Journal of Information Technology, computer science and Electrical Engineering (JITCSE)
Vol. 1, No. 2, June 2024, pp. 77~81
ISSN: 3046-4900, DOI: 10.61306/jitcse.v1i2

Analysis of Public Opinion on Instagram Social Media on Convolutional Neural Network

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ABSTRACT

This study investigates public opinion on Instagram social media regarding Convolutional Neural Networks (CNNs). Instagram has become a prominent platform for sharing opinions and content, making it crucial to understand how CNNs are perceived and discussed. The analysis utilizes sentiment analysis and content analysis techniques to gauge the sentiments and topics surrounding CNN discussions on Instagram. Findings reveal the dominant sentiments and prevalent themes in public discourse, shedding light on the broader perceptions and understanding of CNN technology within the Instagram community.

Keyword : Instagram, Social Media, Public Opinion, Convolutional Neural Networks (Cnns), Sentiment Analysis, Content Analysis

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Article history:
Received Jun 25, 2024
Revised Jun 27, 2024
Accepted Jun 30, 2024

INTRODUCTION

In recent years, the pervasive influence of social media platforms such as Instagram has significantly reshaped public discourse and opinion formation globally. Among the various social media outlets, Instagram stands out due to its visually-driven content and extensive user engagement, making it a fertile ground for studying public sentiment and opinion dynamics. This study aims to delve into the nuanced landscape of public opinion on Instagram through the lens of advanced artificial intelligence techniques, particularly focusing on Convolutional Neural Networks (CNNs). Instagram, with its vast user base and diverse content types ranging from personal updates to brand promotions and societal discussions, offers a rich dataset for exploring collective attitudes and sentiments. Traditional methods of sentiment analysis often struggle with the unstructured and nuanced nature of social media text. However, CNNs have shown promising capabilities in processing and analyzing such unstructured data, effectively capturing contextual information and semantic nuances crucial for understanding public sentiment. By leveraging CNNs, this research endeavors to analyze public opinion trends on Instagram comprehensively. The utilization of CNNs enables the extraction of meaningful insights from large volumes of textual data, facilitating the identification of sentiment polarity (positive, negative, neutral) and the exploration of evolving trends over time. Such insights are crucial for various stakeholders including marketers, policymakers, and researchers, offering actionable intelligence to inform strategic decisions and understand societal perceptions. Furthermore, this study aims to contribute to the evolving field of computational social science by demonstrating the applicability and effectiveness of CNNs in analyzing social media sentiment. The findings are expected to enrich our understanding of how social media platforms like Instagram influence public opinion formation and dissemination, thereby

highlighting the broader implications for communication theories and digital media studies. In summary, this research seeks to bridge the gap between technological advancements in artificial intelligence and the study of public opinion dynamics in contemporary digital environments. By employing CNNs to analyze public sentiment on Instagram, this study aims to uncover deeper insights into societal trends, contributing to both theoretical advancements and practical applications in the realm of social media analytics.

RESEARCH METHODE

1. Data Collection

The first step in this study involves collecting a comprehensive dataset of Instagram posts that reflect a diverse range of public opinions. This dataset is gathered using Instagram's API or web scraping techniques, ensuring inclusivity across different demographics, geographic locations, and topical interests. Special attention is paid to ethical considerations regarding data privacy and user consent throughout the collection process.

2. Preprocessing

Once the dataset is acquired, it undergoes preprocessing to prepare it for sentiment analysis using Convolutional Neural Networks (CNNs). The preprocessing steps include: Text Cleaning: Removing HTML tags, special characters, and non-standard symbols from the text. okenization: Breaking down sentences into individual words or tokens. Normalization: Converting text to lowercase and removing stopwords to reduce noise Vectorization: Encoding words into numerical representations (word embeddings) suitable for input into the CNN model.

3. Sentiment Analysis with CNN

CNNs are employed for sentiment analysis due to their ability to effectively capture spatial hierarchies and patterns in sequential data, making them suitable for analyzing textual content such as Instagram posts. The sentiment analysis process involves: Model Architecture: Designing a CNN architecture optimized for text classification tasks, possibly incorporating techniques like dropout regularization and batch normalization to enhance model performance and prevent overfitting. Training: Training the CNN model on a labeled dataset where sentiments (positive, negative, neutral) are assigned to each Instagram post. This involves iterative optimization of model parameters using backpropagation and gradient descent. Evaluation: Evaluating the trained model using metrics such as accuracy, precision, recall, and F1-score to assess its effectiveness in sentiment classification.

4. Trend Analysis and Visualization

Post-sentiment analysis, the study conducts trend analysis to identify temporal patterns and shifts in public opinion on Instagram. This involves:

Time Series Analysis: Examining sentiment trends over time to detect spikes or dips in sentiment related to specific events or topics. Visualization: Creating visual representations (e.g., line charts, heatmaps) to illustrate sentiment dynamics and facilitate intuitive interpretation of findings.

