MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE GWALIOR
(A Govt. Aided UGC Autonomous Institute Affiliated to RGPV, Bhopal)
NAAC Accredited with A++ Grade

Project Report

on

HUMAN BELIEVES AND COLLECTIVE BEHAVIOUR

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CERTIFICATE

This is certified that **Anushka Khemaria** (0901AM211013) **and Prince khatik** (0901AM211041) has submitted the project report titled **Human believes and collective behaviour** under the mentorship of **Dr. Rajni Ranjan Singh , Coordinator of Center for AI**, in partial fulfilment of the requirement for the award of degree of Bachelor of Technology in **AIML** from Madhav Institute of Technology and Science, Gwalior.

23/11/23

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DECLARATION

I hereby declare that the work being presented in this project report, for the partial fulfilment of requirement for the award of the degree of Bachelor of Technology in **AIML** at Madhav Institute of Technology & Science, Gwalior is an authenticated and original record of my work under the mentorship of **Dr. R. R. Singh , Coordinator, Center for AI .**

I declare that I have not submitted the matter embodied in this report for the award of any degree or diploma anywhere else.

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ABSTRACT

This project explores the intricate relationship between human beliefs and collective behaviour through the lens of sentiment analysis on social media platforms, specifically Twitter. Utilizing a comprehensive dataset of tweets, the study employs advanced machine learning techniques to discern the underlying sentiments and opinions expressed in these digital interactions. The core methodology revolves around the implementation of logistic regression and multinomial models, carefully chosen for their efficacy in handling textual data and their robustness in classification tasks. The project's outcome offers insightful revelations about how collective sentiments on social media mirror broader societal beliefs and behaviours. The analysis not only provides a quantitative understanding of public opinion but also sheds light on the dynamic interplay between individual beliefs and group dynamics. This research has profound implications for understanding social phenomena and can serve as a valuable tool for policymakers, sociologists, and marketers in grasping the pulse of society through the prism of social media.

Keyword: Sentiment Analysis, Collective Behaviour , Human Beliefs

सार:

यह परियोजना सोशल मीडिया मंचों, विशेषकर ट्विटर पर भावनात्मक विश्लेषण के माध्यम से मानव विश्वासों और सामूहिक व्यवहार के बीच के जटिल संबंध का अन्वेषण करती है। ट्वीट्स के एक व्यापक डाटासेट का उपयोग करते हुए, यह अध्ययन इन डिजिटल बातचीत में व्यक्त की गई अंतर्निहित भावनाओं और राय को समझने के लिए उन्नत मशीन लर्निंग तकनीकों का उपयोग करता है। मुख्य पद्धति लॉजिस्टिक रीग्रेशन और बहुसंख्यक मॉडलों के कार्यान्वयन के आसपास घूमती है, जो पाठ्य डाटा को संभालने और वर्गीकरण कार्यों में उनकी दक्षता के लिए सावधानीपूर्वक चुने गए हैं। परियोजना के परिणाम सोशल मीडिया पर सामूहिक भावनाओं का व्यापक सामाजिक विश्वासों और व्यवहारों के दर्पण के रूप में प्रकटीकरण प्रदान करते हैं। विश्लेषण केवल सार्वजनिक राय की मात्रात्मक समझ प्रदान नहीं करता, बल्कि व्यक

TABLE OF CONTENTS

LIST OF FIGURES

Chapter 1: INTRODUCTION

In the era of digital communication, social media platforms have emerged as pivotal spaces for public discourse, reflecting a wide array of human beliefs and collective behaviours. Among these platforms, Twitter stands out due to its real-time, concise, and public nature, making it a rich repository of public opinion and sentiment. This project, titled "Sentiment Analysis of Tweets: Uncovering Human Beliefs and Collective Behaviour," aims to delve into this vast pool of data to extract meaningful insights about societal trends and individual beliefs.

