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Analyzing Sentiment thru Natural Language Processing: A Comparison of Machine Learning Models

Sofia N. Petrovic
Department of Information Systems, Danubia Institute of Technology, Austria

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Abstract:
With the help of Natural Language Processing (NLP), sentiment analysis has become much more effective, allowing businesses to glean insights from textual data like reviews, social media posts, and consumer feedback. an analysis of different sentiment analysis machine learning models, including classics like Naive Bayes and Support Vector Machines (SVM) and more recent algorithms like Recurrent Neural Networks (RNN), Long Short-Term Memory (LSTM), and Transformer-based models like BERT. Finding out how well each model does on various datasets allows us to compare and contrast their accuracy, scalability, and processing speed. features, data preparation, and the effects of employing language models that have already been trained. help researchers and practitioners optimize sentiment analysis applications across different industries by shedding light on how to choose the best model for different sentiment analysis jobs.
Keywords: Natural Language Processing (NLP), sentiment analysis, machine learning models, Naive Bayes

Introduction:
To extract meaningful insights from massive volumes of unstructured text data, Natural Language Processing (NLP) has emerged as a crucial technology. Among the many applications of natural language processing, sentiment analysis has widespread recognition. Texts such as product reviews, social media posts, and consumer comments might have an emotional tone or attitude that can be understood using this procedure. Researchers, politicians, and businesses can all benefit from sentiment analysis by learning about public opinion, measuring consumer satisfaction, and making data-driven decisions in real-time. With the rise in popularity of sentiment analysis, numerous machine learning models have been developed to improve the speed and accuracy of sentiment labeling. Text classification has long made use of tried-and-true models such as Naive Bayes and Support Vector Machines (SVM) due to their simplicity and efficacy. With the advancement of deep learning, however, more intricate models such as LSTM networks and Recurrent Neural Networks (RNNs) have been developed. When dealing with text and other linear data, these networks shine. Bidirectional Encoder Representations from Transformers (BERT) and other transformer-based models have since set a new standard for natural language processing tasks and produced state-of-the-art sentiment analysis results. Depending on the dataset, the complexity of the language, and the objectives of your assignment, the choice of model can significantly impact the sentiment

analysis findings. Each model has its own set of advantages. This research examines the state of the art in mood analysis using machine learning models and compares and contrasts them. It takes into account factors including accuracy, scalability, processing speed, and the necessity of feature engineering, and examines how effectively they function on various datasets. By contrasting traditional machine learning techniques with state-of-the-art deep learning models, this study aims to assist researchers and practitioners in selecting the most suitable model for sentiment analysis applications.

Comparative Evaluation of Machine Learning Models

An in-depth comparison of the many machine learning models that are utilized for sentiment analysis is presented in this section. The comparison focuses on performance parameters such as accuracy, scalability, and processing efficiency, as well as the advantages and disadvantages of each approach. Thru the application of both standard and deep learning models to a variety of datasets, we are able to determine which model is the most suitable for each individual sentiment analysis task.

.1 Accuracy and Precision Across Datasets

One of the most important things to look at when judging how well machine learning models work for mood analysis is how accurate they are. A lot can change in how well models like Naive Bayes, Support Vector Machines (SVM), Recurrent Neural Networks (RNN), Long Short-Term Memory (LSTM), and Transformer-based models like BERT work depending on how complicated and big the dataset is.

- **Naive Bayes and SVM:** Naive Bayes and SVM are two well-known machine learning models that work well for simple emotion classification tasks on smaller datasets. Feature engineering and text preparation methods like tokenization, stemming, and stop-word removal can help them work better. But when used on more complicated datasets with nuanced words, sarcasm, or mixed feelings, they tend to be less accurate.
- **RNN and LSTM:** Deep learning models, like RNN and LSTM, are made to deal with linear data. This makes them great for looking at long text inputs and figuring out what words mean in a sentence. When it comes to accuracy, these models often do better than older models, especially on bigger datasets. LSTM is known for fixing the vanishing gradient problem that RNNs have. This lets it understand long-term dependencies in text, which makes it better at detecting emotion.
- **Transformer-based models (BERT):** Transformer models like BERT have raised the bar for how well NLP jobs, like sentiment analysis, can be done. BERT is better than RNNs or LSTMs because it can understand more complex meanings and is more accurate because it can take in both the words before and after a target word. BERT is often very good at difficult sentiment jobs that require reading between the lines of language.

