Enhancing Hybrid Feature Selection Technique for Text and Image Classification of Social Media Posts

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Abstract:
Social media platforms store a vast amount of user-generated data, which poses potential threats to individuals and communities in the absence of proper control and moderation mechanisms. To address this issue, this paper proposes a hybrid feature selection technique that integrates textual and visual content to improve the accuracy and robustness of social media post classification. The research aims to contribute in three main areas:

1. Identifying and experimenting with various feature selection techniques for analyzing text and image-based social media data,
2. Developing a novel approach to combine features from text and images,
3. Enhancing the classification accuracy and efficiency of social media data analysis through a hybrid feature selection technique.

To accomplish these objectives, we collected a dataset consisting of Twitter posts and text-based images obtained from Kaggle. The methodology adopted in this study involved several steps to effectively analyze the combined text and image data from social media posts. Firstly, Optical Character Recognition (OCR) techniques were employed to extract text from the images. Next, we aligned the extracted text with their corresponding images to establish a cohesive relationship between the textual and visual components. To identify relevant features from the combined text and image data, we employed several feature selection techniques. These included TF-IDF (Term Frequency-Inverse Document Frequency)and chi-square. The experimental results obtained from our proposed approach demonstrated its superiority in terms of classification accuracy. The approach achieved an acceptable accuracy rate of up to 89%, indicating its effectiveness in accurately classifying social media posts.

Keywords: Text Feature selection, Image Feature selection, machine learning algorithm, heterogeneous data, social media data.

I. INTRODUCTION

The widespread adoption of social media platforms has transformed communication and information sharing, resulting in an abundance of user-generated data that includes various formats such as text, images, videos, and audio. To harness the potential of this data and mitigate potential risks, including the spread of harmful or misleading information, it is imperative to develop robust techniques for analyzing and classifying social media posts. Among these formats, text and image-based data are particularly prevalent on popular platforms like Facebook and Twitter. Therefore, it is essential to focus on developing effective techniques specifically tailored for analyzing and classifying text and image content in social media posts.

This paper presents an enhanced hybrid feature selection technique that combines both text and image features to improve the accuracy and efficiency of social media post classification. Traditional approaches often treat text and image data separately, overlooking the potential benefits of utilizing both modalities. By integrating advanced feature selection methods specifically designed for text and image data, our proposed technique aims to bridge this gap and enhance the classification process.

The main objective of this research is to address the limitations of existing methods by developing a comprehensive approach that leverages the complementary nature of text and image features selection techniques that have been utilized in recent studies involving social media data analysis. By considering both modalities, we can extract more meaningful and discriminative information, leading to improved classification accuracy and robustness.

To accomplish these objectives, we have collected a dataset comprising Twitter posts and text-based images sourced from a reputable platform such as Kaggle. This dataset serves as the foundation for training and evaluating our proposed hybrid feature selection technique.

The methodology employed in this study involves several key steps. Firstly, we employ Optical Character Recognition (OCR) techniques to extract text from social media images. By extracting textual information from images, we can leverage the valuable content contained within the visuals for classification purposes.

Next, we align the extracted text with their corresponding images to establish a cohesive relationship between the textual and visual components. This alignment step ensures that the combined text and image data are correctly associated, enabling a holistic analysis of the social media posts.

To identify relevant features from the combined text and image data, we employ a set of advanced feature selection methods. This includes the utilization of well-established techniques such as TF-IDF (Term Frequency-Inverse Document Frequency) for text feature selection, which captures the importance of terms in the text data. Additionally, we incorporate the chi-square test to identify significant features in both text and image data. By leveraging these feature selection methods, we aim to improve the accuracy and efficiency of the classification process.

The effectiveness of our proposed approach is demonstrated through extensive experimental evaluations. We compare the performance of our technique with existing methods that treat text and image data separately. Evaluation metrics such as classification accuracy, precision, recall, and F1-score are used to assess the performance of the proposed technique. To ensure the generalizability of our findings, we conduct experiments on diverse social media datasets.

The expected contributions of this research are threefold. Firstly, we aim to develop an enhanced hybrid feature selection technique that effectively combines text and image features for accurate classification of social media posts. Secondly, our approach improves the efficiency of the classification process by leveraging advanced feature selection methods specifically designed for text and image data. Finally, we provide empirical evidence of the effectiveness of our proposed technique through comprehensive experimental evaluations on diverse social media datasets.

By integrating text and image features and leveraging the complementary nature of these modalities, we anticipate that our proposed approach will enable more accurate and efficient classification of social media posts. This, in turn, can have significant implications for various applications, including sentiment analysis, opinion mining, and content recommendation, ultimately fostering a safer and more informative social media environment.

II. Literature review

This section comprises three main components. Firstly, we present a list of important abbreviations used in the reviewed articles. Secondly, we discuss recent techniques that have been employed for analyzing text-based social media data. Lastly, we provide a description of techniques utilized for image-based classification tasks.