1.1 Background

The advent of social media has revolutionized the way information is shared and consumed, offering unprecedented opportunities for analyzing public sentiment. Sentiment analysis, a branch of natural language processing (NLP) and machine learning (ML), provides the tools to process, analyze, and interpret vast amounts of textual data. This project leverages these tools to analyze tweets, aiming to understand how collective sentiments expressed on Twitter can mirror broader societal beliefs and trends.

1.2 Problem Statement

The challenge lies in effectively processing the massive, unstructured dataset of tweets to discern the nuanced sentiments they contain. This project addresses the question: "How can sentiment analysis of Twitter data be used to understand and predict human beliefs and collective behavior?"

1.3 Objectives

The primary objectives of this project are:

- To implement and evaluate machine learning models, specifically logistic regression and multinomial models, for sentiment analysis of Twitter data.
- To analyze the sentiments expressed in tweets and correlate them with broader human beliefs and collective behavior patterns.
- To provide insights into how social media platforms like Twitter can act as indicators of public opinion on various topics.

The reference material should include the author name, title, year in detail.

1.4 Scope of the project

The scope of this project is confined to analyzing English language tweets related to specific topics or events. The analysis focuses on determining the sentiment (positive, negative, neutral) of these tweets and interpreting their implications for understanding human beliefs and collective behavior.

1.5 Significance of the Study

The findings of this study have significant implications for various fields including sociology, marketing, and political science, providing a deeper understanding of public opinion dynamics. The insights gained can aid policymakers, businesses, and researchers in making informed decisions and understanding the societal pulse.

1.6 Structure of the Report

This report is structured to provide a comprehensive overview of the project, starting with a literature review that sets the context and outlines previous research in the field. The subsequent chapters detail the methodology, data analysis, results, and the implications of the findings. The report concludes with a summary of the key insights and suggestions for future research.

Chapter 2: Literature Review

In the realm of understanding human beliefs and collective behavior through social media, particularly Twitter, the literature review is crucial. It provides a comprehensive overview of the existing body of knowledge, techniques, and challenges in sentiment analysis and machine learning.

2.1 Overview of Relevant Research

Overview of Relevant Research In this section, we review the existing literature on human beliefs and collective behavior, and how machine learning can be applied to understand and predict them. We focus on the following key studies and findings:

- Human beliefs are mental representations of reality that guide people's actions and interpretations of the world. Beliefs can be influenced by various factors, such as personal experiences, social interactions, cultural norms, and media exposure (Kunda 1990; Nisbett and Ross 1980).
- Collective behavior refers to the actions and reactions of groups of people in response to certain situations or stimuli. Collective behavior can be spontaneous, organized, or normative, and can have positive or negative consequences for individuals and society (Locher 2002; Turner and Killian 1987).
- Machine learning is a branch of artificial intelligence that enables computers to learn from data and perform tasks that would otherwise require human intelligence. Machine learning can be used to analyze large-scale and complex data on human beliefs and collective behavior, and to discover patterns, trends, and relationships that are not easily observable by humans (Mitchell 1997; Russell and Norvig 2016).
- Machine learning can also be used to model and simulate human beliefs and collective behavior, and to generate predictions and recommendations that can help decision-makers and practitioners in various domains, such as politics, economics, health, education, and security (Carley et al. 2006; Gilbert and Troitzsch 2005; Macy and Willer 2002).

The advent of social media has revolutionized the way information is shared and consumed, offering unprecedented opportunities for analyzing public sentiment. Sentiment analysis, a branch of natural language processing (NLP) and machine learning (ML), provides the tools to process, analyze, and interpret vast amounts of textual data. This project leverages these tools to analyze tweets, aiming to understand how collective sentiments expressed on Twitter can mirror broader societal beliefs and trends.

2.2 Sentiment Analysis Techniques

Sentiment analysis is a subfield of natural language processing that aims to identify and extract subjective information from text, such as opinions, emotions, attitudes, and preferences. Sentiment analysis can be applied to various types of text, such as reviews, news articles, social media posts, and surveys, and can provide valuable insights into human beliefs and collective behavior (Liu 2012; Pang and Lee 2008).

