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ABSTRACT



KULLIYAH OF INFORMATION AND COMMUNICATION
TECHNOLOGY

KICT PG SEMINAR

(Sentiment Analysis for Breast Cancer Prevention Using Machine Learning)

Social networking sites are effective platforms to understand the behaviour of mass people to come up with new strategies to engage, organise, inform and create awareness amongst public. Healthcare is one of the key domains from where social networking sites have emerged for bringing awareness about a variety of issues. Sentiment analysis or opinion mining is the field of study to analyse peoples' opinion, attitudes, and emotions towards a particular service, product, issue, topics, and event. It is being used for product quality review, risk management, marketing, politics and health. It also provides a unique opportunity to analyse large amount of data. In the current study, the shared information about 'Breast Cancer Prevention' among the Facebook users would be investigated because a huge number of data related to breast cancer is publicly accessible, and these data could be used to measure the users' perception and opinions on breast cancer prevention. Prevention is one of the best ways to control breast cancer using new technologies focusing on the prevention rather than treatment. The current study aimed to examine the available perceptions and awareness of Facebook users through sentiment analysis in order to prevent the breast cancer. The data would be collected from Facebook using 'Application Programming Interface (API)' and then it would be filtered, and classified through Naïve Bayes classifiers (NBC) with Python programming language in Jupyter Notebook to determine the users' opinion and highlighting whether these opinions are positive, negative or neutral. That results would represent the sentiments reflecting on the public opinions, attitudes and perceptions.

Keywords: Sentiment Analysis; Facebook; Breast Cancer Prevention; Public Health

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