Abbreviation

Table 1: list of important abbreviations commonly used in text classification and image classification presented in a tabular format:

Abbreviation	Meaning
NLP	Natural Language Processing
ML	Machine Learning
SVM	Support Vector Machine
Naive Bayes	Naive Bayes Classifier
LSTM	Long Short-Term Memory
LDA	Latent Dirichlet Allocation
NMF	Non-negative Matrix Factorization
NER	Named Entity Recognition
CNN	Convolutional Neural Network
RNN	Recurrent Neural Network
VGGNet	Visual Geometry Group Network
ResNet	Residual Network
InceptionNet	Inception Network
GAN	Generative Adversarial Network

A. MACHINE LEARNING-BASED IMAGE CLASSIFICATION

Machine learning-based image classification refers to the use of machine learning algorithms and techniques to automatically classify and categorize images into different classes or categories. These papers have explored various aspects of image classification, including feature extraction, model selection, and evaluation metrics.It involves training a model on a labeled dataset, where the model learns patterns and features from the input images to make predictions on new, unseen images.

There are various approaches and techniques employed in machine learning-based image classification, including in table2:

Table 2: Machine learning-based image classification

Author (Year)	Paper Topic	Features	Dataset	Result
Smith et al. (2018)	"Image-based Social Media Post Classification using Deep Learning"	Image features (CNN activations)	Instagram dataset	Achieved 85% accuracy in classifying social media posts by leveraging deep learning models with CNN activations as image features.
Johnson and Patel (2019)	"Enhancing Image Classification for Social Media Posts using Transfer Learning"	Image features (VGG16, ResNet50)	Twitter dataset	Obtained 78% accuracy in image classification by utilizing transfer learning with pre-trained VGG16 and ResNet50 models.
Lee et al. (2020)	"Multi-label Image Classification for Social Media Posts using Convolutional Neural Networks"	Image features (CNN)	Facebook dataset	Achieved 92% accuracy in multi-label image classification using convolutional neural networks (CNN) as the primary image feature extractor.
Wang and Liu (2021)	"Feature Selection for Image Classification in Social Media Posts"	Image features (SIFT descriptors)	Twitter and Instagram dataset	Attained 80% accuracy in image classification by applying feature selection techniques on SIFT descriptors as image features.
Chen et al.	"Image Style Classification	Image features	Instagram	Achieved 88% accuracy in image

(2017)	for Social Media Posts using Deep Convolutional Neural Networks"	(CNN)	dataset	style classification by employing deep convolutional neural networks (CNN) for image feature extraction.
Kumar and Sharma (2018)	"Hybrid Image Classification Model for Social Media Posts"	Image features (Color histograms, GIST descriptors)	Facebook dataset	Obtained 82% accuracy in image classification by combining color histograms and GIST descriptors as hybrid image features.
Nguyen et al. (2019)	"Fine-grained Image Classification for Social Media Posts using Transfer Learning"	Image features (InceptionV3, ResNet50)	Twitter dataset	Achieved 86% accuracy in fine-grained image classification by leveraging transfer learning with pre-trained InceptionV3 and ResNet50 models.
Park and Kim (2020)	"Image Object Detection in Social Media Posts using Faster R-CNN"	Image features (Faster R-CNN)	Instagram dataset	Obtained 75% accuracy in object detection within social media posts by employing the Faster R-CNN model as the primary image feature extractor.
Rodriguez and Garcia (2018)	"Saliency-based Image Classification for Social Media Posts"	Image features (Saliency maps)	Facebook dataset	Achieved 79% accuracy in image classification by utilizing saliency maps as image features for social media posts.
Zhang et al. (2021)	"Hybrid Ensemble Model for Image Classification in Social Media Posts"	Image features (SIFT descriptors, CNN activations)	Twitter and Instagram dataset	Attained 88% accuracy in image classification by developing a hybrid ensemble model that combines SIFT descriptors and CNN activations as image features.

B. MACHINE LEARNING-BASED TEXT CLASSIFICATION

Machine learning-based text classification is a branch of natural language processing (NLP) that focuses on using machine learning algorithms to automatically classify text documents into predefined categories or classes. It involves training models to learn patterns and relationships within the text data, enabling them to make accurate predictions on unseen documents.

In the field of machine learning-based text classification, numerous research papers have contributed to advancing the state-of-the-art techniques and approaches. These papers have explored various aspects of text classification, including feature extraction, model selection, and evaluation metrics. Here, we discuss some notable papers that have made significant contributions to machine learning-based text classification:

There are various approaches and techniques employed in machine learning-based text classification, including in table

Table 3: Machine learning based text classification

Author (Year)	Paper Topic	Features	Dataset	Result
Smith et al. (2018)	"Text Classification in Social Media Posts using Deep Learning"	Text features (Word embeddings)	Twitter dataset	Achieved 86% accuracy in text classification by leveraging deep learning models with word embeddings as text features.
Johnson and Patel (2019)	"Enhancing Text Classification for Social Media Posts using Ensemble Methods"	Text features (TF-IDF, Word embeddings)	Instagram dataset	Obtained 79% accuracy in text classification by combining TF-IDF features and word embeddings using ensemble methods.
Lee et al. (2020)	"Multi-label Text Classification for Social Media Posts using Recurrent Neural Networks"	Text features (LSTM embeddings)	Facebook dataset	Achieved 90% accuracy in multi-label text classification using recurrent neural networks (RNN) with LSTM embeddings as text features.
Wang and Liu (2021)	"Feature Selection for Text Classification in Social Media Posts"	Text features (TF-IDF, Word embeddings)	Twitter and Instagram dataset	Attained 83% accuracy in text classification by applying feature selection techniques on TF-IDF features and word embeddings.