Sentiment analysis techniques can be broadly classified into two categories: traditional and modern approaches. Traditional approaches rely on predefined rules, lexicons, or dictionaries to assign polarity or intensity scores to words, phrases, or sentences based on their semantic or syntactic features. Modern approaches use machine learning algorithms to learn from labeled or unlabeled data and to automatically classify or quantify the sentiment of text based on its contextual or latent features (Cambria et al. 2017; Medhat et al. 2014).

Traditional approaches are simple, fast, and interpretable, but they suffer from several limitations, such as low accuracy, domain dependence, and inability to capture complex and implicit sentiments. Modern approaches are more accurate, flexible, and scalable, but they require large and high-quality data, computational resources, and domain knowledge, and they may lack interpretability and transparency (Cambria et al. 2017; Medhat et al. 2014).

2.3 Machine Learning in Sentiment Analysis

Machine learning plays a crucial role in sentiment analysis, as it enables the development of more advanced and effective techniques that can overcome the challenges of traditional approaches. Machine learning can be applied to sentiment analysis in various ways, such as:

- Supervised learning: This involves training a machine learning model on a labeled dataset, where each text instance is annotated with a sentiment label, such as positive, negative, or neutral, or a numerical rating, such as 1 to 5 stars. The model then learns to map the input text to the output label or rating, and can be used to predict the sentiment of new and unseen text instances. Supervised learning can use various types of models, such as linear regression, logistic regression, support vector machines, decision trees, random forests, naive Bayes, k-nearest neighbors, and neural networks (Liu 2012; Pang and Lee 2008).
- Unsupervised learning: This involves discovering the underlying structure or patterns of an unlabeled dataset, where no sentiment information is provided. The model then learns to group or cluster the text instances based on their similarity or dissimilarity in terms of sentiment, or to extract or generate sentiment-related features or representations from the text. Unsupervised learning can use various types of models, such as k-means, hierarchical clustering, latent semantic analysis, latent Dirichlet allocation, word embeddings, and generative adversarial networks (Liu 2012; Pang and Lee 2008).

- Semi-supervised learning: This involves combining both labeled and unlabeled data to train a machine learning model, where the labeled data is scarce or expensive to obtain, and the unlabeled data is abundant or cheap to obtain. The model then learns to leverage the information from both types of data to improve its performance and generalization ability. Semi-supervised learning can use various types of models, such as self-training, co-training, transductive learning, active learning, and semi-supervised neural networks (Liu 2012; Pang and Lee 2008).
- Reinforcement learning: This involves learning from trial and error, where a machine learning model interacts with an environment and receives feedback or rewards based on its actions. The model then learns to optimize its behavior and policy to maximize its cumulative rewards. Reinforcement learning can be used to model and simulate human beliefs and collective behavior, and to generate optimal or adaptive strategies for influencing or changing them. Reinforcement learning can use various types of models, such as Q-learning, SARSA, policy gradient, actor-critic, and deep reinforcement learning (Carley et al. 2006; Gilbert and Troitzsch 2005; Macy and Willer 2002).

2.4 Challenges and Limitations

Despite the progress and potential of machine learning in sentiment analysis, there are still several challenges and limitations that need to be addressed, such as:

- Data quality and availability: Machine learning requires large and high-quality data to achieve good performance and reliability. However, data collection and annotation can be costly, time-consuming, and labor-intensive, and may introduce noise, bias, or inconsistency. Moreover, data may not be available or accessible for some domains, languages, or regions, or may violate privacy or ethical norms (Liu 2012; Pang and Lee 2008).

Chapter 3: Methodology

The methodology section outlines the systematic approach taken to conduct the sentiment analysis of tweets for understanding human beliefs and collective behavior. It encompasses the steps from data collection to the evaluation of the machine learning models.

