Lecture on "Sentiment Analysis: An Emerging Area of Research in the LIS Field by Using Social Media Data"

Department of Library and Information Science in collaboration with Department of Psychology organised an expert lecture on "**Sentiment Analysis: An Emerging Area of Research in the LIS Field by Using Social Media Data"** on **26th of May, 2025**.The lecture was delivered by Prof. Manoj K. Verma, Head, Department of Library & Information Science, Mizoram University, Aizwal, a renowned expert in the field.

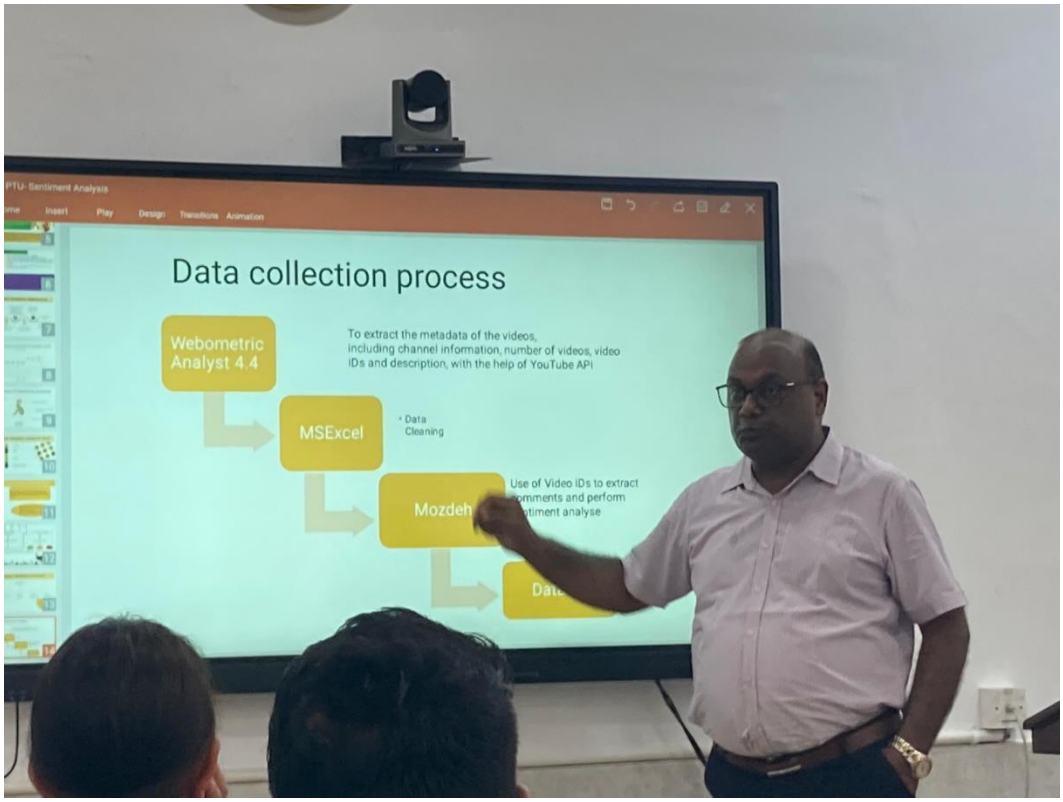
The lecture provided valuable insights into this emerging area of research, which is opening unprecedented avenues for understanding user behaviour, public opinion, and community engagement, reshaping how libraries and information centres approach service delivery and policy making. Prof. Verma also spoke on key topics such as the exponential growth of digital interactions, platforms like Twitter, Facebook, Instagram, and Reddit have become rich sources of real-time public sentiment.

The session was highly informative and engaging. The lecture concluded with an interactive Q&A session.

The lecture was attended by faculty members (Dr. Bindu Sharma, Dr. Meghna Dhar, Dr. Reenu Arti Thakur), Scholars and Students. Prof. Sangita Gupta expressed her gratitude to Prof. Manoj K. Verma for sharing his expertise and enriching the academic experience of the students. The vote of thanks was delivered by Research Scholar Mr. Devanshu Saini.




LIBRARY


PTU- Sentiment Analysis
Insert
Play
Design
Transitions
Animation
Data collection process
Webometric Analyst 4.4
To extract the metadata of the videos, including channel information, number of videos, video IDs and description, with the help of YouTube API
MSExcel
• Data Cleaning
Mozdeh
Use of Video IDs to extract comments and perform sentiment analyse