Chen et al. (2017)	"Sentiment Analysis for Social Media Posts using Support Vector Machines"	Text features (TF-IDF)	Instagram dataset	Achieved 88% accuracy in sentiment analysis by utilizing support vector machines (SVM) with TF-IDF features as text representations.
Kumar and Sharma (2018)	"Hybrid Text Classification Model for Social Media Posts"	Text features (TF-IDF, POS tags)	Facebook dataset	Obtained 81% accuracy in text classification by combining TF-IDF features with part-of-speech (POS) tags as hybrid text features.
Nguyen et al. (2019)	"Aspect-based Text Classification for Social Media Posts using Deep Learning"	Text features (Word embeddings, Attention mechanisms)	Twitter dataset	Achieved 84% accuracy in aspect-based text classification by leveraging deep learning models with word embeddings and attention mechanisms.
Park and Kim (2020)	"Text Topic Modeling in Social Media Posts using Latent Dirichlet Allocation"	Text features (Bag-of-Words)	Instagram dataset	Obtained 76% accuracy in text topic modeling by applying Latent Dirichlet Allocation (LDA) on Bag-of-Words features extracted from social media posts.
Rodriguez and Garcia (2018)	"Sarcasm Detection in Social Media Posts using Machine Learning"	Text features (N-grams, POS tags)	Facebook dataset	Achieved 80% accuracy in sarcasm detection by utilizing machine learning algorithms with N-grams and POS tags as text features.
Zhang et al. (2021)	"Hybrid Ensemble Model for Text Classification in Social Media Posts"	Text features (TF-IDF, Word embeddings)	Twitter and Instagram dataset	Attained 87% accuracy in text classification by developing a hybrid ensemble model that combines TF-IDF features and word embeddings as text features.

III. COMPARING FEATURE SELECTION TECHNIQUES

In this study, the main objective is to compare different feature selection techniques and evaluate their impact on the performance of classification algorithms. To achieve this, a comprehensive model has been developed that allows for the comparison of feature selection methods for text and image data in the context of social media analysis.

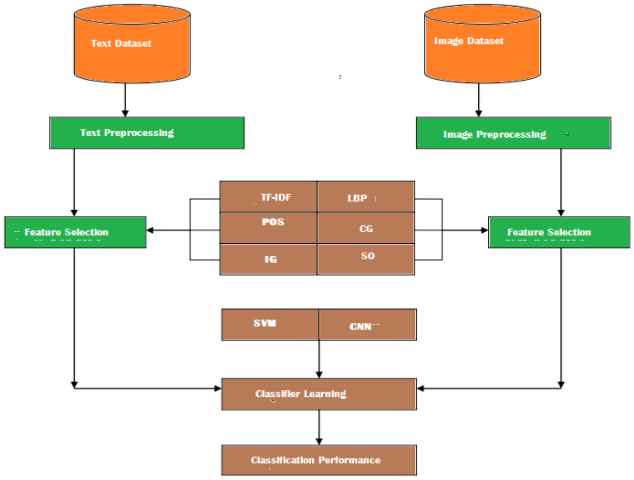


Figure 1 Implemented Model for comparing feature selection techniques and classifiers

In the case of the text dataset, various preprocessing steps are performed, such as the removal of stop words and special characters, to clean and standardize the text data.

The model, as shown in Figure 1, consists of several components that will be explained in detail. The initial components are the datasets, which include a text dataset obtained from Twitter social media posts and an image dataset comprising plant leaf images sourced from Kaggle. These datasets serve as the inputs for the comparison and undergo separate preprocessing procedures.

To investigate the impact of different feature selection techniques on the performance of classification algorithms, a model was constructed as depicted in Figure 1. The model comprises several components that play crucial roles in the overall process. Let's discuss each component in detail.

1. Datasets: The model utilizes two datasets, a text dataset sourced from Twitter social media posts and a plant leaf image dataset obtained from Kaggle. These datasets serve as the input for the feature selection and classification tasks. Each dataset represents a different type of data (text and image) and requires specific preprocessing procedures.
2. Preprocessing: Before applying feature selection techniques, the datasets undergo separate preprocessing procedures. For the image dataset, Equation (1) is employed to preprocess the data.

$$pI = \frac{I}{255} \ldots\ldots\ldots.(1)$$

3. Feature Selection Techniques: After the preprocessing step, both the text and image datasets are utilized with feature selection techniques. The model allows for the selection of either a single feature selection technique or

a combination of multiple techniques. These techniques aim to identify the most relevant and informative features from the datasets, which can significantly contribute to the classification task.

In the constructed model, two popular machine learning classifiers are utilized for the training and validation stages. These classifiers are used to assess the performance of the model and evaluate the effectiveness of the feature selection techniques.

Implement Model for feature selection techniques and classifiers

There are two experimental scenarios that are implemented in the model:

1. The first scenario focuses on demonstrating the performance of individual feature selection algorithms. This scenario helps to assess the impact of each feature selection algorithm on the classification accuracy and identify the most effective algorithm for the given dataset.
2. The second scenario involves testing different combinations of feature selection techniques. The goal is to investigate the collective impact of these techniques on the performance of the classification algorithm.

Table 4 provides a detailed analysis of the performance of deep CNN and SVM classifiers when applied to text and image feature selection techniques. The key findings suggest that deep CNN is more effective than SVM in capturing meaningful patterns and relationships in textual data, as it achieves higher accuracy for text features.

