

9. Reference

- [1] R. and M. Ltd, “Footwear - Global Market Trajectory & Analytics - Research and Markets.” https://www.researchandmarkets.com/reports/338775/footwear_global_market_trajectory_and_analytics (accessed Jul. 16, 2021).
- [2] “Footwear Market Share, Size, Analysis, Forecast (2020-25).” <https://www.mordorintelligence.com/industry-reports/footwear-market> (accessed Jul. 16, 2021).
- [3] D. Turner, M. Schroeck, and R. Shockley, “Analytics: The real-world use of big data in financial services,” p. 16.
- [4] R. Iftikhar and M. S. Khan, “Social Media Big Data Analytics for Demand Forecasting: Development and Case Implementation of an Innovative Framework,” *J. Glob. Inf. Manag.*, vol. 28, no. 1, pp. 103–120, Jan. 2020, doi: 10.4018/JGIM.2020010106.
- [5] G. Barbier and H. Liu, “Data Mining in Social Media,” in *Social Network Data Analytics*, C. C. Aggarwal, Ed. Boston, MA: Springer US, 2011, pp. 327–352. doi: 10.1007/978-1-4419-8462-3_12.
- [6] A. S. Bozkır, S. Güzin Mazman, and E. Akçapınar Sezer, “Identification of User Patterns in Social Networks by Data Mining Techniques: Facebook Case,” in *Technological Convergence and Social Networks in Information Management*, vol. 96, S. Kurbanoglu, U. Al, P. Lepon Erdoğan, Y. Tonta, and N. Uçak, Eds. Berlin, Heidelberg: Springer Berlin Heidelberg, 2010, pp. 145–153. doi: 10.1007/978-3-642-16032-5_13.
- [7] N. M. Sharef, H. M. Zin, and S. Nadali, “Overview and Future Opportunities of Sentiment Analysis Approaches for Big Data,” *J. Comput. Sci.*, vol. 12, no. 3, pp. 153–168, Mar. 2016, doi: 10.3844/jcssp.2016.153.168.
- [8] S. C. Jayasanka, T. Madhushani, E. R. Marcus, I. A. A. U. Aberathne, and S. Premaratne, “Sentiment Analysis for Social Media,” p. 7, 2013.
- [9] H.-I. Ahn and W. S. Spangler, “Sales Prediction with Social Media Analysis,” in *2014 Annual SRII Global Conference*, San Jose, CA, USA, Apr. 2014, pp. 213–222. doi: 10.1109/SRII.2014.37.
- [10] Y.-E. PARK and Y. JAVED, “Insights Discovery through Hidden Sentiment in Big Data: Evidence from Saudi Arabia’s Financial Sector,” *J. Asian Finance Econ. Bus.*, vol. 7, no. 6, pp. 457–464, Jun. 2020, doi: 10.13106/JAFEB.2020.VOL7.NO6.457.
- [11] F. Hemmatian and M. K. Sohrabi, “A survey on classification techniques for opinion mining and sentiment analysis,” *Artif. Intell. Rev.*, vol. 52, no. 3, pp. 1495–1545, Oct. 2019, doi: 10.1007/s10462-017-9599-6.

- [12] N. H. Mahadzir, M. F. Omar, and M. N. M. Nawi, "A Sentiment Analysis Visualization System for the Property Industry," *Int. J. Technol.*, vol. 9, no. 8, p. 1609, Dec. 2018, doi: 10.14716/ijtech.v9i8.2753.
- [13] V. Hangya and R. Farkas, "A comparative empirical study on social media sentiment analysis over various genres and languages," *Artif. Intell. Rev.*, vol. 47, no. 4, pp. 485–505, Apr. 2017, doi: 10.1007/s10462-016-9489-3.
- [14] Y. Tian, T. Galery, G. Dulcinati, E. Molimpakis, and C. Sun, "Facebook sentiment: Reactions and Emojis," in *Proceedings of the Fifth International Workshop on Natural Language Processing for Social Media*, Valencia, Spain, 2017, pp. 11–16. doi: 10.18653/v1/W17-1102.
- [15] R. Sandoval-Almazan and D. Valle-Cruz, "Sentiment Analysis of Facebook Users Reacting to Political Campaign Posts," *Digit. Gov. Res. Pract.*, vol. 1, no. 2, pp. 1–13, Apr. 2020, doi: 10.1145/3382735.
- [16] C. Oh and S. Kumar, "How Trump won: The Role of Social Media Sentiment in Political Elections," p. 14, 2017.
- [17] T. Tran, D. Nguyen, A. Nguyen, and E. Golen, "Sentiment Analysis of Marijuana Content via Facebook Emoji-Based Reactions," in *2018 IEEE International Conference on Communications (ICC)*, Kansas City, MO, May 2018, pp. 1–6. doi: 10.1109/ICC.2018.8422104.
- [18] F. T. Giuntini *et al.*, "How Do I Feel? Identifying Emotional Expressions on Facebook Reactions Using Clustering Mechanism," *IEEE Access*, vol. 7, pp. 53909–53921, 2019, doi: 10.1109/ACCESS.2019.2913136.
- [19] T. Kadam, G. Saraf, V. Dewadkar, and P. J. Chate, "TV Show Popularity Prediction using Sentiment Analysis in Social Network," vol. 04, no. 11, p. 3, 2017.
- [20] J. Abraham, D. Higdon, J. Nelson, and J. Ibarra, "Cryptocurrency Price Prediction Using Tweet Volumes and Sentiment Analysis," vol. 1, no. 3, p. 22, 2018.
- [21] P. Kralj Novak, J. Smailović, B. Sluban, and I. Mozetič, "Sentiment of Emojis," *PLOS ONE*, vol. 10, no. 12, p. e0144296, Dec. 2015, doi: 10.1371/journal.pone.0144296.
- [22] R. Folgieri, T. Baldigara, and M. Mamula, "SENTIMENT ANALYSIS AND ARTIFICIAL NEURAL NETWORKS-BASED ECONOMETRIC MODELS FOR TOURISM DEMAND FORECASTING," *Congr. Proc.*, p. 10, 2018.
- [23] A. Baheti and D. Toshniwal, "Trend Analysis of Time Series Data Using Data Mining Techniques," in *2014 IEEE International Congress on Big Data*, Anchorage, AK, USA, Jun. 2014, pp. 430–437. doi: 10.1109/BigData.Congress.2014.69.