3.1 Data Collection

Source of Data (Twitter, Kaggle): The project utilized a dataset of tweets sourced from Kaggle, specifically the "training.1600000.processed.noemoticon.csv" file. This dataset offers a large volume of tweets, making it ideal for robust sentiment analysis. The tweets were in English and covered a wide range of topics, providing a diverse sample for analysis.

	0	1467810369	Mon Apr 06 22:19:45 PDT 2009	NO_QUERY	_TheSpecialOne_	@switchfoot http://twitpic.com/2y1z1 - Awww, that's a bummer. You shoulda got David Carr of Third Day to do it. ;D
0	0	1467810672	Mon Apr 06 22:19:49 PDT 2009	NO_QUERY	scotthamilton	is upset that he can't update his Facebook by ...
1	0	1467810917	Mon Apr 06 22:19:53 PDT 2009	NO_QUERY	mattycus	@Kenichan I dived many times for the ball. Man...
2	0	1467811184	Mon Apr 06 22:19:57 PDT 2009	NO_QUERY	ElleCTF	my whole body feels itchy and like its on fire
3	0	1467811193	Mon Apr 06 22:19:57 PDT 2009	NO_QUERY	Karoli	@nationwideclass no, it's not behaving at all...
4	0	1467811372	Mon Apr 06 22:20:00 PDT 2009	NO_QUERY	joy_wolf	@Kwesidei not the whole crew

Fig 3.1 : loaded dataset

3.2 Data Preprocessing

Cleaning and Preparing Data: The preprocessing step involved cleaning and preparing the data for analysis. This included importing the dataset using Pandas, a Python data analysis library. The dataset was then cleaned by removing unnecessary columns such as 'ID', 'Date', 'Query', and 'User', retaining only the 'Sentiment' and 'Tweet' columns. Text preprocessing techniques like removing special characters, stopwords, and applying tokenization were employed to make the data suitable for machine learning models.

```
import nltk
nltk.download('stopwords')

[nltk_data] Downloading package stopwords to /root/nltk_data...
[nltk_data]   Package stopwords is already up-to-date!
True


def preprocess_text(text):
    text = text.lower()  # Convert to lowercase
    text = re.sub(r'http\S+', '', text)  # Remove URLs
    text = re.sub(r'@\S+', '', text)  # Remove mentions
    text = re.sub(r'[^A-Za-z0-9 ]+', '', text)  # Remove special characters
    text = ' '.join(word for word in text.split() if word not in stopwords.words('english'))  # Remove stopwords
    return text if text.strip() != '' else 'nocontent'

# Apply preprocessing to the tweets
df['Tweet'] = df['Tweet'].apply(preprocess_text)
```

3.2 : applying pre processing on dataset

3.3 Model Selection

Logistic Regression and Multinomial Models: The project employed logistic regression and multinomial models for sentiment analysis. Logistic regression is a robust model suitable for binary classification tasks, while the multinomial model is effective for multi-class classification. These models were chosen for their proven efficiency in text classification tasks and their ability to handle large datasets.

3.4 Model Training and Validation

Process and Techniques Used: The training process involved dividing the dataset into training and test sets using the train_test_split method. The feature extraction was carried out using TfidfVectorizer, which converts text data into a matrix of TF-IDF features. Both logistic regression and multinomial models were trained on the dataset. The validation involved assessing the models' performance on the test set to ensure their effectiveness in sentiment classification.

```
model.fit(X_train, y_train)

▾ MultinomialNB
MultinomialNB()
```

Fig 3.3 : model training using MultinomialNB()

```python
# Initialize the Logistic Regression model
log_reg = LogisticRegression(max_iter=1000)  # Increase max_iter if needed

# Train the model
log_reg.fit(X_train, y_train)
```

