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Abstract:

The invention presents an AI-powered system designed for robust sentiment analysis on social media platforms. Key components include a data collection module fo[r] aggregation of user-generated content across diverse social media channels. A pre-processing module ensures data cleanliness and normalization through advanced processing techniques like tokenization and lemmatization. The sentiment analysis engine employs state-of-the-art deep learning models such as recurrent neural ne[tworks] (RNNs) and transformer-based architectures to categorize sentiments into positive, negative, neutral, or mixed categories with high accuracy. An insights module offe[rs] sentiment reports, trend analysis, and real-time alerts. The system features an interactive engagement interface enabling users to respond effectively to social media customize alert parameters based on specific criteria. With additional modules for context analysis, multimodal content evaluation, and predictive analytics, the syste[m] organizational responsiveness and strategic decision-making by providing comprehensive insights into public sentiment and market trends.

Complete Specification

Description:The embodiments of the present invention generally relates to the field of artificial intelligence and natural language processing, specifically to the appl[ication of] these technologies in sentiment analysis for social media monitoring. It encompasses the development and implementation of advanced machine learning algorith[ms] systems designed to collect, preprocess, analyze, and interpret sentiment expressed in user-generated content across various social media platforms. The inventio[n] intended to provide businesses and organizations with actionable insights into public opinion, brand perception, and customer satisfaction, enabling more effective engagement and response strategies.

BACKGROUND OF THE INVENTION

The following description of related art is intended to provide background information pertaining to the field of the disclosure. This section may include certain asp[ects of] the art that may be related to various features of the present disclosure. However, it should be appreciated that this section be used only to enhance the understan[ding of] the reader with respect to the present disclosure, and not as admissions of prior art.

Social media has transformed the way individuals and organizations communicate, share information, and engage with one another. Platforms such as Twitter, Fac[ebook,] Instagram, and others have become indispensable tools for personal expression, marketing, customer service, and public relations. As a result, businesses and organizations are increasingly interested in understanding the sentiments and opinions expressed in social media content to gain insights into public perception an[d] respond appropriately.

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