

Recipe Rating based on Sentiment Analysis

Eunice Mbaika Musyoki

(B135/100872)

Supervisor: Dr. Boaz Too

Abstract

With the rapid growth of web technology there is a huge amount of data present in the web for internet users. Such data is mainly from the social media such as facebook, twitter, etc., where millions of people express their views in their daily interaction which can be their sentiments or opinions about a particular thing. Large amount of data also presents in the forms of reviews and ratings in many online shopping websites such as Jumia, Alibaba. In order to automate the analysis of such data the area of sentiment analysis is used. Sentiment analysis is extremely useful in social media monitoring as it allows us to gain an overview of the wider public opinion behind certain product. With the advent to social media the number of reviews for any particular recipe is in millions, as there exist thousands of websites where that particular recipe exists. As the numbers of reviews are very high the user ends up spending a lot of time searching for best recipe based on the experiences shared by review writers. This cooking recipe rating based on sentiment analysis project presents a sentiment-based rating approach for certain same type of recipes (like chips masala recipes) which enable the visitors to be able to vie recipe, comment on the recipe, like or dislike and be able to rate as per the well-being of the recipe and ingredients. The recipe users are able to see the analysis based on visitor comments and ratings. The best recipe is the one that is rated by most visitors and its saves them time of spending searching for the best recipe. The System is developed using PHP. It fully meets the objectives of the system for which it has been developed. From the tests performed it show improvement on the overall performance as per time utilization. The system has brought about faster access to recipes by visitors and users of the system by analyzing the top-rated recipe. This project can be applied to any restaurant that needs to improve through providing the best recipes to customers since they are able to prepare the best recipes for customer satisfaction.