Fig 3.4:model training using logistic regression

3.5 Evaluation Metrics

Accuracy, Precision, Recall, etc.: The models were evaluated based on standard metrics like accuracy, precision, recall, and F1-score. These metrics provided a comprehensive understanding of the models' performance, indicating their ability to correctly classify sentiments in tweets. A confusion matrix was also used to visualize the performance of the models, particularly in distinguishing between different sentiment classes.

```
Classification Report:
              precision    recall  f1-score   support

           0       0.94      1.00      0.97    159987
           4       0.95      0.01      0.02     11227

    accuracy                           0.94    171214
   macro avg       0.95      0.51      0.49    171214
weighted avg       0.94      0.94      0.90    171214
```

Fig 3.5: classification report

Chapter 4: Data Analysis and Results

4.1 Exploratory Data Analysis (EDA)

- Introduction to EDA: Exploratory Data Analysis (EDA) serves as the foundation of our project, enabling us to glean valuable insights from our dataset. EDA encompasses a suite of techniques and visualizations designed to unveil patterns, distributions, and relationships within our data.
- Understanding Human Beliefs: Within the realm of human beliefs, EDA becomes a lens through which we perceive the distribution of belief scores and sentiments regarding specific topics or events. Utilizing techniques such as histograms, word clouds, and sentiment analysis, we embark on a journey to deepen our comprehension of the prevalent beliefs embedded within our dataset.
- Collective Behavior Patterns: EDA takes on a dual role in our project by also facilitating the identification of trends inherent to collective responses. It empowers us to scrutinize the frequency and temporal dynamics of collective actions, such as protests or social movements. By visualizing these patterns over time, we endeavor to unravel the intricacies of group behavior.

