

Communication

# Study of the Yahoo-Yahoo Hash-Tag Tweets Using Sentiment Analysis and Opinion Mining Algorithms

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**Abstract:** Mining opinion on social media microblogs presents opportunities to extract meaningful insight from the public from trending issues like the “yahoo-yahoo” which in Nigeria, is synonymous to cybercrime. In this study, content analysis of selected historical tweets from “yahoo-yahoo” hash-tag was conducted for sentiment and topic modelling. A corpus of 5500 tweets was obtained and pre-processed using a pre-trained tweet tokenizer while Valence Aware Dictionary for Sentiment Reasoning (VADER), Liu Hu method, Latent Dirichlet Allocation (LDA), Latent Semantic Indexing (LSI) and Multidimensional Scaling (MDS) graphs were used for sentiment analysis, topic modelling and topic visualization. Results showed the corpus had 173 unique tweet clusters, 5327 duplicates tweets and a frequency of 9555 for “yahoo”. Further validation using the mean sentiment scores of ten volunteers returned R and R2 of 0.8038 and 0.6402; 0.5994 and 0.3463; 0.5999 and 0.3586 for Human and VADER; Human and Liu Hu; Liu Hu and VADER sentiment scores, respectively. While VADER outperforms Liu Hu in sentiment analysis, LDA and LSI returned similar results in the topic modelling. The study confirms VADER’s performance on unstructured social media data containing non-English slangs, conjunctions, emoticons, etc. and proved that emojis are more representative of the sentiments in tweets than the texts.

**Keywords:** opinion mining; Twitter; cyber-crime; content analysis; text classification



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## 1. Introduction

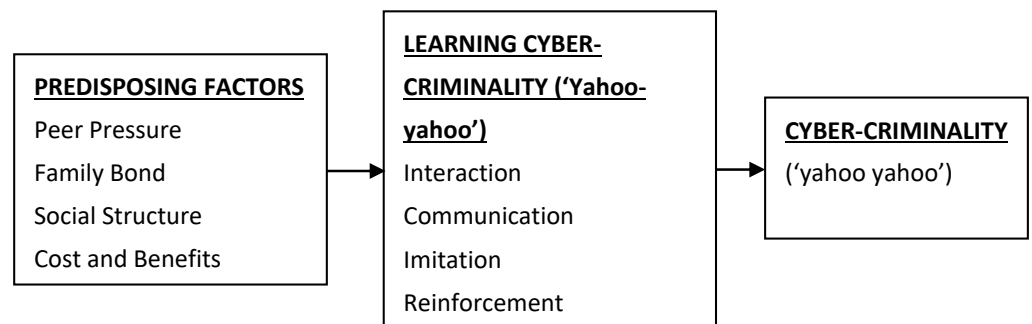
The continuous rise in Internet technology and various social media (SM) platforms has made it possible for effective communication and interaction among various people from diverse social and cultural backgrounds [1,2]. This growth in technology advancement has also introduced some downsides such as proliferation of cyber-crime [3]. SM has become a significant aspect of online activity [4] and plays a crucial part in cybercrime such as in [5] and cyber terrorism-related operations [6]. Cybercrime, which is one of the popular forms of deviance among youth in Nigeria, is still a serious problem affecting the country’s image [7,8]. The perpetrators are supported by some people and social institutions when they make illegitimate money; hence, the increasing justification of illegality [9,10]. The phrase Yahoo-Yahoo originated from the use of Yahoo emails and Yahoo instant messenger as a dominant medium of communication between perpetrators and victims [11]. This popular term refers to the activities that entail using computers, phones, and the Internet to defraud unsuspecting victims, especially those outside the country. The likelihood of fraudulent users integrating new approaches without necessarily applying extensive technical knowledge on the Internet could result in fraudulent activity [12].

The rising popularity of cyber-crime in Nigeria [13] can be connected to the current state of economic instability, the high unemployment rate among able-bodied youths, erosion of traditional values of integrity quick-money syndrome, etc. To curb these illegal

activities, institutions such as the Economic and Financial Crimes Commission (EFCC) were established in Nigeria and have recorded several arrests and prosecution of cyber-crime suspects [14]. However, it is expected that with the apprehensions and prosecutions, more understanding of the “modus operandi” of culprits will emerge. However, crime may not be static as suspects could adopt new methods when the old ones are known to the public and law enforcement agencies. Cybercrime has gone beyond the notorious 419 email and SMS scams [15] to apply more sophisticated methods making SM users even more vulnerable [16]. Recently, SM platforms such as Facebook, Instagram, Twitter, Google+, and Pinterest are becoming popular for crucial data sources in research studies relating to sentiment analysis [17,18]. SM can accommodate information on different subjects, thus increasing and improving communication between them, and participants can form groups with a common interest and express themselves freely [19].

The importance of SM opinion cannot be over-emphasized as this medium serves as the most accessible way to get large, valuable, and rich details of information (especially on the subject matter) within a short period. The Twitter platform is a social microblog site and has generated about 330 million tweets every month across different countries [20]. Twitter has recently been used to mine opinions and trending topics to understand users’ behaviors and attitudes through predefined information such as user description, location, status, and other attributes. Also, Twitter allows the exchange of media such as text, images, videos, etc. and the potential to facilitate research over social phenomena based on sentiment analysis, using Natural Language Processing and Machine Learning techniques to interpret sentimental tendencies related to users’ opinions and make predictions about real-world events [21].

Analyzing different trending topics on Twitter may create insight into polarized opinions in various issues such as politics, celebrities, national disasters, corporations, etc., for real-world event prediction. Previous studies by researchers have shown that this practice falls within the socioeconomic cyber-crime [22], and its continued popularity can be attributed to the influence of friends [7,8,23]. The relationships between factors influencing these activities and the learning process are depicted in Figure 1 as adapted from [24].



**Figure 1.** Relationships between predisposing factors and cyber-crime in Nigeria.

However, this study is motivated by increasing information on SM, majorly Twitter, considering the great benefit to the Government and all related stakeholders. We have considered the effect on a developing country—Nigeria (as a case study), a fast-growing economy, the largest populated country in Africa.

This paper aims to analyze the Yahoo-Yahoo hashtag tweets on SM using sentiment analysis and opinion mining algorithms with the following specific objectives:

1. Collect tweets based on the Yahoo-yahoo hashtags using the Orange Twitter API.
2. Pre-process and tokenize the tweets using a pre-trained tweet tokenizer.
3. Conduct unsupervised lexicon-based sentiment analysis on the tweet corpus using the Liu Hu and VADER techniques, respectively.

4. Carry out Topic modeling to detect abstract topics on corpus using Latent Dirichlet Allocation (LDA) and Latent Semantic Indexing (LSI) algorithms, respectively.
5. Validate the topic modeling using Multidimensional Scaling (MDS) graph and Marginal Topic Probability (MTP).

The rest of the paper is organized as follows: Section 2 discusses the related work; Section 3 provides a detailed description of the research methodology; Section 4 discussed in detail the implementation and results obtained, while the paper concludes with future directions in Section 5.

## 2. Literature Review

This section discusses previous research endeavors on sentiment analysis and opinion mining using Twitter data in detail. The specific focus is on cyber-crime and Twitter data, and state-of-the-art methods proposed in the literature will be carefully studied for contributions and future recommendations.