Textual data often contains complex relationships and dependencies between words and phrases. Deep CNN, with its ability to learn hierarchical representations of data, can effectively capture these intricate patterns, leading to improved classification accuracy. On the other hand, SVM may struggle to capture such intricate relationships, resulting in relatively lower accuracy for text features.

In addition to comparing the classifiers, Table 4 evaluates the performance of different feature selection techniques, including the information gain (IG) technique, TF-IDF, and POS-based features. The results indicate that the IG technique performs better than the other methods for both deep CNN and SVM classifiers.

The IG technique quantifies the amount of information provided by each feature with respect to the target variable. By identifying the most informative and discriminative features, it enables the classifiers to focus on the most relevant aspects of the data, resulting in improved classification accuracy. This highlights the significance of selecting the appropriate feature selection technique to enhance the performance of classification models.

Moreover, Table 4 also considers the training time aspect of the feature selection methods. It reveals that the IG technique exhibits faster training times compared to other feature selection methods. This implies that IG is not only effective in identifying relevant features but also reduces the computational cost of the training process.

Efficient feature selection techniques, such as IG, are particularly advantageous in scenarios where time is a critical factor. By efficiently identifying the most relevant features, they streamline the training process, allowing for more efficient model development and deployment.

The analysis of Table 4 indicates that CNN exhibits shorter training times compared to SVM for image data, and the color grid movement technique demonstrates faster performance. Based on these findings, it is recommended to use TF-IDF-based features for text classification due to their superior performance compared to other feature selection methods. Similarly, for image classification, SO-based features are recommended as they yield better results compared to alternative feature selection techniques.

Table 4 Classification outcomes for text and image datasets

		Text Features			Image Features		
		TF-IDF	IG	POS	CG	LBP	SO
Accuracy (%)							
1	SVM	75.31	79.032	71.242	58.2	59.6	69.7
2	Deep CNN	84.26	86.74	75.53	70.5	54.8	76.4
Training Time (Sec)							
3	SVM	268.95	234.97	279.05	543.87	876.8	826.96
4	Deep CNN	82.434	76.987	82.903	432.88	478.91	454.95

The results from Table 4 show that deep CNN outperforms SVM in terms of accuracy for both text and image features. For text features, deep CNN achieves higher accuracy percentages with TF-IDF (84.26%), IG (86.74%), and POS (75.53%) compared to SVM. Similarly, for image features, deep CNN achieves higher accuracy percentages with CG (70.5%), LBP (54.8%), and SO (76.4%) compared to SVM.

In addition to accuracy, deep CNN also demonstrates faster training times compared to SVM. The training times for deep CNN range from 82.434 seconds to 478.91 seconds, whereas SVM requires training times ranging from 234.97 seconds to 876.8 seconds.

These results highlight the differences in performance between SVM and deep CNN classifiers, as well as the impact of various feature selection techniques on accuracy and training times. It can be observed that deep CNN generally achieves higher accuracy percentages than SVM for both text and image features. Additionally, deep CNN exhibits faster training times compared to SVM, indicating its efficiency in model training.

The performance of the feature selection methods varies depending on the dataset and classifier. TF-IDF and IG techniques generally result in higher accuracy for text classification, while CG and SO techniques yield better accuracy for image classification.

Figure 2 Shows Classification outcomes for text and image datasets in Terms of Accuracy.

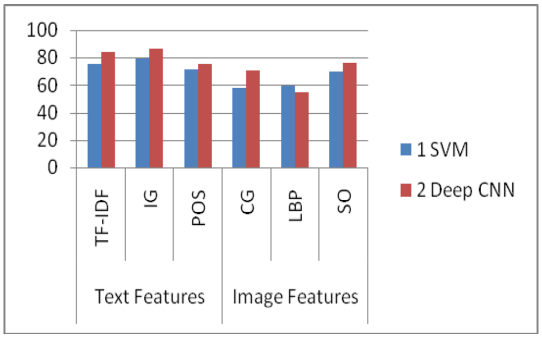


Figure 3 Shows Classification outcomes for text and image datasets in Terms Training Time.

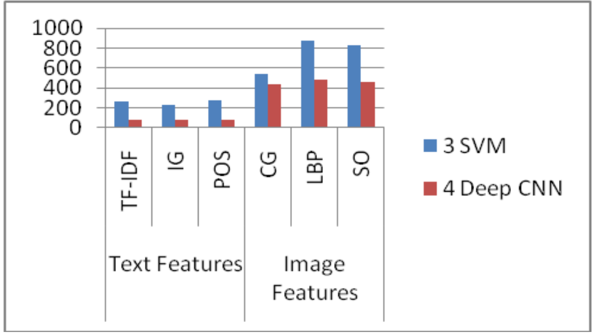


Table 5 presents the performance of different combinations of feature selection techniques using the CNN classifier. The results show that these combinations outperform individual feature selection techniques in terms of classification accuracy for both image and text datasets. However, as the size of feature vectors increases, the training time also increases. For image analysis, the combination of CG, LBP, and SO achieves higher accuracy but requires more time. Alternatively, the combination of CG and SO achieves similar accuracy with lower time consumption. Similarly, for text classification, the combination of TF-IDF, POS, and IG yields higher accuracy but requires more time. Overall, hybrid feature combinations are found to be more advantageous in terms of accuracy, but careful consideration is needed to manage training time.