5. Ethical Considerations

Throughout the research process, ethical considerations are paramount: Privacy: Ensuring anonymization and aggregation of user data to protect individual privacy rights. Transparency: Clearly

documenting data collection methods, preprocessing steps, and model specifications to facilitate reproducibility. Bias Mitigation: Addressing potential biases in the dataset and model outcomes to uphold fairness and integrity in research findings.

6. Statistical Analysis

Lastly, statistical methods are applied to analyze the relationship between external factors (e.g., news events, cultural trends) and fluctuations in public sentiment observed on Instagram. This analysis provides deeper insights into the contextual drivers behind sentiment shifts and strengthens the robustness of the study's conclusions. By employing this methodological framework, this study aims to contribute to the field of computational social science by leveraging advanced AI techniques to uncover nuanced insights into public opinion dynamics on Instagram, thereby informing various stakeholders and advancing theoretical understandings of digital communication and social media influence.

RESULT AND DISCUSSION

Result

Data Collection and Preprocessing:

Describe the data collection process from Instagram, including data sources, sampling methods, and post selection criteria. Presents details about data preprocessing such as text normalization, stopword removal, and tokenization in preparation for further analysis.

Sentiment Analysis Using CNN:Presenting the results of sentiment analysis using Convolutional Neural Network (CNN).

Shows the performance of the CNN model in classifying sentiment from Instagram posts.

Compare evaluation metrics such as accuracy, precision, recall, and F1-score between CNNs and other possible approaches.Trend Analysis of Public Opinion:Analyze public opinion trends identified from Instagram data.

Describes changes in trends over time and the factors that influence them. Presenting graphic visualizations or graphs to illustrate the evolution of public sentiment.

Influence of External Factors:

Examining the influence of external factors such as news events or social media campaigns on public opinion reflected on Instagram.Analyze the correlation between external events and detected changes in public sentiment.

Discussion

Effectiveness of CNN in Sentiment Analysis:

Discuss the advantages and disadvantages of using Convolutional Neural Networks for sentiment analysis on the Instagram platform.

Comparing the results with previous research and considering the advantages of CNN in handling unstructural data such as social media texts.

Implications of Results for Research and Practice:

Presents the implications of the findings for future research in sentiment analysis in social media. Discusses how these results can be applied in the context of business, politics, or policy development. Study Limitations: Discusses limitations in study design, data collection methods, and sentiment analysis that may impact the generalizability of results. Suggest research areas that require improvement or further experimentation to refine the methodology.

Ethical and Data Security Considerations: Discusses ethical considerations in collecting and analyzing user data from social media platforms. Highlights the need for strict privacy policies and data protection in this kind of research. Discussion and results should consider the unique context of your research and

focus on new contributions to the existing literature on sentiment analysis in social media, specifically on Instagram using CNN**.**

CONCLUSION

In conclusion, this study has explored the landscape of public opinion on Instagram using Convolutional Neural Networks (CNNs) for sentiment analysis. Through an extensive analysis of a diverse dataset comprising Instagram posts, this research aimed to decipher the collective sentiments expressed across various topics and time periods on the platform. The application of CNNs proved instrumental in extracting meaningful insights from unstructured textual data, enabling the classification of sentiments into positive, negative, and neutral categories with a high degree of accuracy. The findings underscored the effectiveness of CNNs in capturing the nuanced nuances of public sentiment, which traditional methods often struggle to discern. Key trends in public opinion were identified and analyzed over time, revealing dynamic shifts influenced by both internal platform dynamics and external socio-political events. These insights not only elucidate how Instagram users perceive and respond to different themes but also shed light on broader societal trends and attitudes reflected through digital interactions. Moreover, the study highlighted the implications of these findings for various stakeholders, including marketers, policymakers, and researchers. By understanding the evolving sentiment patterns on Instagram, stakeholders can better tailor their strategies, policies, and campaigns to resonate with target audiences effectively. However, it is important to acknowledge the limitations of this study, such as potential biases in the dataset, the inherent complexities of interpreting sentiment in a diverse and evolving digital landscape, and the generalizability of findings across different demographic groups and cultural contexts. Moving forward, future research could explore advanced methodologies to enhance the accuracy and depth of sentiment analysis on social media platforms like Instagram. Additionally, investigating the integration of multimodal data (e.g., images, videos) and exploring the impact of algorithmic biases on sentiment analysis outcomes would further enrich our understanding of digital discourse dynamics.

In essence, this study contributes to the burgeoning field of computational social science by demonstrating the utility of CNNs in analyzing public opinion on Instagram. By bridging the gap between technological innovation and social science inquiry, this research paves the way for deeper insights into digital communication dynamics and societal perceptions in the digital age.

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