In [25], the Authors proposed a temporal topic detection model to infer predictive topics over time. Authors developed a dynamic vocabulary to detect topic trends rather than word dictionaries using Twitter data to predict the Chicago crime trend. The study concluded that the use of content-based features improves overall prediction performance. In [21], the Authors presented a statistical analysis based on  $\ell_1$  regularization regression algorithm for detecting cyber-attacks using social sentiment sensors on Twitter. Kounadi et al. in [26] examined Twitter messages for detecting homicide crime in London based on spatial and temporal analysis. The Authors adopted two pre-processing methods from link correspondence and the home estimation model. Hariani and Riadi in [3] analyzed Twitter data for cyberbullying using a naïve Bayes classifier and TF-IDF weighting. Authors claimed their classification results were able to detect cyberbullying on SM, and the effect of this bullying is more psychological, with a prediction of 77.73%. Sharma et al. in [27] proposed a sentiment analysis of Twitter data using the Valence Aware Dictionary for Sentiment Reasoning (VADER) method for detecting cybersecurity and cyber-crime. The Author concluded that Asian nations are majorly affected by cybersecurity challenges when compared to other European Union countries. Al-Garadi et al. in [28] proposed a supervised machine learning approach using four classifiers, namely support vector machine (SVM), Naïve Bayes (NB), K-Nearest Neighbor (KNN), and the Random Forest (RF) classifier for detecting cyber-crime on the Twitter network. The methods show that integrating Synthetic Minority Over-Sampling Technique (SMOTE) with RF gave the best performance of 94.3% compared with the other machine learning classifier.

The application of Deep Learning (DL) methods has also been proposed in previous studies. Al-Smadi et al. [29] carried out a sentiment analysis of Arabic hotel reviews using Deep Recurrent Neutral Network (DRNN) and SVM. The DRNN had a faster execution time during the training and testing of the models. Founta et al. in [30] presented an architecture based on DL for detecting online multiple abusive behaviors among Twitter users. The proposed approach gave a significant performance in detection rate and increasing AUC from 92–98%. Like the previous study, [31] also applied a DL method based on a Convolutional Neural Network (CNN) to detect cyber-bullying using Instagram images and text data. The detected bullying words are further analyzed using the N.B. classifier to detect potential cyberbullying threats effectively.

After a review of previous studies, to the best of our knowledge, this study is the first to analyze the Twitter dataset for understanding and identifying sentiments towards yahoo-yahoo cyber-crime. The summary of the related work on cybercrime analysis using Twitter data is shown in Table 1.

**Table 1.** Summary of related work on cybercrime analysis using Twitter Data.

Article Sources	Methods	Contributions	Research Domain
[26]	Machine learning based on logistic regression.	Result shows the proposed method could be effective and reliable for investigating the crime.	Homicide detection.
[21]	$\ell_1$ regularization regression algorithm.	Proposed methods were useful to predict possible cyber-attacks.	Cyber-attack detection.
[32]	SVM	Significant improvement in classification accuracy.	Detection Traffic Congestion.
[33]	Ensemble method based on Linear SVM, Radial SVM, Polynomial SVM, R.F., and N.B.	The proposed method gave a reliable capacity to predict relevancy with an improvement in accuracy of more than 6%.	Relevance Detection.
[34]	Stochastic gradient descent (SGD) approach to training of SVM classifier.	Improved prediction accuracy for the detection of social tension topics in Russia.	Social tension detection.
[35]	CyberEM model based on pattern clustering and an NMF-based (non-negative matrix factorization) event aggregation algorithm.	The proposed model was able to discover cybersecurity events and update event aggregation online.	Event detection.
[36]	R.F. algorithm.	Developed a low-cost interpretative model.	Identity deception.
[28]	SMOTE approach on supervised ML (N.B., SVM, R.F., and KNN).	Develop a cost-sensitive model.	Cyberbullying detection.
[37]	K-means clustering algorithm and Random Forest algorithm.	The proposed methods were able to show significant prediction power in detecting cyberbullying.	Cyberbullying behavior
[38]	Ensemble machine Classification and Statistical Modelling.	Classification results showed very high levels of performance at reducing false positives and produced promising results with respect to false negatives.	Cyber Hate Speech

### 3. Research Method

The research methodology employed in this study is presented in this section. The data analyzed is based on the content of the tweets and other metadata. Duplicated tweets were detected and filtered to analyze unique tweets from the dataset. This study adopted Liu Hu [39] and VADER [40] methods for sentiment analysis. The research approach was divided into three modules, as shown in Figure 2, including Data Collection, Pre-processing, and Data Analysis.

#### 3.1. Data Collection

Twitter data was chosen based on its popularity with microblog services for sentiment and opinion analysis in detecting cyber-bullying, cyber-terrorism, etc. [17]. Twitter API was employed in streaming live tweets for the past 14 days on the Orange Data mining toolbox [41]. To use the Twitter API, it is required to obtain the Twitter API credentials, which contain the key and secret passwords. With the API, query parameters relating to specific keywords such as ‘wordlist query’, ‘search by’, ‘language’, ‘allow retweets’, etc., can be set, and the data obtained can be saved as Comma-Separated Value (CSV) format. For this study, the search query’s keyword was “yahoo-yahoo”, and a maximum tweet of 5500 tweets was returned. The complete dataset is available in the Zenodo repository at [42]. Figure 3 shows the Twitter dataset obtained using the #yahooyahoo on a data table containing the tweets content as well as 17 other metadata, which includes ‘Author ID’,

‘Date’, ‘Language’, ‘Location’, ‘Number of Likes’, ‘Number of Retweets’, ‘In Reply To’, ‘Author Name’, ‘Author Description’, ‘Longitude and Latitude’, etc.

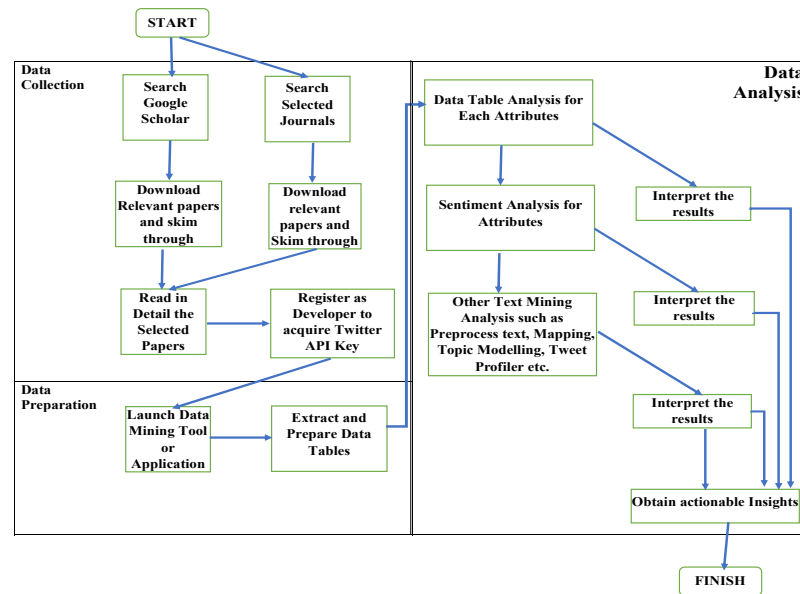


Figure 2. Proposed Data Content Analysis Framework.