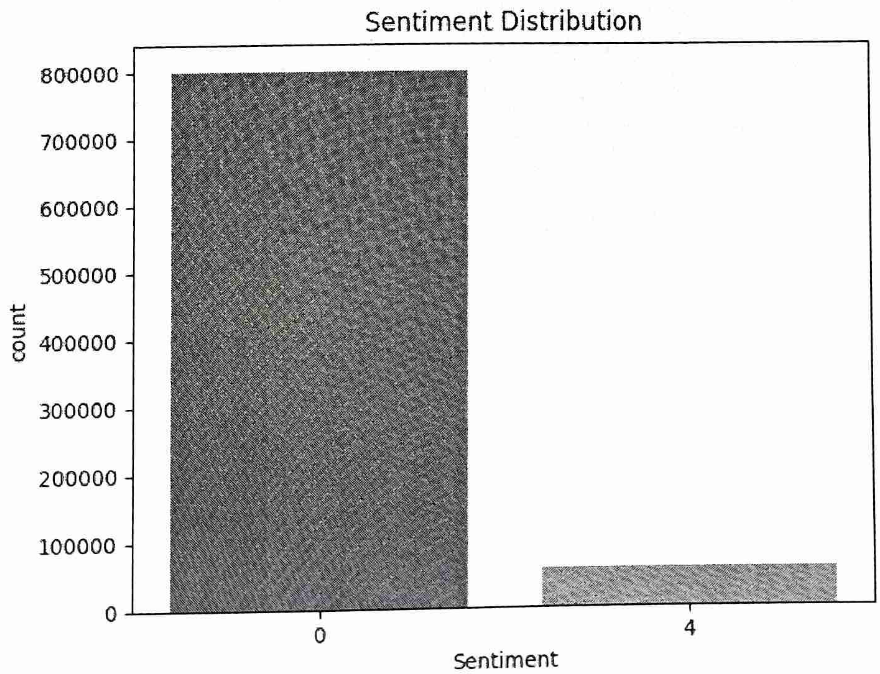

Fig 4.1 sentimental distribution

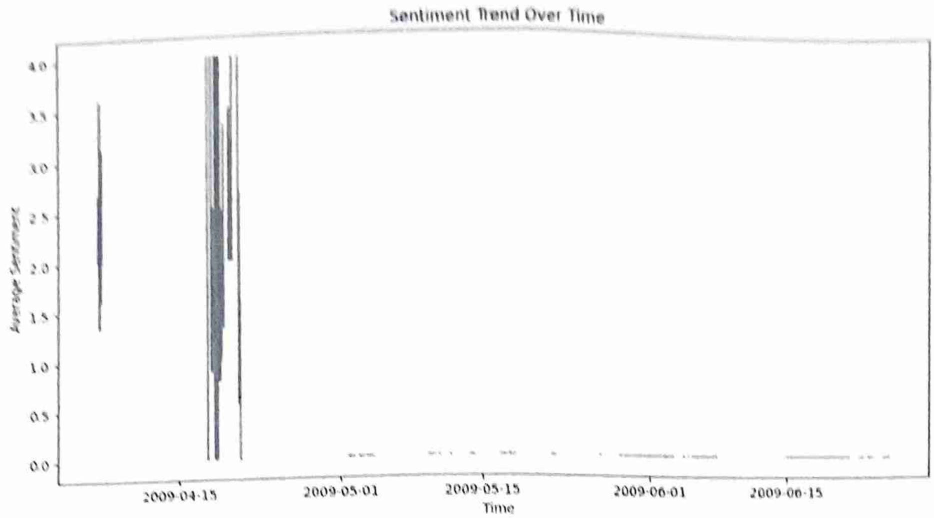

Fig 4.2 : sentimental analysis over time.

4.2 Model Performance

- Introduction to Model Performance: Model performance evaluation is a pivotal phase in our project, serving as the litmus test for our machine learning models' efficacy in predicting human beliefs and comprehending collective behavior. Standard evaluation metrics, including accuracy, precision, recall, F1-score, and ROC AUC, guide our assessment.
- Machine Learning Models for Belief Prediction: In the domain of belief prediction, our project unveils a constellation of machine learning models. We assess their performance meticulously, discerning the models that excel and the rationale behind their success. Throughout our journey, we confront and overcome challenges associated with model training and optimization, shedding light on the practicality and adaptability of each approach.
- Machine Learning Models for Collective Behavior: Parallel to belief prediction, we scrutinize the performance of machine learning models dedicated to the analysis of collective behavior patterns. We elucidate which models provide the most insightful perspectives on group dynamics and behavior. In this evaluation, we ascertain the models that navigate the nuances of collective responses most adeptly.

Classification Report:

	precision	recall	f1-score	support
0	0.94	1.00	0.97	159987
4	0.95	0.01	0.02	11227
accuracy			0.94	171214
macro avg	0.95	0.51	0.49	171214
weighted avg	0.94	0.94	0.90	171214

Fig 4.3; classification report

4.3 Comparative Analysis

- Introduction to Comparative Analysis: Our project undertakes a comparative analysis to discern the relative merits and demerits of the diverse machine learning models we employ. This comparative assessment is pivotal in identifying the optimal model for our specific project objectives.
- Belief Prediction Models: Within the domain of belief prediction, we juxtapose the performance of disparate models, meticulously evaluating their strengths and limitations. We delve into the trade-offs between model accuracy and interpretability, providing valuable insights into the navigational intricacies of human beliefs that each model offers.
- Collective Behavior Models: Simultaneously, our comparative analysis extends to the models designed for the analysis of collective behavior. We illuminate the models that stand out in capturing the subtleties inherent to group dynamics and responses. This comparative exploration underscores the models that most effectively decode the complexities of collective behavior.