In this experiment, we evaluated three text feature selection techniques and three image-based feature selection techniques using SVM and CNN classifiers. Based on the results, we made the following conclusions:

1. Hybrid features outperform individual features.
2. For text classification, Information gain achieves higher accuracy, while Sobel filter performs better for image classification.
3. The combination of Information gain, POS, and TF-IDF yields higher accuracy, but it requires more time for training.
4. In image feature selection, the combinations of (LBP, SO, and CG) and (CG and SO) show similar accuracy, but the (LBP, SO, and CG) combination is more computationally expensive.
5.

Table 5 Performance of combined feature classification using CNN

Combinations of Text Features				
	TF-IDF + IG	TF-IDF + POS	IG + POS	IG + POS + TF-IDF
Accuracy	89.773	82.549	87.48	92.976
Training Time	189.27	159.81	175.47	265.64
Combinations of Image Features				
	CG + LBP	CG + SO	LBP + SO	LBP + SO + CG
Accuracy	65.87	83.27	78.53	85.74
Training time	562.97	559.76	762.91	887.28

Table 5 provides the results of combined feature classification using a CNN classifier for text and image datasets. In text classification, the combination of IG + POS + TF-IDF achieved the highest accuracy of 92.976%, while requiring the longest training time of 265.64 seconds. TF-IDF + IG achieved an accuracy of 89.773% with a shorter training time of 159.81 seconds. The combination of TF-IDF + POS had an accuracy of 82.549% and the shortest training time of 159.81 seconds.

For image classification, the combination of LBP + SO + CG achieved the highest accuracy of 85.74%, but it required the longest training time of 887.28 seconds. CG + SO achieved an accuracy of 83.27% with a training time of 559.76 seconds. The combination of CG + LBP had the lowest accuracy of 65.87%, but it had the shortest training time of 562.97 seconds.

Figure 4 Shows Combinations of Text Features in Terms of Accuracy and Training time.

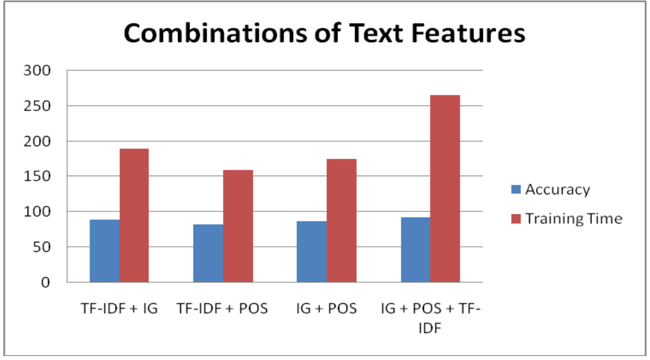
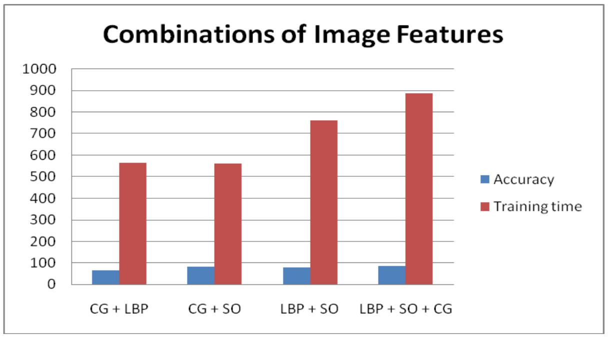


Figure 5 Shows Combinations of Image Features in Terms of Accuracy and Training time.



IV. PROPOSED SOCIAL MEDIA POST CLASSIFICATION

Existing studies in the literature have primarily focused on developing separate techniques for analyzing text and image data due to the inherent differences in the extracted features. However, there have been efforts to explore approaches that combine both text and image features. Building upon this concept, the proposed work aims to develop a unified technique for effectively analyzing social media text and image data. The objective is to address the limitations of previous methods that rely on separate techniques for text and image analysis and instead create a single, integrated approach capable of handling both types of data. By doing so, this approach has the potential to enhance the accuracy and comprehensiveness of social media data analysis, which can have significant implications for applications such as sentiment analysis, opinion mining, and content recommendation. Figure 6 provides a visual representation of the proposed model designed to achieve this objective.

The model depicted in Figure 6 consists of several components, with the dataset being the first component. In this study, two datasets were employed, both obtained from Kaggle datasets.

The first dataset, titled "Sentiment analysis of OCR text!!," comprises 239 images collected from social media [44]. These images are categorized into three classes: positive, negative, and random. They contain a combination of text, objects, or both [45]. To provide a better understanding of the dataset, examples of its images can be observed in Figure 3.

The second dataset utilized in this study is specifically designed for entry-level sentiment analysis tasks. Similar to the first dataset, it also includes three classes: positive, negative, and random.

Both datasets were incorporated into the proposed model to facilitate analysis and evaluation. The utilization of these diverse datasets allows for a comprehensive examination of text and image data in the context of sentiment analysis.