	A	C	D	G	H	I	J	K	L	M	N	O	P	S
1	Author	Date	Language	Number o	In Reply T	Author	Author De	Author St	Author Fa	Author Fri	Author Fo	Author Lis	Author Verified	
2	discrete	time	discrete	continuou	discrete	string	meta	meta	meta	meta	meta	meta	discrete	
3	class	meta	meta	meta	meta	meta	meta	meta	meta	meta	meta	meta	meta	
4	Tweet 1	1/30/2020 11:45	en	202		ðŸ...ðŸ..	Musician	3,205	2,879	470	322	6	FALSE	
5	Tweet 2	1/30/2020 11:44	en	202		executiv	bio under	28,241	101,914	9,097	9,473	3	FALSE	
6	Tweet 3	1/30/2020 11:44	en	202		OHIS	ARCHITEC	21,391	7,734	792	753	7	FALSE	
7	Tweet 4	1/30/2020 11:42	en	202		Linus	#TeamGo	45,400	6,218	1,114	861	5	FALSE	
8	Tweet 5	1/30/2020 11:42	en	9		Demi go	Sharing	54,969	21,034	1,720	2,375	6	FALSE	
9	Tweet 6	1/30/2020 11:42	en	131		ðŸ•MIS	Old accou	5,533	5,959	2,389	2,460	0	FALSE	
10	Tweet 7	1/30/2020 11:41	en	3		â™™ Publ	eachmusi	18,292	24,641	791	941	4	FALSE	
11	Tweet 8	1/30/2020 11:41	en	202		Charles	(Too	40,925	3,302	268	1,016	10	FALSE	
12	Tweet 9	1/30/2020 11:40	en	178		Ivy's Ho	I follow b	1,064	9,849	724	713	0	FALSE	
13	Tweet 10	1/30/2020 11:40	en	202		-01 SÃf	SNAPCHA	230,474	83,244	16,049	21,525	70	FALSE	
14	Tweet 11	1/30/2020 11:40	en	0	@vhic_tor	Anaco	I just want	4,360	17,442	576	401	0	FALSE	
15	Tweet 12	1/30/2020 11:39	en	202		Udoji_A	I'm living l	1,365	394	633	159	0	FALSE	
16	Tweet 13	1/30/2020 11:37	en	71		avril_sk	April	10,083	16,331	4,704	4,777	1	FALSE	
17	Tweet 14	1/30/2020 11:37	en	164		avril_sk	April	10,083	16,331	4,704	4,777	1	FALSE	
18	Tweet 15	1/30/2020 11:36	en	72		avril_sk	April	10,083	16,331	4,704	4,777	1	FALSE	
19	Tweet 16	1/30/2020 11:36	en	61		avril_sk	April	10,084	16,332	4,704	4,777	1	FALSE	
20	Tweet 17	1/30/2020 11:35	en	202		Striker	witty stre	15,848	58,581	1,973	1,404	0	FALSE	
21	Tweet 18	1/30/2020 11:35	en	202		KingMax	Jannah is	27,903	62,407	10,052	10,458	4	FALSE	
22	Tweet 19	1/30/2020 11:35	en	0		Dennis C	Am	149	299	2,134	365	1	FALSE	
23	Tweet 20	1/30/2020 11:34	en	202		Laaolu	I love	1,317	1,328	615	226	0	FALSE	
24	Tweet 21	1/30/2020 11:32	en	501		lamMrLe	The innoc	8,573	18,527	2,130	2,236	1	FALSE	
25	Tweet 22	1/30/2020 11:30	en	202		Bankole	lâ€™m a s	112	281	121	15	0	FALSE	
26	Tweet 23	1/30/2020 11:30	en	97		General	Sports:Liv	860	1,598	88	58	0	FALSE	
27	Tweet 24	1/30/2020 11:27	en	131		Lincolns	Interne	160,815	192,211	93,822	101,697	158	FALSE	
28	Tweet 25	1/30/2020 11:27	en	202		rhin30!	dreams m	18,286	9,244	690	781	1	FALSE	
29	Tweet 26	1/30/2020 11:25	en	202		Zubs	Christ junl	33,897	458	542	467	12	FALSE	

Figure 3. Screenshot showing the Data Table with the Tweet contents and other metadata.

### 3.2. Data Pre-Processing

The Twitter dataset was pre-processed by breaking the tweets into smaller pieces like words, phrases, or bi-grams called tokens. Normalization was done on the tweets to generate n-grams, tags with spoken tags, and partial language markings. Other pre-processing tasks carried out on the tweets include:



1. Converting all characters in the corpus to lowercase;
2. Remove all HTML tags from a string;
3. Removing all text-based diacritics and accents;
4. Removing URLs, articles, and punctuations;
5. Filtering stop words, lexicon, Regular expressions.

### 3.3. Sentiment Analysis

Sentiment analysis aims to extract users' emotions from texts at sentence, document, or aspect/feature level. It determines the feeling being projected from each tweet as either positive, negative, or neutral. The NLTK emotion modules in Orange are based on sentiment lexicons approaches and contain Liu Hu [39] and VADER [40] techniques. The lexicon-based process is an unsupervised machine learning method that employs a dictionary or lexicon list. Each lexicon is associated with a sentiment strength which represents a positive or negative orientation [43].

The Liu Hu method [39] involves an examination of the lexicon. It classifies the tweets into negative, positive, and neutral sentiment while the VADER examines the lexicon and uses the thumb rule. It simply sums up the sentiment scores of all sentiment words in a tweet or sentence segment.

VADER was proposed in [40]. Unlike Liu Hu in [39], VADER [40] has its sentiment orientation divided into four categories which are: positive, negative, neutral, and final compound scores for analyzing sentiment. The compound score is calculated in Equation (1) by finding the sum of each word's valence scores in the lexicon, which are adjusted according to the rules.

$$x = x / \sqrt{x^2 + \alpha} \quad (1)$$

where  $x$  = sum of valence scores of constituent words, and  $\alpha$  = Normalization constant (default value is 15).

The costs are then normalized in a continuous polarity annotation between  $-1$  and  $+1$ , representing the most extreme negative and most extreme positive sentiments. The VADER compound score is a single unidimensional measure of a tweet's sentiment.

The tweet corpus was collected, duplicate tweets were removed using Manhattan distance for distance measures between tweets with a single linkage and distance threshold of 0.5. The VADER and Liu Hu sentiment analysis methods were applied, and the results were obtained using the heat maps and sentiment scores. Algorithm 1 represents the duplicate detection and sentiment analysis workflow.

### 3.4. Ground Truth Generation for Sentiment Analysis

To evaluate and validate VADER and Liu Hu models for sentiment analysis, we took a cue from [40] by employing a human-centered approach using ten human experts to individually review all 173 unique tweets and give their sentiment score on a scale of  $-3$  to  $+3$  representing extreme Negative to extreme Positive sentiments for each of the tweets, while a score of zero to a tweet was considered a neutral sentiment. The mean opinion score (MOS) of the human subjective scores is thus obtained from the averaged result of a set of individual human subjective sentiment scores. The Mean opinion score (MOS) is defined as:

$$MOS = \frac{1}{S} \sum_{i=-3}^3 i p(i) \quad (2)$$

where  $i$  tweet sentiment score,  $p(i)$  = tweet sentiment score probability, and  $S$  = number of independent observers. Ten observers were assigned to grade the 173 tweets, thus  $S = 10$  and  $i = 173$ . The grading scales were maintained as  $-3, 2, 1, 0, 1, 2,$  and  $3$  representing  $-3$  to  $+3$  representing extreme negative sentiments to extreme positive sentiments.

