Review of: "Study of the Problems of Determining Public Opinion of the Israeli-Palestinian War in Social Networks"

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The article "Study of the Problems of Determining Public Opinion of the Israeli-Palestinian War in Social Networks" explores the use of neural networks and sentiment analysis to gauge public sentiment on the Israeli-Palestinian conflict using Reddit data. The methodology combines natural language processing (NLP) tools, sentiment analysis, and vote weighting to assess and interpret the emotional tone and trends in public opinion expressed in social media comments. It considers not only the textual content but also social interactions like likes and dislikes, as well as user status factors such as verification and karma, to provide a comprehensive analysis.

Key challenges highlighted include ensuring data authenticity to avoid manipulative influences from fake accounts or bots, addressing the complexity of language features such as slang and sarcasm, and managing the computational demands of processing large volumes of unstructured text data. The study underscores the importance of these advanced analytical tools in enhancing understanding of public sentiment, which can inform marketing strategies, political analysis, reputation management, and crisis response. By examining the dynamics of public opinion over time and in response to specific events, the research provides valuable insights for strategic decision-making in various fields.