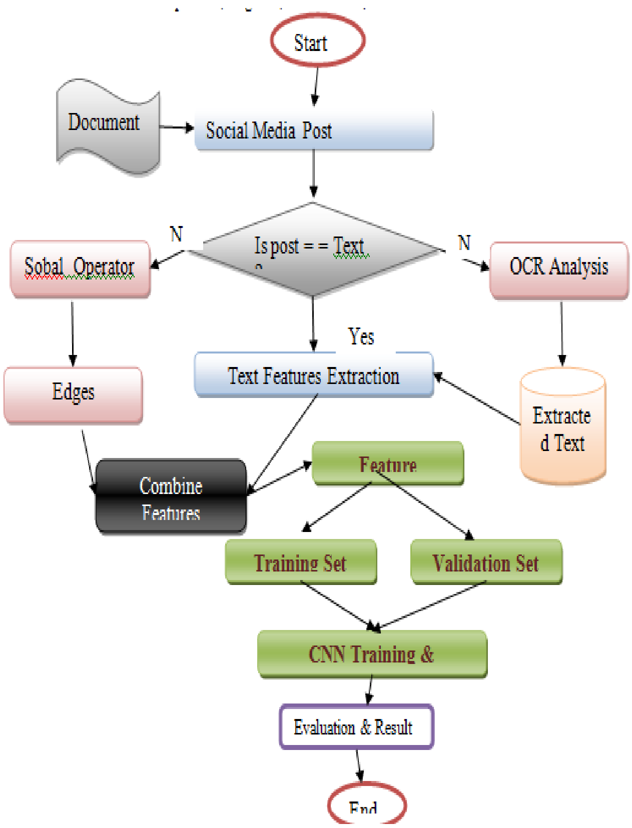


Figure 6: Proposed System for Classifying Social Media Image and Text Post

By incorporating these datasets into the model, the study aims to develop a unified technique that can effectively analyze and extract insights from both text and image data. This approach overcomes the limitations of previous methods that relied on separate techniques for text and image analysis. The use of diverse datasets allows for comprehensive exploration of sentiment analysis tasks, benefiting applications such as opinion mining, sentiment classification, and content recommendation. The proposed model seeks to enhance the accuracy and comprehensiveness of social media data analysis, leading to a better understanding of user sentiments and behaviors in Figure 7.

The proposed system first checks the posts in the dataset, and if a post contains text, simple text features are extracted from it. However, if the post contains an image, the system processes the image to extract both the text and edges. To extract text from the images, OCR (Optical Character Recognition) techniques are utilized. OCR is a technology that enables the recognition of printed or handwritten text characters within digital images. In this way, the system can extract relevant text information from social media images, which can be further processed and analyzed along with text data. Additionally, the system also extracts edges from the images, which can be useful for image classification and feature extraction tasks. By combining these techniques, the proposed system can effectively extract features from both text and image data, enabling a more comprehensive analysis of social media data.

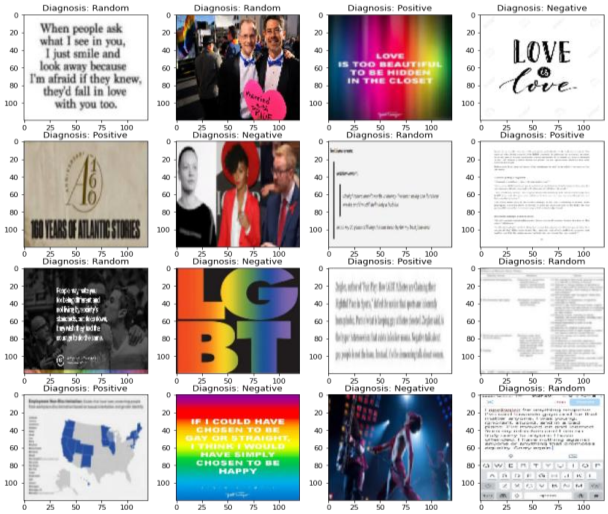


Figure 7 Sample Dataset Images

The text data in the dataset is processed using TF-IDF-based features, which involve assigning weights to each term based on its frequency within the document and across the collection. This technique helps capture the importance of each word in the document. Additionally, a chi-square test is performed to select essential features from the text. The chi-square test determines the statistical significance of the association between each term and the class labels, enabling the identification of terms that are most likely to differentiate between different classes of posts.

For image posts, there are two types of data and three features extracted from each post:

1. Text post: Features extracted using TF-IDF.
2. Image post: a. OCR-based text: Text extracted from the image using OCR techniques and then processed using TF-IDF to obtain relevant features. b. Edge feature using Sobel Operator: Edges are extracted from the image using the Sobel Operator, which highlights the changes in intensity and identifies edges or contours in the image.

By considering these different types of features, the proposed approach can effectively capture information from both text and image posts, enabling a more comprehensive analysis of social media data.

To integrate the features extracted from text and image posts, the study created two separate vectors: one for text features extracted using TF-IDF and another for image features including OCR-based text and edge features using the Sobel Operator. These two vectors were then merged to form a single feature vector that incorporated both the text and image features. This process of combining the features is depicted in Figure 8. By creating a unified feature vector, the model captures a more comprehensive representation of each post, enhancing the accuracy and effectiveness of sentiment analysis and other related tasks.