**Algorithm 1:** Duplicate Detection and Sentiment Analysis Workflow.

---

```

Input: {Corpus C; Tweet T (T1, T2, ... Tn),
Tweet contents: X = {x1, x2, ... xn},
distance between rows, d
distance threshold, dT = 0.5;
distance metrics, m}
Output: {Liu Hu: Sentiment Score;
VADER: Sentiment Scores (Neg, Neutral, Positive, Score);
Heat maps}
Start: Procedure
Step 1: For  $\forall T \in C$ 
      T  $\leftarrow$  {T1, T2, ... Tm}
      T1 = {X11, X12, ... X1n},
      T2 = {X21, X22, ... X2n},
      :
      :
      Tn = {Xn1, Xn2, ... Xnn}
Step 2: Detect Duplicate Tweets T using Manhattan Distance (d)
For i = 1: n \ \ distance between rows
Calculate: d = ( X11 == X21) && (X11 == X22) && ... (X1n == X2n)
      Linkage L= single
      d > =dT
remove duplicate
Step 3: Apply Sentiment Analysis Method (Liu Hu; VADER)
      Generate output
end

```

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### 3.5. Topic Modelling

Topic modeling is used to detect abstract topics in the corpus or data table based on word clusters and their respective frequency in each document or tweet, as in this case study. It has been applied in Natural Language Processing (NLP) to discover topics and extract semantic meaning from unordered documents, especially in applications such as SM, text mining, and information retrieval. This study aims to use the topic to facilitate understanding of the emotion and conversations between the respondent in the corpus under study.

The orange topic modeling widget wraps Gensim's topic models [44] that contain Latent Dirichlet Allocation (LDA), Latent Semantic Indexing (LSI), and Hierarchical Dirichlet Processing (HDP) algorithms, respectively.

LDA is a three-level hierarchical Bayesian model in which each item of a collection is modeled as a finite mixture over an underlying set of topics. It is interpreted easily but slower than LSI.

LSI model returns topics with negative and positive keywords that have negative and positive weights on the topic. The positive weights are words that are highly representative of the topic and contribute to its occurrence. For negative weights, the topic is more likely to occur if they appear less in it. The modeled topics were visualized using Multidimensional Scaling (MDS) graphs, which is a low-dimensional projection of the topics as points. MDS attempt to fit distances between the points as much as possible. Algorithm 2 represents the workflow for topic modeling as conducted in this study.







From the geolocation analysis in Figure 5, Some of the countries in the range 0–4 (color code 1) on the world map are Ghana, French Guyana, South Africa, Tanzania, Uganda, Kenya, France, and Iran; Canada and the United States of America are in the range 5–9 (color code 2) while Northern Ireland, United Kingdom, and Nigeria are in the range 10–14 (color code 3) with 9, 10 and 11, respectively. Finally, Spain fell into the last category with the color 16. From the dataset and contrary to expectation, Spain has the highest number of tweets with the #yahooyahoo on Twitter, followed by Nigeria. However, our tweet dataset also confirmed that most Twitter users prefer to set their location as anonymous.

#### 4.3. Results of Duplicate Detection

The dataset was filtered for unique tweets using duplicate detection to remove duplicate tweets from the 5500 tweets. With the linkage set to single and distance threshold = 0.5, the duplicate detection workflow returned 173 unique clusters and their sizes. Where a cluster represents a unique tweet, and the size is the frequency of retweets or duplication in the dataset. Thus, 173 unique tweets and 5327 duplicates were returned. Tweet C91 is the largest cluster with 484 retweets. Table 3 shows the top twenty tweets, cluster, number of retweets, and content. The 173 unique tweet clusters were adopted for further analysis in the study. To maintain the privacy and the ‘right to be forgotten’ of the tweet’s Authors, their Twitter handles were anonymized using serial uTweet1, . . . , uTweet 173 for Unique tweet 1 to 173, respectively.

**Table 3.** Top twenty tweets showing the cluster, number of retweets, and content.

S/N	Cluster	No. of Retweet	Content
1	C91	484	My friend just updated on his status that policemen arrested him at Ojuelegba for having a Ps4 in his bag, claiming that he was a yahoo boy.
2	C85	351	I’m not in support of Yahoo yahoo; it’s really bad but let’s face the fact that it’s yahoo yahoo that’s still lowering poverty
3	C110	173	Forget yahoo yahoo for a moment and be as smooth as this kitty.
4	C80	172	This is one of the funniest video you will see on Twitter today.
5	C62	162	EFCC Arrests Landlord for housing Yahoo boys. This comprises of more than one form of a tweet (e.g., EFCC, Bad Governance, Landlord, yahoo yahoo government etc.)
6	C87	150	Yahoo yahoo is like opting for the easy way out, limiting your potentials, why not channel that same energy towards something worthwhile and good.
7	C123	142	Grow your Twitter audience now. As we can’t do fraud, we can’t do Yahoo yahoo, we can’t steal, and we can’t be lazy
8	C63	141	This Administration is a scam. EFCC is yahoo yahoo. Every sector of this nation is in Coma. (This talks about the resignation of President Buhari, Fulani Herdsmen, Budget of \$12m, EFCC and Yahoo boys)
9	C79	127	Ladies who collect T-Fare from a man and end up not visiting him without a cogent reason are the real Yahoo Yahoo.

Table 3. Cont.

S/N	Cluster	No. of Retweet	Content
10	C88	127	Yahoo yahoo—they will brainwash you and make you give them your money. Fraud—you will give them your money on your own free (This emphasis on difference between yahoo yahoo and fraud. Also, it contains tweets on Rochas, linkage with Government and that they are better than politicians)
11	C103	123	I'm not even going to judge anybody doing yahoo yahoo.
12	C126	122	Forget, NYSC, Yahoo yahoo, Mertens, Pablo and pastor Adeboye, Twitter people don't have respect.
13	C89	103	I don't know why Yahoo Yahoo is trending, but you all should take your time and admire this flawless makeup
14	C100	103	The greatest, easiest and most legitimate form of yahoo yahoo in Nigeria is politics
15	C107	99	D.O. girls also do yahoo yahoo? Or is it only the boys?
16	C104	91	Problems caused by yahoo yahoo scammers government (This is on corruption, bribery, fraud, yahoo-yahoo and scammers)
17	C142	91	Legit work that pays. Say No to Yahoo Yahoo.
18	C102	89	Yahoo yahoo is bad, instead just be a pastor, imam or a politician.
19	C109	81	Between 2017 and January 2020, F.G. has repatriated \$1.89Billion of Abacha Loot.
20	C96	79	To SARS you are doing yahoo yahoo o. they should just arrest themselves.
21	C71	79	Someone said Yahoo Yahoo is now a course in his University.

#### 4.4. Result of Sentiment Analysis

From the result of the sentiment analysis, the Liu Hu method returned a single sentiment score 173 tweets in the range +12.5 and −12.5 classified as 43 (24.86%), 86 (49.71%) and 44 (25.43%) for Positive, Neutral and Negative tweets, respectively. Figure 6 presents the visualization of Liu Hu sentiment classification using the heat map.

