. The findings of this research suggest that sentiment analysis can be a useful tool for understanding and improving patient experience. In general, the responsible use of sentiment analysis involves being aware of the limitations and potential biases of the algorithms and methods being used and using the results of the analysis with caution and critical thinking. It is also important to consider the ethical implications of using sentiment analysis, particularly when analyzing sensitive or personal data.

7. CONCLUSION

In conclusion, sentiment analysis in multiple languages is a complex and active area of research, with many challenges and opportunities for further development. While significant progress has been made in recent years in the use of deep learning and machine learning techniques for sentiment analysis, there are still many challenges that need to be addressed. These include the need for language-specific preprocessing and feature extraction techniques, the development of models that can handle the complexities of different languages, and the ethical considerations involved in the collection and use of sentiment analysis data. Future research in this area should aim to address these challenges and improve the accuracy and reliability of sentiment analysis models for a variety of languages and domains. This may involve the development of new techniques for feature selection and model adaptation, as well as the exploration of multimodal approaches that can incorporate additional sources of information beyond text. Additionally, it will be important to consider the ethical implications of sentiment analysis and to ensure that the results of these models are used responsibly and appropriately. Overall, the field of sentiment analysis in multiple languages has the potential to provide valuable insights and improve decision-making in a wide range of applications.

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