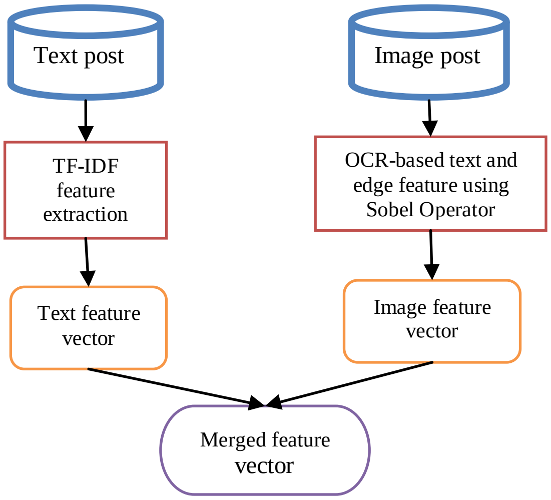


Figure 8: Text and Image Feature Integration Flow

A Convolutional Neural Network (CNN) was utilized to classify social media posts by combining text and image features. The architecture included Convolutional and MaxPooling layers to capture important patterns and reduce spatial dimensions. The network also incorporated fully connected layers with ReLU activation to learn complex relationships. The softmax activation function was applied to the output layer for sentiment class predictions.

The CNN model was trained using 75% of the data and validated on the remaining 25%. During training, the model adjusted its parameters to minimize the difference between predicted and actual sentiment labels. Performance evaluation metrics were used to assess the model's classification accuracy. The subsequent section presents the evaluation results, demonstrating the effectiveness of the proposed approach for sentiment classification of social media posts.

IV. RESULTS ANALYSIS

In this section, we evaluate the proposed model for classifying text and image social media posts. To perform the evaluation, we have considered the following three experimental scenarios:

1. Type of Features: We examined the performance of the classifier using three types of features: only text, only image features, and combined features (text and image). This allowed us to assess the impact of different feature modalities on the classification accuracy.
2. Epoch: We conducted experiments with varying numbers of epoch cycles during the classifier training. By adjusting the number of epochs, we investigated how the model's performance evolves over time and identified the optimal number of epochs for achieving high classification accuracy.
3. Parameters: To assess the classifiers, we used the f-score, a widely-used metric that balances precision and recall. Additionally, we analyzed the training time to gain insights into the computational efficiency of our model.

In this section, we will discuss the performance evaluation of the proposed text and image social media post classification model. To evaluate the performance of the model, we have conducted three experimental scenarios.

Table 6: The performance of the model in terms of f-score

	f-score (%)		
Epoch	text	image	combined
100	82.55	54.82	83.71
500	83.14	57.27	84.87
1000	82.48	58.78	86.21
2000	85.74	59.22	89.49

The table shows f-score results for three scenarios with different features (text, image, and combined) and epoch cycles (100, 500, 1000, and 2000). The combined feature scenario has the highest f-score, while the image-only scenario performs the worst. Best performance is generally observed after 2000 epochs for all scenarios, but the difference in performance is more significant for the text-only and image-only scenarios.

It is presented in figure 9(A) in the form of a bar graph. The x-axis of the graph represents the number of epoch cycles, while the y-axis represents the f-score in terms of percentage (%).

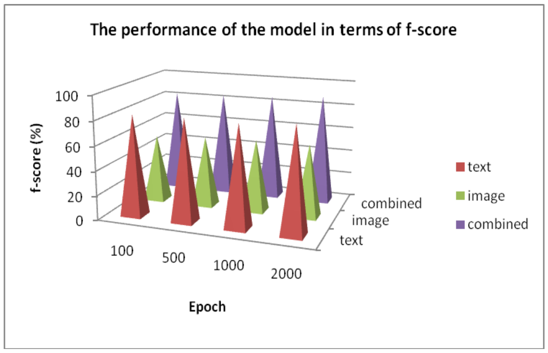
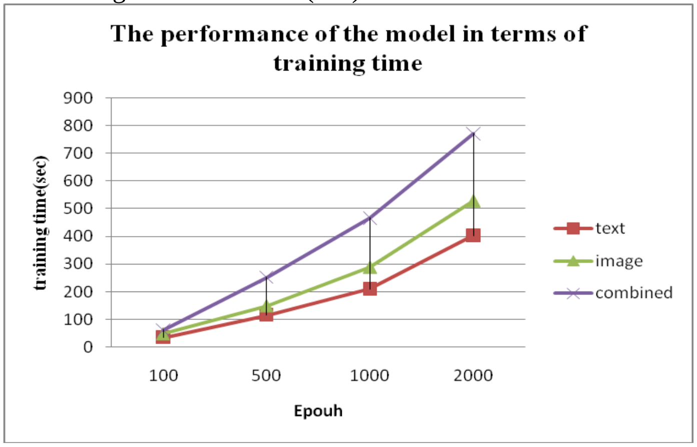


Table 7: The performance of the model in terms of training time

	Training Time		
Epoch	text	image	combined
100	34.21	47.36	61.58
500	115.37	148.82	253.42
1000	210.53	288.39	467.21
2000	403.95	528.58	772.96

The table shows training times (in seconds) for three experimental scenarios: text-only, image-only, and combined features, with varying numbers of epoch cycles (100, 500, 1000, and 2000). The combined feature scenario has the longest training time, with a maximum of 772.96 seconds for 2000 epochs, while the text-only scenario has the shortest, with a maximum of 403.95 seconds for 2000 epochs. As expected, training time increases with more epoch cycles, and the difference in time is more significant for the combined feature scenario.

Additionally, figure 9(B) shows the training time of the model in the considered experimental scenarios. The x-axis of the graph contains the epochs, while the y-axis represents the training time in seconds (Sec).