The VADER method classified the 173 unique tweets by returning the negative, neutral, positive, and compound scores as shown in Figure 7 using the heat map. The right-hand side (RHS) consist of 142 tweets. 73 (42.20%) tweets were negative as depicted by the blue color on the heat map; their compound sentiment scores ranged between −0.0516 to −0.9393 with very low positive sentiment scores, close to zero (0). For the tweets classified as neutral, the positive, negative, and compound sentiment orientation scores, all returned zero (0), while the neutral scores were all one (1). This returned 43 (24.86%) neutral tweets. The third class in the heat map's RHS are tweets whose compound sentiment scores are above zero (0) but below 0.5. They do not represent negative or neutral sentiments and are also below the 0.5 thresholds to be considered as positive sentiment tweets. These classes of tweets are referred to as no-zone sentiment tweets with 26 (15.03%) tweets. Their compound sentiment scores ranged between 0.0202 and 0.4767, and their color on the heat map is not distinct. The left-hand side (LHS) of the heat map in Figure 7 has 31 instances. These are classified by VADER as positive tweets, their compound scores range between 0.5106 to 0.9508. They are represented with the visible yellow color on the heat map. The

result showed that a chunk of the tweets classified as Neutral by Liu Hu are in the RHS of the VADER heat map.

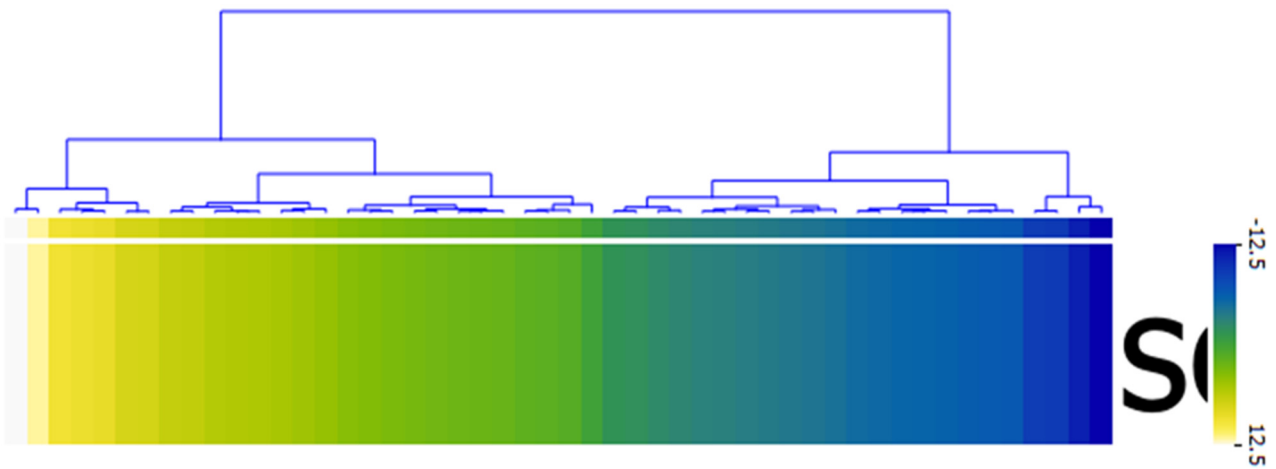


Figure 6. Heat map showing sentiments classification using Liu Hu method.

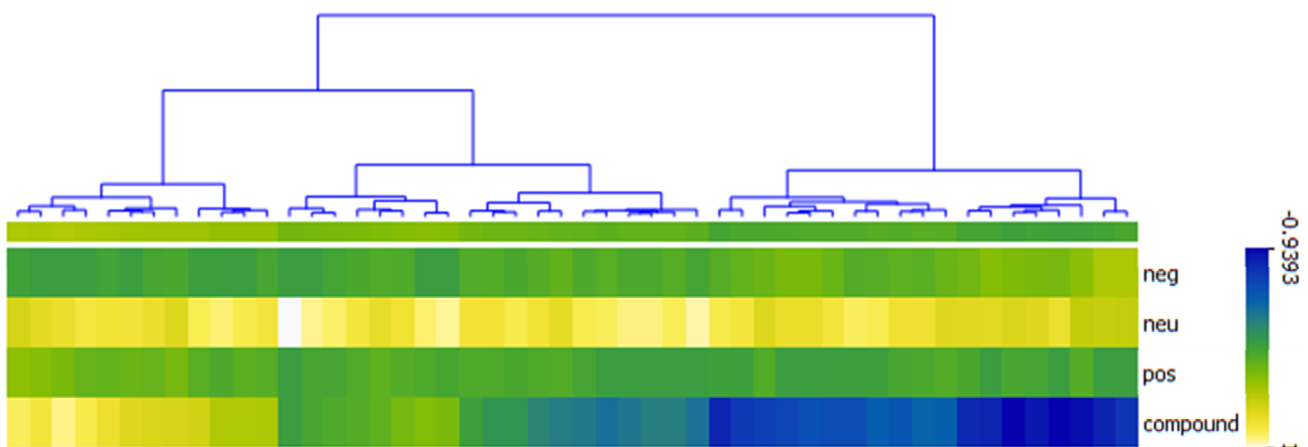
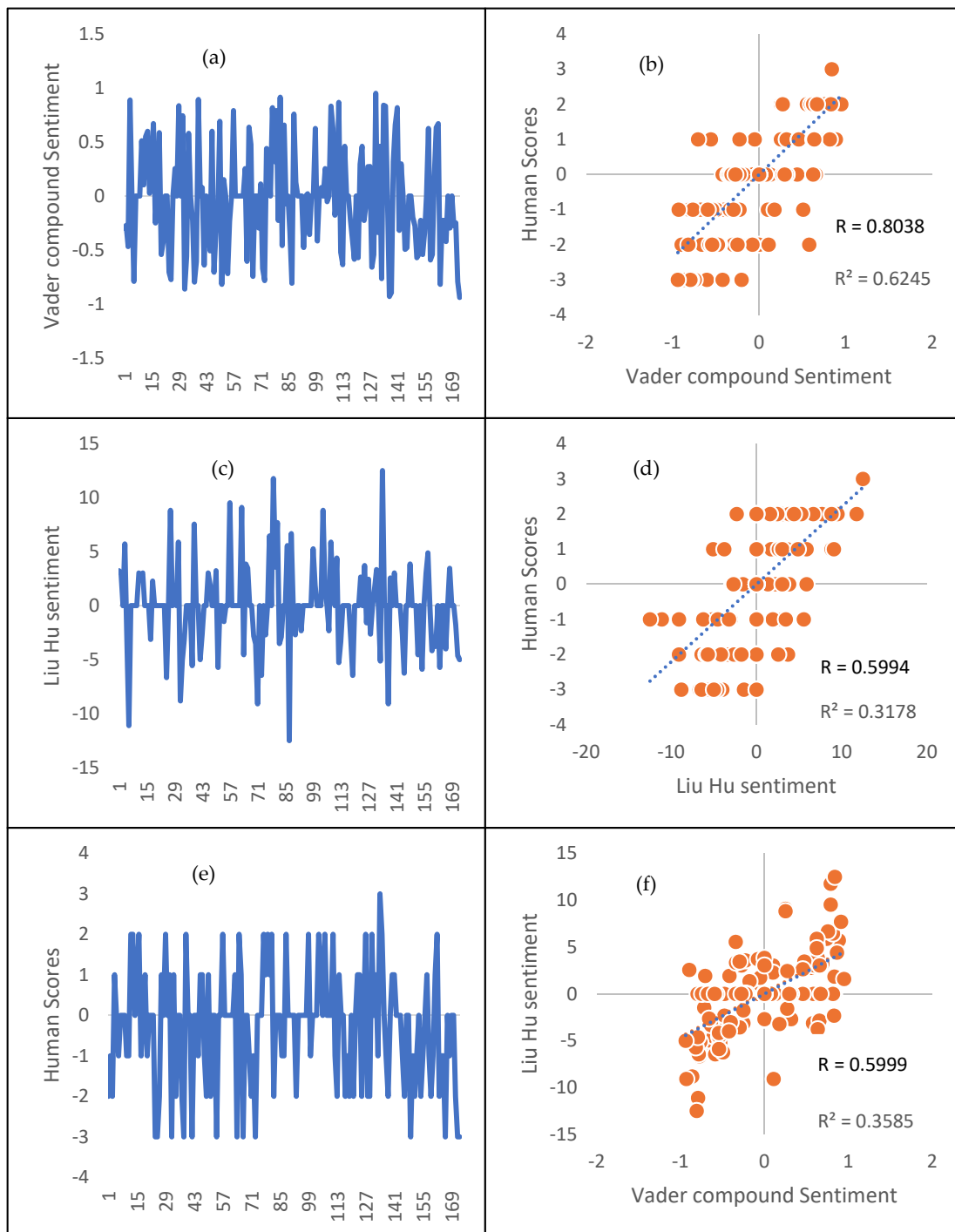


