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**EmojiTone: Sentiment Analysis with Emojis for social media  
Using Twitter Data**

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## **Abstract**

Nowadays, Social Media websites have become increasingly popular. Millions of users all around the world is using social media to express their opinions on a variety of topics. With these reasons, applying sentiment analysis techniques on tweets could be a tremendous opportunity for organizations to get valuable insights on public opinions.

This research project would present a novel token-based approach to sentiment analysis of emoji combinations. The proposed approach leverages the sentiment of individual emoji tokens to derive the sentiment of a given emoji combination. The paper evaluates the proposed approach on a large-scale emoji dataset and demonstrates its effectiveness in accurately mapping complex emoji combinations to sentiment. The paper provides valuable insights into the challenges of sentiment analysis of emoji data and presents a promising solution for overcoming these challenges. The findings of this research have the potential to impact various domains, including social media and instant messaging, customer sentiment analysis, brand reputation management, and event detection. The paper is of interest to researchers, practitioners, and students working in the field of sentiment analysis and NLP.

**Keywords: sentiment analysis, emoji, token-based approach, NLP, and customer sentiment analysis.**