

# SUMMARY

TITLE: Emotion Mining of Social Media and its Impact Analysis

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Social media is an outlet for emotions in the form of texts, videos, audio and images, out of which text represents a bigger chunk. Textual Emotion Recognition (TEM) is devoted to identifying emotion states in the textual data. One of the gripping challenges in this area of TEM research is the paucity of benchmark emotion-annotated datasets and inconsistency of the different emotion models and lexicons. The universal set of emotions is heterogeneous, leading to overlapping yet heterogeneous data models and result outcomes. This study falls into two themes with the intent of finding emotions from social media text keeping in view different emotion models and their heterogeneity & gauge the impact created by emotions on diffusion.

First, a science mapping study of TEM literature has been carried out. Following this, an ensemble classifier-based emotion recogniser is applied for multi-class emotion classification of Twitter text using Parrott's emotion classification model.

Further, it investigated the impact that emotions have on the diffusion of social media content in both single and multi-label settings. Finally, this work examines the dark side of social media content and explores the emotions present in cyberbully content & the impact created by it in the social media landscape.