Figure 7. Heat map showing sentiments classification using VADER method.

4.5. Results of Ground Truth Generation for Sentiment Analysis

Figure 8 shows the summary of the ground truth generation and validation of the sentiment analysis using subjective human scores along the VADER and Liu Hu methods. The mean opinion Score (MOS) of 10 volunteers on the 173 unique tweets was obtained. Figure 8a,c,e shows the line plots of VADER compound, Liu Hu, and Human sentiment scores, respectively. The Figures show the trends between the sentiment scores returned by each approach and ultimately how the classification for each tweets sentiments differs. The Figure 8b,d,f are scatter plots between Human and VADER, Human and Liu Hu, and Liu Hu and VADER sentiment scores, with 0.8038 and 0.6402; 0.5994 and 0.3463; 0.5999 and 0.3586 as correlation score (R) and Co-efficient of Determination ( $R^2$ ), respectively. The blue line across the plots shows the intercept. The relationship between Human and VADER sentiment scores was more significant as in Figure 8b. We can also roughly consider each of the subplots as having four quadrants, which are: true negatives (lower left), true positives (upper right), false negatives (upper left), and false positives (lower right) representing the accuracy of the tweet’s sentiment classification. The more the data point in the false negatives and false positives quadrants implies decrease in the sentiment classification accuracy.



**Figure 8.** Subplots showing validation results of the tweet sentiment classification. Subplot: (a) Line plot of VADER sentiment scores; (b) Scatter plot of Human and VADER sentiment scores; (c) Line plot of Liu Hu sentiment scores; (d) Scatter plot of Human and Liu Hu sentiment scores; (e) Line plot of Human sentiment scores; (f) Scatter plot of Liu Hu and VADER sentiment scores.

#### 4.6. Results of Topic Modelling

The LDA and LSI models were applied for topic modelling. Using a document frequency of range 0.10 and 0.90, only 16617 tokens were returned with five (5) types.

In this case, the LDA and LSI models returned only one topic with the same keywords: *yahoo, rt, pastor, forget, and adeboye*. However, using the document frequency range between 0.00–1.00, 75280 tokens of 3968 types were returned. We set out for six topics using LDA

and LSI; the topics and their keywords are shown in Table 4. Figure 9 shows the cloud of words that constitutes LDA and LSI generated topics 1 to 6, while the topics selected top ten key words and weights are presented in Tables 5 and 6.

**Table 4.** Showing LDA and LSI generated topics with keywords.

LDA Topic Keywords						
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
1	Yahoo	yahoo	trending	rt	money	yahoo
2	rt	rt	🤔	geng	😭	rt
3	go	bad	make	😄	thiem	pastor
4	like	arrested	merlin	set	since	retweet
5	said	updated	nadal	😊	#whatwentwrong	forget
6	fraud	status	know	order	give	😞
7	end	ps4	time	@mazedgreat	get	adeboye
8	reason	bag	someone	everyone	daddy	👉
9	man	friend	take	sars	need	@jfriks
10	real	ojujelegba	ur	10	saying	=
LSI Topic keywords						
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
1	yahoo	rt	😞	😞	fg	<b>like</b>
2	rt	<b>yahoo</b>	twitter	=	2020	<b>even</b>
3	😞	=	pastor	<b>pastor</b>	january	<b>lot</b>
4	bad	arrested	adeboye	<b>nysc</b>	abacha	<b>going</b>
5	pastor	bag	<b>arrested</b>	<b>adeboye</b>	3	<b>terrifying</b>
6	really	friend	<b>friend</b>	rt	loot	<b>judge</b>
7	let	ps4	<b>bag</b>	followers	2017	<b>anybody</b>
8	support	policeman	<b>ps4</b>	<b>forget</b>	repatriated	<b>racism</b>
9	still	status	<b>policemen</b>	200	n681billion	<b>homosexuality</b>
10	@adehdaboy	claiming	<b>updated</b>	100	yrs	<b>stuffs</b>

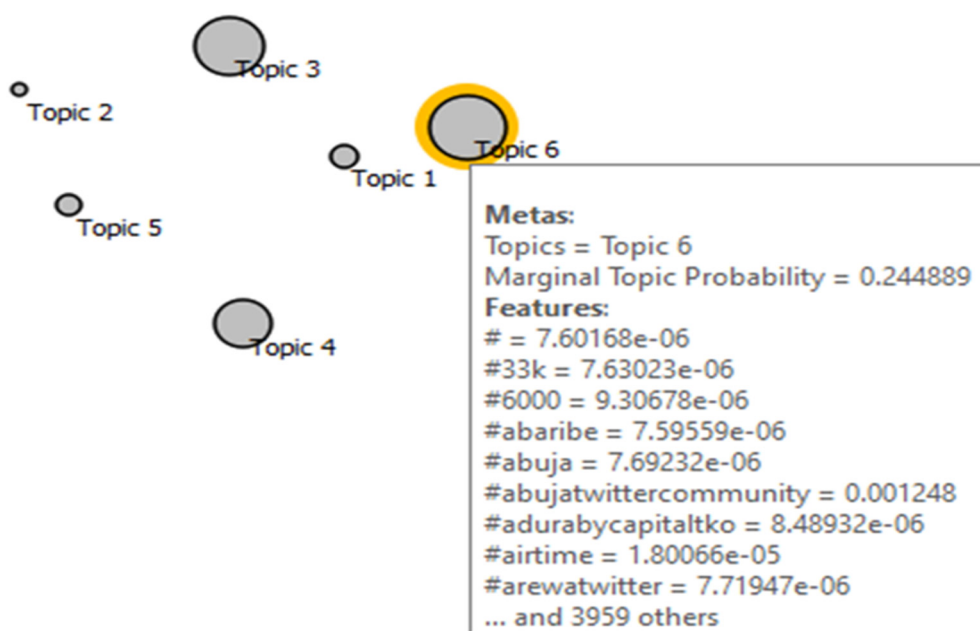
The topics represent the point in the Multidimensional Scaling (MDS) graph, where the size of the point is a function of the Marginal Topic Probability (MTP) for each topic extracted from the tweet corpus. The bigger the size of the point, the stronger the topic is represented by the words in the corpus. Only the LDA topics are visualized using MDS because LDA is easier to interpret than LSI even though it is more computationally intensive. The visualization of the LDA topics with MDS shows that topic 6 has the highest marginal probability of 0.244889, followed by topic 3 and topic 4. Figure 10 shows the LDA topics using MTP with multidimensional scaling points.





