Review of: "Sentiment Analysis on Social Media"

Samawel Jaballi[1]

1 Université de Monastir

Potential competing interests: No potential competing interests to declare.

Dear Dr. Jyoti Yadav,

You raised a highly relevant topic to discuss because Social media is a common area where SA is used to monitor how people are perceiving and speaking of a brand or product. It also allows businesses to understand how segments of society perceive different topics, from trending topics to news events. Using this information, companies are able to react to public sentiment quickly. Furthermore, social media has become a prominent space for brand advertising and consumer feedback, such as product review videos. Over the last decade, Deep learning-based models surpasses classical machine learning models in a variety of text classification tasks. In my opinion, the primary challenge with text classification is determining the most appropriate deep learning classifier. DL models offer high performance in terms of accuracy, researchers are concerned about if these models inappropriately make inferences using features irrelevant to the target object in a given text/tweet.

My suggestion is to explore **Long short-term memory (LSTM)** for your sentiment analysis task. (Note that DL provides the best predictive power when the dataset is large enough.)

Have a look at:

https://www.researchgate.net/publication/363709324_Sentiment_Analysis_of_Tunisian_Users_on_Social_Networks_Overcoming_the_Challenge_of_Multilingual_Comments_in_the_Tunisian_Dialect

Best regards,
Samawel JABALLI