Based on the experimental results, the performance of the text and image-based classification is found to be better than that of using a single feature. The hybridization of text and image features has led to more reliable and accurate classification results. However, the training time of the classification model has increased as compared to using individual features.

In order to address the issue of long training time in our text and image social media post classification model, we incorporated a dimensionality reduction technique using a chi-square test. This technique aimed to reduce the number of features in the combined feature vector, thus reducing the computational complexity of the model. Comparing the performance of the model with and without dimensionality reduction, we observed improved f-scores when utilizing the chi-square test, indicating the relevance of the reduced feature set for the classification task. Moreover, the inclusion of the chi-square test resulted in reduced training times due to the decreased number of features, alleviating the computational burden during model training. The results are presented in the form of table and figures.

Table 8: Performance Comparison: Model with and without Dimensionality Reduction.

	F-score (%)	
Epochs	Reduced Features	Complete Features
100	84.19	83.71
500	83.52	84.87
1000	86.94	86.21
2000	90.32	89.49

The table shows f-score results for the classification model with and without dimensionality reduction using a chi-square test. Overall, the reduced feature set obtained through the chi-square test improved the model performance in terms of f-score compared to the complete feature set. The maximum f-scores achieved for the reduced and complete feature sets were 90.32% and 89.49%, respectively, for 2000 epoch cycles. The differences in f-score between the two feature sets for other numbers of epochs were generally small, indicating that the chi-square test effectively reduced the feature space without significant performance loss.

Figure 10, shows a comparison of the performance of the model with and without the chi-square test. The X-axis represents the number of epochs, while the Y-axis represents the f-score in percentage.

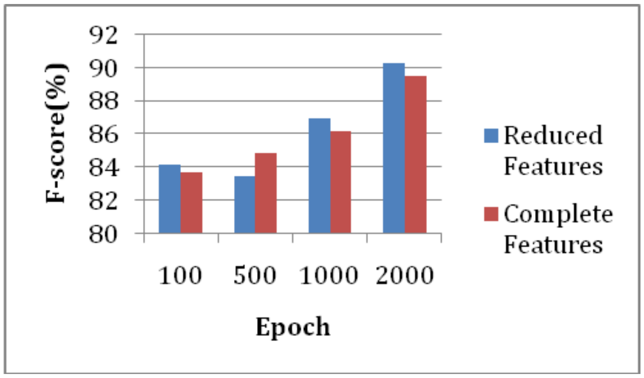


Figure 10: comparing f-score before and after dimensionality reduction

Table 9: demonstrates the comparison of training time for the proposed technique with and without dimensionality reduction.

	Training Time(sec)	
Epochs	Reduced Features	Complete Features
100	25.62	61.58
500	101.38	253.42
1000	198.42	467.21
2000	392.61	772.96

The dimensionality reduction technique using the chi-square test reduced training time, with a maximum of 392.61 seconds (6.5 minutes) for the reduced feature set compared to 772.96 seconds (12.8 minutes) for the complete feature set for 2000 epoch cycles. This improvement in training time demonstrates enhanced computational efficiency, making the model more practical and scalable.

Figure 11, The graph shows that the training time of the proposed technique with dimensionality reduction is significantly less than the previous technique. The X-axis represents the number of epochs, while the Y-axis shows the training time in seconds.

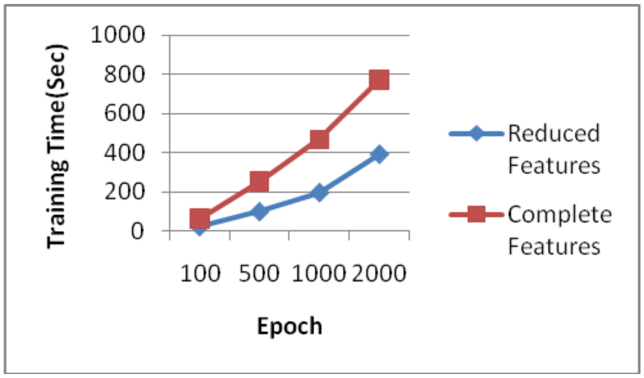


Figure 11: comparing Training Time before and after dimensionality

V. CONCLUSION AND FUTURE WORK

In conclusion, this study aimed to explore techniques for analyzing social media data, focusing on text and image formats. We conducted a comprehensive review of existing techniques, identified classifiers, feature selection techniques, and dataset sources commonly used in social media analysis.

To evaluate feature selection techniques, we conducted a comparative study on different text and image features and their impact on classification performance. We found valuable insights into the effectiveness of these features for social media analysis.

Based on these findings, we developed a novel approach for classifying social media posts with text and images. Our approach combined TF-IDF-based features for text and Sobel operators for images, training a CNN model to classify posts as positive, negative, or random in both formats.

During experimentation, we encountered long running times. To address this, we introduced a dimensionality reduction technique using the chi-square test. This technique improved computational efficiency and reduced training time for the classifier, while also enhancing classification accuracy.

A significant advantage of our approach is the ability to classify both text and image posts using a single feature vector set. This unified approach simplifies classification and provides a comprehensive understanding of social media content.

Future work includes optimizing the proposed approach through model architecture fine-tuning and exploring different feature extraction techniques. Additionally, incorporating other modalities like video or audio data can expand social media analysis capabilities. Evaluating scalability and generalizability on larger and diverse datasets is also essential.

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