**Table 6.** LSI selected topics with top 10 words and weights.

S/N	Topic 1		Topic 2		Topic 3		Topic 4		Topic 5		Topic 6	
	Word	Weight	Word	Weight	Word	Weight	Word	Weight	Word	Weight	Word	Weight
1	yahoo	0.087	rt	0.511	😄	0.403	😄	-0.382	fg	0.226	like	-0.294
2	rt	0.362	yahoo	-0.232	twitter	0.218		0.209	2020	0.224	even	-0.258
3	😄	0.092		0.200	pastor	0.195	pastor	-0.180	january	0.224	lot	-0.248
4	bad	0.067	arrested	0.194	adeboye	0.190	nysc	-0.173	abacha	0.224	going	-0.246
5	pastor	0.062	bag	0.193	arrested	-0.185	adeboye	-0.171	3	0.224	terrifying	-0.246
6	really	0.060	friend	0.193	friend	-0.185	rt	0.165	loot	0.224	judge	-0.245
7	let	0.058	ps4	0.193	bag	-0.184	followers	0.164	2017	0.224	anybody	-0.245
8	support	0.058	policeman	0.193	ps4	-0.184	forget	-0.160	repatriated	0.224	racism	-0.245
9	still	0.058	status	0.193	policeman	-0.184	200	0.156	1.89	0.224	stuffs	-0.245
10	@adehdaboy	0.057	ojuelegba	0.193	updated	-0.184	100	0.156	n681billion	0.224	homosexuality	-0.245



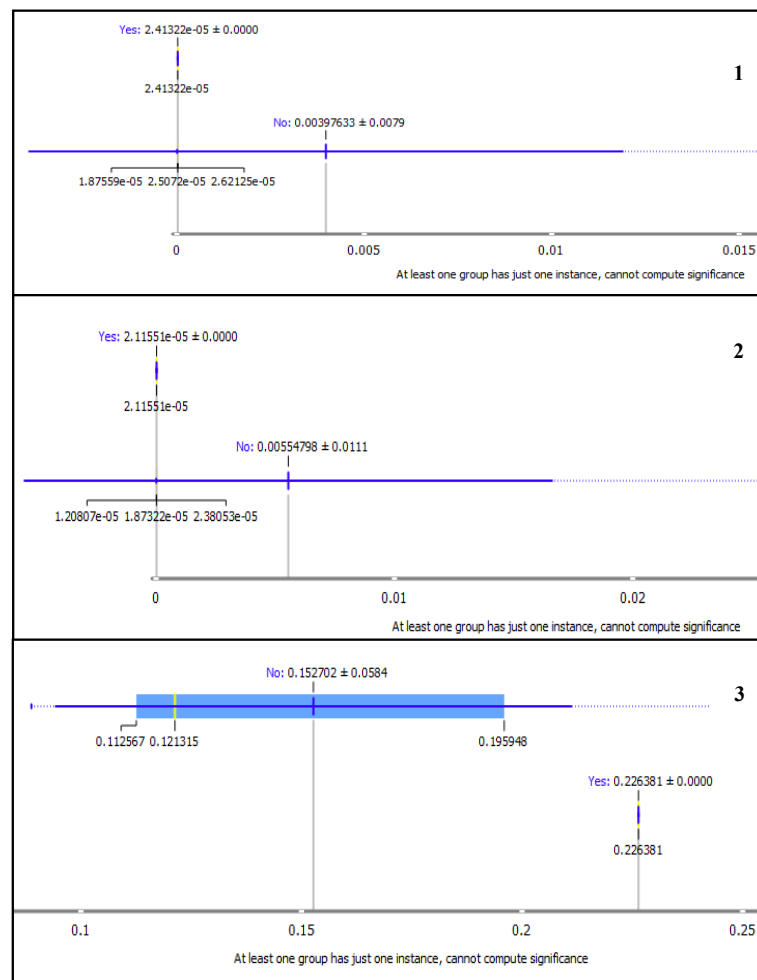
**Figure 10.** Visualizing LDA topics using MTP with multidimensional scaling points.

We further used the box plots to visualize the words that are most representative of each topic. The box plot sorts the variables (words) by separating the selected subgroup values. The subgroup ‘yes’ represents the weights of the most representative words of the topic selected on the MDS graph. Table 7 shows the top ten most representative words for LDA topics 1–6 selected on the MDS graph and visualized on the box plot. The words are sorted by their order of relevance to the topics.

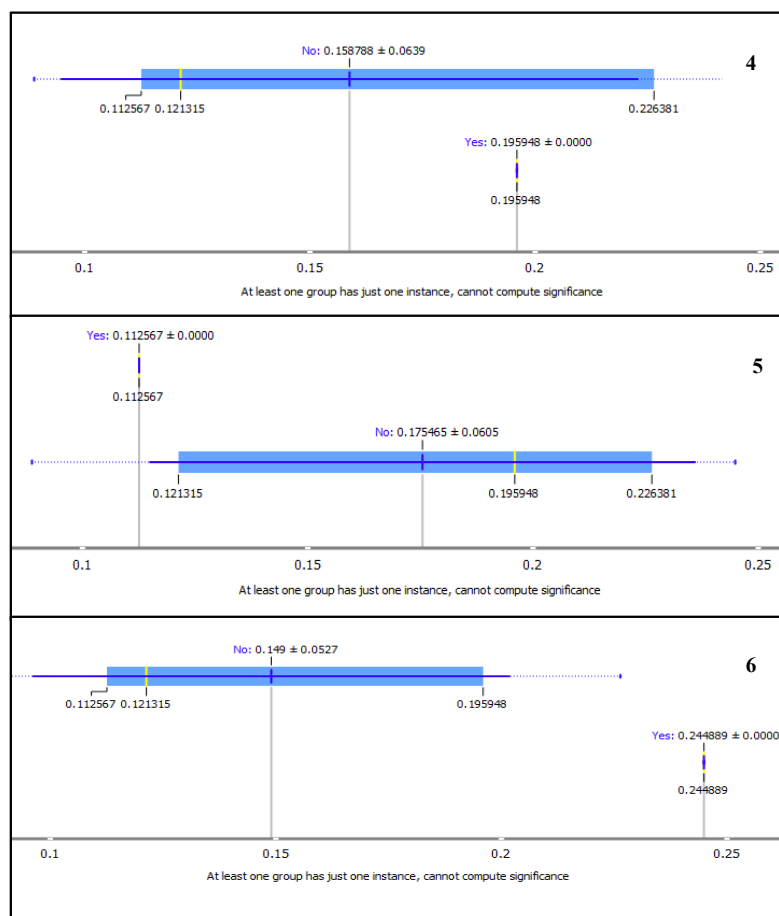
In Figures 11 and 12, we present subplots of selected LDA topics from the MDS graph as displayed on the box plot. The box plot changes by closing the separation between the yes and no subgroups.