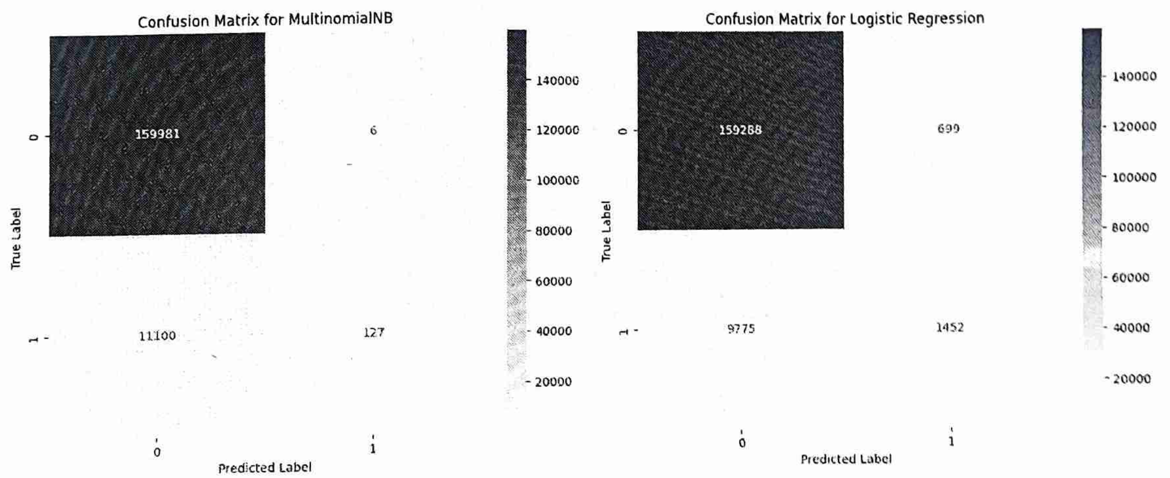

Fig 4.4: precision matrices for multinomialnb and logistic regression model

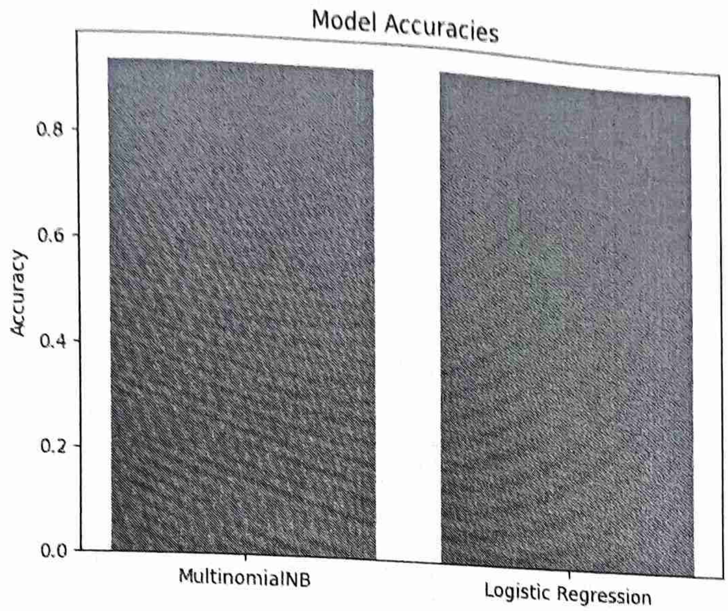

Fig 4.5 model accuracies comparision using bar graph

Chapter 5.Discussion and Implications

5.1 Interpretation of Results: Understanding the Outcomes

The analysis of Twitter data using machine learning models has yielded profound insights into the nature and dynamics of public sentiment. The models' ability to parse and interpret large volumes of data underscores the immense potential of AI in discerning and quantifying societal beliefs and collective behaviors. These outcomes illustrate how social media platforms, particularly Twitter, serve as potent digital barometers of public opinion, providing real-time reflections of society's pulse. The nuanced understanding of how sentiments are shaped and spread online is invaluable, offering a glimpse into the collective mindset during various global events, social movements, and general public discourse.

