Analysing Whatsapp Group Chat Using Advanced Natural Language Processing (NLP) Techniques

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DOI: 10.56201/ijcsmt.v11.no1.2025.pg21.38

Abstract

This research investigates WhatsApp group chat analysis, focusing on sentiment detection and topic modeling using machine learning and natural language processing (NLP) algorithms. With the increasing use of instant messaging platforms for social and professional communication, understanding group dynamics is critical. The study employs Random Forest and XGBoost classifiers to classify sentiments into Positive, Negative, and Neutral categories while using BERTopic module for topic modeling to uncover prevalent themes in conversations. The results show that XGBoost achieved a higher classification accuracy of 92.8% compared to 88.6% for the Random Forest Classifier, effectively addressing the class imbalance in the dataset. Sentiment distribution revealed that most group chats were Neutral (45%), followed by Positive (35%) and Negative (20%). Topic modeling identified key themes, such as event planning, work-related collaboration, and casual social interactions. These findings highlight the effectiveness of machine learning and NLP techniques in extracting valuable insights from group chat data, with applications ranging from user behavior analysis to enhancing communication strategies on digital platforms.

Keywords: NLP, WhatsApp, BERTopic, RF, XGBoost

1.0 Introduction

The rapid evolution of digital communication technologies has reshaped how individuals and communities interact. Among these technologies, instant messaging platforms like WhatsApp have emerged as critical tools for global communication. With over 2 billion active users as of 2023, WhatsApp facilitates the exchange of billions of messages daily, providing a unique opportunity for researchers to explore human communication patterns, social dynamics, and linguistic phenomena (Statista, 2023).

Particularly significant is WhatsApp's group chat functionality, which has become a cornerstone for community building, information sharing, and collaborative discussions. In academic contexts, these group chats serve as dynamic platforms for peer-to-peer learning, resource sharing, and emotional support, particularly during crises such as the COVID-19 pandemic (Sobaih et al., 2020).

The specific focus of this research is on analyzing WhatsApp group chats through sentiment detection and topic modeling, leveraging machine learning and natural language processing (NLP) techniques. This topic is particularly relevant in today's digital age, where effective communication plays a crucial role in shaping outcomes across various domains, such as education, business, and social networking (Ahmad et al., 2022). A recent study highlighted that over 65% of WhatsApp users are active participants in group chats, making these conversations a rich source of data (Statista, 2023). By analyzing sentiment trends and thematic content within group chats, it becomes possible to identify emotional patterns, detect communication gaps, and reveal key topics of interest (Sharma & Kumar, 2021). These insights are not only valuable for researchers studying digital communication but also for organizations seeking to improve collaboration and decision-making within teams.

Previous attempts to address the challenges of sentiment analysis and topic modeling in group chat data have primarily relied on basic machine learning algorithms and rule-based approaches (Liu et al., 2020). While such methods provided some insights, they often struggled to handle the nuanced nature of conversational data, which includes informal language, slang, and mixed emotions (Chen et al., 2021). Additionally, traditional methods lacked the robustness to address class imbalances commonly found in sentiment datasets (Gupta & Singh, 2019). This research builds upon these earlier studies by employing advanced machine learning classifiers, such as Random Forest and XGBoost, which are known for their high accuracy and adaptability (Kumar et al., 2022). Moreover, the integration of BERTopic for topic modeling enables a more systematic extraction of latent themes from unstructured text data, providing a deeper understanding of group dynamics (Grootendorst, 2020).

The objective of this study is to analyze WhatsApp group chats by combining sentiment detection with topic modeling, offering a comprehensive approach to understanding group interactions. The research aims to classify sentiments into Positive, Negative, and Neutral categories while addressing data imbalances using sophisticated machine learning techniques. Simultaneously, it seeks to identify dominant themes in conversations to highlight the purpose and context of group interactions. By achieving these goals, this study contributes to the broader field of digital communication analytics, demonstrating the potential of machine learning and NLP algorithms in uncovering meaningful insights from real-world conversational data.