**Table 7.** Top ten words by order of relevance to the topic in the corpus extracted from the box plot.

S/N	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
1	😄	money	Pastor	arrested	order	bad
2	end	geng	Retweet	updated	whatwentwrong	really
3	someone	nadal	forget	status	10	still
4	real	thiem	😄	ps4	chop	support
5	😭	around	adeboye	bag	name	@adehdaboy
6	without	crush	🔗	friend	available	let
7	ladies	since	@jfriks	claiming	25	fact
8	collects	efcc	=	ojuelegba	shout	face
9	t-fare	self	followers	policemen	upandan	lowering
10	@biyitheplug	laugh	100	@aproko_doctor	funds	pove



**Figure 11.** Box plots showing Marginal Topic Probability of the topics 1, 2, and 3 using Latent Dirichlet Allocation (LDA).



**Figure 12.** Box plots showing Marginal Topic Probability of the topics 4, 5 and 6 using Latent Dirichlet Allocation (LDA).

#### 4.7. Discussion

From the Pre-processing and tokenization, one would be wondering what a token or word like a ‘pastor’ has to do with cyber-crime. This does not mean pastors are involved, but, in this context, based on the tweets mined, some Authors classified the way of life of some Nigeria-based pastors as a form of “yahoo”, which means cyber-crime in Nigeria. The word ‘arrested’ has to do with the Landlord who harboured fraudsters in Ibadan, a city in Southwest Nigeria; a man found with PS4 was also ‘arrested’ at Ojuelegba in Lagos, whom the policemen assumed to be a “yahoo-boy”. ‘Pastor Adeboye’ appeared among others due to a statement he made which was, “one of my sons once told me that he was always excited to resume in the office every Monday because he would get to see his secretary again. I told him to fire (sack) her immediately. Nothing and no one is worth your marriage”. With this, pastor Adeboye was hash tagged with “yahooyahoo”. uTweet 90: “My friend just updated on his status that policemen arrested him at Ojuelegba for having a ps4 in his bag, claiming that he was a yahoo boy”, generated many retweets that were responsible for tokens such bag, ps4, arrested, and rt. Another user, uTweet 84 was quite sentimental with his opinion as: “I’m not in support of Yahoo yahoo, it’s really bad but let’s face the fact that it’s yahoo yahoo that’s still lowering poverty” while uTweet164 supported that “it has saved people and promoted more business.”

The sentiments analysis results confirm the advantage of VADER which aside its simplicity and computationally efficiency is its accuracy across domains especially on social media text. The result showed good performance of the sentiment analysis on the ‘yahoo-yahoo’ text which contains several popular slangs among Nigerian youths, capital letters, conjunctions, emoticons, punctuations, etc. The result also confirmed the strength of VADER on English and non-English text, as our corpus contains a lot of broken or

informal English grammar. This was a clear challenge for Liu Hu method which classified 86 (49.71%) tweets as Neutral, many of which were misclassified as also noted in [40].

The topics obtained from LDA, and LSI contain words that are consistent with those that appear more than 100 times. There are strong similarities between the keywords in the topics obtained from the LSI and LDA models. The word ‘yahoo’ is highly positively representative of topics 1, 3, 4 and 6 in the LDA with weights 0.170, 0.101, 0.092, 0.234, respectively, and topic 1 in LSI with a weight of 0.087. ‘Yahoo’ is also representative of LSI topic 2 with a negative weight of  $-0.232$  in Table 5. It was observed from Figure 9 (subplot 5) of LDA-generated topics and Table 4 that LDA topic five is made up of words with very low weights when compared to other LDA topics. It was also observed from Table 5, that LDA topics 1, 4, and 6 have top keywords that formed the tweets below when combined. It may not be unconnected with the fact that the tweets created by these top words of topics 1, 4, and 6 had retweet of 72, 1418, and 501, respectively, in the corpus.

*Topic 1: uTweet82, Someone said yahoo yahoo is youth empowerment, i weep for my country.*

*Topic 4: uTweet90, My friend just updated on his status that policemen arrested him at Ojuelegba for having a ps4 in his bag, claiming that.*

*Topic 6: uTweet84, Iâm not in support of yahoo yahoo, it is really bad but let us face the fact that its yahoo yahoo thats still lowering poverty.*

It was observed from the topic modelling that the words racism, judge, homosexuality, terrifying, etc., with red font color in the LSI topics have very strong negative weights. Topic 1 contain positive words only, topics 2 to 5 had a mix of negative and positive words, while topic 6 has only negatively representative words. Emoji have strong weights in both LDA and LSI-generated topics with positive contributions towards their respective topics, as shown in Figure 9, Tables 5 and 6. This observation is consistent with [45] that emoticons and their associated sentiment usually dominates the sentiment conveyed by textual data analysis whenever they are used. They express emotions and sentiments such as ‘laughing and rolling on the floor’, ‘face with tears of joy’, ‘sweat droplets’, ‘loudly crying face’, ‘grinning face with sweat’, etc. Hence, the sentiment expressed by the emoticons usually convey the central sentiment conveyed by the tweet’s textual content.

Also observed from the box plots in Figures 11 and 12, is the notable separation between yes and no subgroups for topics with high MTP. The ‘yes’ subgroup represents the words for the selected topic, while ‘no’ subgroup are the other words in the corpus. Subplot 6 in Figure 12 shows the good separation between the word frequency for LDA topic six and all others. The MTP of each topic is shown by the ‘yes’ subgroup of each topic as  $2.41322 \times 10^{-5}$ ,  $2.1151 \times 10^{-5}$ , 0.226381, 0.195948, 0.112567 and 0.244889 for topic 1, 2, 3, 4, 5 and 6, respectively. The gap between the subgroups is consistent with the sizes of the points and MTP values of the topics, as shown in Figure 10.

## 5. Conclusions

In this study, a content analysis of Twitter data using 5500 tweets from the #yahooyahoo was conducted to assess SM user’s opinions on the cyber-crime popularly called “yahoo-yahoo”. A convenient sample of opinions (tweets) is used for the study collected from the Twitter application. A semi-structured Twitter data was collected from various verified and unverified Authors. The result gives a detailed analysis of the sentimental view of people towards yahoo yahoo. Although the geolocation showed more users tweeted on the topic from Spain, a closer look into the corpus shows otherwise because of privacy concerns, because many users don’t declare their location on Twitter. It can also be concluded that LDA and LSI modelled topics showed a more representative reflection of the tweet corpus. Although LSI is said to be more computationally demanding in literature and is often less preferable to LDA, we observed that the insight it provided by identifying negative representative words along with the positive representative ones is very significant to topic



modelling and gaining insights from tweets. Emojis have strong weights in determining sentiments and contribution to topics modelling and more attention should be paid to sentiment analysis using emojis. The discussion towards yahoo-yahoo as a cybercrime was largely seen as negative to the society from the sentiment distributed using VADER as 42.20%, 24.86%, 15.03%, and 17.92% for negative, neutral, no-zone, and positive sentiment tweets, respectively.

For future research, the Authors plan to create long short-term memory (LSTM) deep learning models for sequence-to-label classification problems in tweets; test the model with new narratives to evaluate their performance; conduct internal and external validity of the study to ascertain that the result obtained are meaningful and trustworthy; we also plan to collect very large historical tweet datasets on trending national issues such as #COVID-19Nigeria, #EndSARS, #LekkiMassacre, etc. for evaluating the proposed future research directions.

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