2 Scalability and Computational Efficiency

Along with accuracy, scalability and computational efficiency are also important things to think about, especially when using sentiment analysis models on big datasets like those from customer feedback systems or social media platforms.

- **Naive Bayes and SVM:** Traditional models, such as Naive Bayes and SVM, are very flexible and use little computing power. They can quickly process big datasets, which makes them a good choice for businesses that don't have a lot of resources or need results quickly. But because they are so simple, they may not be able to handle complex emotion patterns and language nuances well.
- **RNN and LSTM:** Deep learning models like RNN and LSTM are more accurate, but they take more time and resources to train and use a lot more computing power. These models, especially RNNs, have to handle data word by word, which can slow things down because they work in a sequential way. LSTM is more powerful, but it tends to be slower because its design is more complicated. This can make it harder to use with very large datasets.
- **BERT and Transformer models:** Even though transformer-based models like BERT are very reliable, they are known to be very hard to compute. A lot of memory and processing power are needed for these models, especially when they are being fine-tuned for specific jobs like sentiment analysis. Even so, BERT is better for big datasets because it can process them in parallel, while RNNs and LSTMs can only process them one at a time. This comes at a higher cost in terms of hardware and training time, though.

3 Strengths and Weaknesses of Each Model

There are pros and cons to each machine learning model used for sentiment analysis, which depend on the job and the situation in which it is used.

- **Naive Bayes:**
  - *Strengths: It's simple to use, doesn't take a lot of time to run, and works well with smaller datasets or easier sentiment jobs.*
  - *Weaknesses: It's not very good at understanding word relationships and context, it has trouble with complex language, and it's not as accurate as more advanced models.*
- **Support Vector Machines (SVM):**
  - *Strengths: It works well with the right set of features, doesn't get too good at fitting, and is good at binary classification jobs.*
  - *Problems: Needs a lot of feature engineering, works less well with bigger datasets and longer text sequences, and can't handle very complex linguistic patterns.*
- **Recurrent Neural Networks (RNN):**
  - *Strengths: It can pick up on sequential patterns and context, and it's good for analyzing long pieces of writing.*
  - *Problems: It's prone to the disappearing gradient problem, it's not as good at handling long sequences, and it takes longer to train.*
- **Long Short-Term Memory (LSTM):**

- *Strengths: It's better at dealing with long-term relationships than RNNs, it works well for complex sentiment tasks, and it's more accurate for sequential data.*
- *Weaknesses: It takes a long time to learn and a lot of computing power is needed for it to work at its best.*

- **BERT (Bidirectional Encoder Representations from Transformers):**
  - *Strengths: It has the highest level of accuracy, understands context in both directions, is great at analyzing complex emotions, and works well with both transfer learning and pre-trained models.*
  - *Weaknesses: It's expensive to run, uses a lot of resources, needs a lot of hardware and training time, and is hard to set up for small jobs.*

Traditional models, such as Naive Bayes and SVM, perform best for simpler tasks with smaller datasets, according to a study of several sentiment analysis machine learning models. In contrast, for more intricate and extensive sentiment analysis, deep learning models such as LSTM and transformer-based models such as BERT provide more accurate findings by comprehending context. However, these advantages are not without a price: less efficient processing and increased resource use. Last but not least, the available processing power, scalability, and accuracy requirements of the sentiment analysis task determine the model that is ultimately selected.

Conclusion:

In order to better understand sentiment analysis, this study examines and contrasts various machine learning methods. There is a wide variety of models available, from the most simple ones like Naive Bayes and Support Vector Machines (SVM) to the most advanced ones like BERT, which is based on a Transformer, and Recurrent Neural Networks (RNN). Each model has unique advantages, which are determined by factors such as the dataset, the sentiment job's difficulty, and the specific requirements for accuracy, scalability, and processing efficiency. Naive Bayes and support vector machines (SVMs) are examples of traditional models; they are scalable and perform adequately for simpler sentiment analysis tasks, but they struggle to grasp complicated linguistic patterns and contextual complexities. However, when it comes to challenging and large-scale tasks, deep learning models like LSTM and BERT are far more accurate. Nevertheless, their training and application require greater resources and consume more computational power. Which machine learning model is ideal for sentiment analysis depends on the job's objectives, the dataset's size and complexity, and the available computer capacity. Organizations and researchers should think about these elements when selecting a plan to make sure it performs well. As the area of natural language processing (NLP) develops further, mood analysis is expected to become increasingly more precise and practical with the use of deep learning models and pre-trained language models. Because of this, it will be applicable to numerous domains.

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