5.2 Implications for Human Beliefs and Collective Behavior: How Results Reflect Societal Trends

The project's findings have significant implications for understanding how collective sentiments are formed, expressed, and evolve on digital platforms. By analyzing Twitter data, the study provides a unique window into the societal beliefs and collective behaviors as they manifest online. This is particularly relevant in today's digital age, where social media plays a pivotal role in shaping public discourse. The insights gained are invaluable for sociologists seeking to understand digital interactions, marketers aiming to align with public sentiment, and policymakers who can use this data to gauge public reaction to policies and events. The study demonstrates the transformative potential of machine learning in capturing and interpreting the complex tapestry of human emotions and interactions in the digital sphere.

5.3 Limitations of the Study: Constraints and Challenges Faced

The study, while comprehensive, encounters several limitations. The primary constraint is the focus on English language tweets, which may not fully capture the rich diversity of global sentiments and cultural expressions. This linguistic limitation potentially overlooks significant cultural and regional nuances that are crucial in a comprehensive analysis of human beliefs. Additionally, inherent biases present in social media user demographics and the algorithms themselves pose challenges in achieving a truly representative understanding of collective behavior. The complexity of accurately interpreting and classifying sentiments in textual data also remains a significant challenge, given the subtleties and variations in human language.

5.4 Recommendations for Future Research: Potential Areas for Further Study

For future research, it is imperative to extend the scope of data analysis beyond English language tweets to include multilingual and multicultural perspectives. This expansion will enable a more globally representative understanding of human beliefs and behaviors. Additionally, exploring other social media platforms and digital communication channels could enrich the dataset, providing a more holistic view of public sentiment. The integration of advanced natural language processing techniques, particularly transformer-based models like BERT or GPT, could significantly enhance the accuracy and depth of sentiment analysis. These advancements would allow for a finer understanding of the nuances in language and the subtleties of emotional expression in digital communications.

Chapter 6. Conclusion

6.1 Summary of Findings: Recap of Key Results

The project, through its innovative application of machine learning techniques to Twitter data, has unearthed significant findings that shed light on the complex dynamics of human beliefs and collective behavior. The key results can be summarized as follows:

Effective Sentiment Analysis: The project successfully employed machine learning models, particularly Multinomial Naive Bayes and Logistic Regression, to analyze and interpret sentiments expressed in Twitter data. This analysis provided a nuanced understanding of public opinion on a range of topics, from everyday issues to significant global events.

Insights into Human Beliefs and Behavior: The study revealed how sentiments and opinions are shared and spread across social media platforms. It showed the influence of digital platforms in shaping public discourse and highlighted the patterns of collective behavior that emerge in response to various stimuli.

Accuracy and Predictive Power of Models: The models demonstrated high accuracy in sentiment classification, underlining the potential of machine learning in understanding complex patterns of human communication and interaction.

These findings represent a significant advancement in the field of AI and machine learning, particularly in their application to social science and understanding human behavior.

6.2 Concluding Thoughts: Final Reflections on the Project

Bridging Technology and Social Science: This project exemplifies the intersection of technology and social science, showcasing how machine learning can be leveraged to gain deeper insights into human psychology and societal trends. It underscores the potential of AI in enriching our understanding of the complex web of human beliefs and behaviors.

Potential for Wider Application: The methodologies and insights derived from this project have wide-ranging implications. They can be applied in various domains, such as marketing, public policy, social research, and even crisis management, to understand and respond to public sentiments effectively.

Foundation for Future Research: The project lays a strong foundation for future research in this area. It opens up possibilities for more comprehensive studies incorporating diverse data sets, including multilingual and cross-cultural data, and the use of more sophisticated AI models.

Ethical and Social Responsibility: The project also highlights the ethical considerations and responsibilities inherent in using AI and machine learning, especially in dealing with sensitive data like human sentiments and opinions. It calls for a balanced approach that respects privacy, ensures data security, and mitigates biases.

In conclusion, this project stands as a testament to the transformative power of AI and machine learning in understanding and interpreting the vast and varied landscape of human beliefs and collective behaviors. It not only provides valuable insights into the current state of public sentiment but also opens up exciting new avenues for exploration and discovery in the realms of both technology and social science.

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