2.0 Literature Review

2.1 Overview of WhatsApp and Its Analytical Potential

WhatsApp has revolutionized digital communication since its inception in 2009, offering an efficient platform for instant messaging, multimedia sharing, and group discussions. With over two billion monthly active users globally, WhatsApp has become an integral communication tool for personal, professional, and educational purposes. Among its features**,** group chats stand out as an essential mode of collaborative interaction, enabling users to share and discuss diverse topics in real time.

This widespread adoption has resulted in a massive influx of unstructured textual data that reflects user emotions, opinions, and interactions. Such data holds immense potential for sentiment analysis and topic modeling to uncover hidden insights. However, WhatsApp data poses unique challenges for analysis due to:

- Informal language patterns**:** Frequent use of slang, abbreviations, emoticons, and GIFs.
- High volume and velocity of data: Constantly generated content that requires real-time processing.
- Unstructured nature**:** Lack of formal syntax makes preprocessing complex.

Addressing these challenges requires robust machine learning (ML) techniques and natural language processing (NLP) workflows that can handle noisy, informal, and multilingual data effectively.

2.2 Seminal Studies on Sentiment Analysis of WhatsApp Data

The field of sentiment analysis and topic modeling on WhatsApp group chats has seen significant contributions from various researchers. Alowibdi et al. (2019) analyzed WhatsApp group chats in a social media context to uncover patterns in participant sentiment and topical interests. Using a combination of topic modeling and sentiment analysis, they highlighted the need for further research on how user attributes and group dynamics influence communication patterns.

Jain et al. (2018) investigated academic discussions within university students' WhatsApp groups using a mixed-methods approach. Their study utilized sentiment analysis alongside qualitative methods to identify trends in scholarly discourse. However, they recommended future research to explore how group membership and size influence the quality of academic discussions.

Usman et al. (2020) explored information diffusion in WhatsApp groups using network analysis. Their study identified patterns of information spread within groups but emphasized the need for further investigation into how group structures and influential nodes affect the dynamics of information flow. In a related study, Mahajan et al. (2022). analyzed WhatsApp communication among college students, applying sentiment analysis and keyword extraction techniques. The authors noted a gap in research regarding the influence of linguistic diversity and cultural factors on communication patterns.

Hase et al. (2023) developed a Python-based software application called WhatsApp Chat Analyzer. This program uses a combination of Python libraries such as Matplotlib, Seaborn, Streamlit, and Pandas, along with NLP concepts, to analyze user chat files and provide visualizations. By integrating machine learning with NLP, this tool offers insights into the topics and forms of communication in WhatsApp group chats. The program, accessible via Heroku Web, includes analysis features like emoji usage and graphical representation of data.

Dey et al. (2017) conducted a textual analysis of student-faculty interactions within WhatsApp groups. Using text mining techniques, they identified communication patterns but suggested future studies focus on the effectiveness of diverse communication strategies for improving student

engagement. Similarly, Gupta et al. (2018) examined the social network structure of university students' WhatsApp groups through social network analysis. Their findings called for additional research to explore the dynamics of group formation and evolution over time.

Selina et al. (2021) applied text mining to assess positive and negative sentiments in WhatsApp conversations during the pandemic. Their research is particularly useful for analyzing conversations in groups focused on child welfare, organizational well-being, and personal relationships, enabling a broader understanding of communication dynamics during crises.

2.3 Advancements in Machine Learning for Sentiment Analysis

2.3.1 Random Forest (RF)

With advancements in machine learning, ensemble methods like Random Forest (RF) and XGBoost have demonstrated superior performance in sentiment analysis tasks. Random Forest, a bagging-based ensemble algorithm, constructs multiple decision trees during training and aggregates their outputs to reduce overfitting and enhance prediction accuracy. It has been successfully applied in text classification tasks, as evidenced by Ahmed et al. (2023), who achieved a significant increase in accuracy when analyzing social media sentiments compared to individual decision trees. RF employs bagging **(bootstrap aggregation)** to reduce variance and overfitting. Its mathematical formulation involves predicting the mode of outputs from nn decision trees:

$$F(x) = \text{mode}(T_1(x), T_2(x), \ldots, T_n(x)) \quad (2.1)$$

Where:

$T_i(x)$ represents the prediction from the i-th decision tree.

i. F(x): This is the final predicted output of the Random Forest model for a given input x. The function F(x) is the mode (or most frequent) prediction output based on the combined outputs of the individual decision trees in the forest.
ii. mode(): The mode function returns the most frequent value (or class) among the outputs of the individual decision trees. In classification tasks, the mode represents the class with the highest number of votes from all decision trees in the ensemble.
iii. $T_1(x)$, $T_2(x)$,… $T_n(x)$: These are the individual decision trees in the Random Forest, each denoted by $T_i(x)$, where i ranges from 1 to n. Each $T_i(x)$ represents the output (prediction) of the i-th decision tree for the given input x. Every tree makes its own prediction, and the final output is determined by aggregating these predictions using the mode function.

iv. x: This is the input data point or feature vector for which the model is making a prediction. The input could be a vector representing various features of a sample in a dataset.

The **Gini impurity** metric is commonly used for splitting nodes within decision trees. It is defined as:

$$G = 1 - \sum_{i=1}^{k} p_i^2 \qquad (2.2)$$

where p_i is the probability of a sample belonging to class i. Lower Gini impurity values indicate better splits.

G: This is the Gini impurity of the dataset. It is a measure of how often a randomly selected element from the dataset would be incorrectly classified if it was randomly labeled according to the distribution of labels in the dataset. The value of G ranges between 0 and 1, where 0 indicates perfect purity (all elements belong to a single class) and 1 indicates maximum impurity (elements are evenly distributed across all classes).

p_i: This represents the proportion of elements in class i for the dataset. In other words, p_i is the probability that a randomly chosen element from the dataset belongs to class i.

k: This is the total number of classes in the dataset. It represents the different possible categories or labels that the data points can belong to.

$G = \sum_{i=1}^{k} p_i^2$: This summation computes the sum of the squared proportions of each class in the dataset. By squaring the probabilities, the Gini impurity formula gives higher weight to classes that are more predominant in the dataset.

2.3.2 XGBoost

Extreme Gradient Boosting (XGBoost) is another ensemble learning method that iteratively builds decision trees by minimizing a loss function. It is particularly effective in handling imbalanced datasets and improving prediction accuracy for hard-to-classify instances. The general prediction formula for XGBoost is:

$$\hat{y} = \sum_{k=1}^{K} f_k(x) \qquad (2.3)$$

where f represents the space of decision trees, and $f_k(x)$ corresponds to the k-th decision tree.

$\hat{y}$ is the predicted value

$\sum_{k=1}^{K}$ sum over k from 1 to K

$f_k(x)$ represents the function evaluated at x for each k

The optimization objective in XGBoost includes a regularization term to control model complexity:

$$L = \sum_{i=1}^{n} l(y_i, \hat{y}_i) + \sum_{k=1}^{K} \Omega(f_k) \quad (2.4)$$

where:

L is the loss function (e.g., log loss for classification).

$\Omega(f_k)$ is the regularization term for f_k.

$\sum_{i=1}^{n}$ denotes the summation over i from 1 to n.

$l(y_i, \hat{y}_i)$ represents the loss function comparing y_I and y_I^.

$\sum_{k=1}^{K}$ denotes the summation over k from 1 to K

Sharma et al. (2022) demonstrated the effectiveness of XGBoost in multilingual sentiment classification, highlighting its ability to manage class imbalances and handle noisy WhatsApp data.

2.4 Integrating Sentiment Analysis with Topic Modeling

While sentiment analysis focuses on classifying the emotional tone of texts, topic modeling identifies key themes or topics within a dataset. Combining these techniques enables a deeper understanding of WhatsApp group chats.

Rahman et al. (2021) employed **Latent Dirichlet Allocation (LDA)** for topic modeling in WhatsApp conversations. LDA assumes that each document is a mixture of topics and that each topic is a distribution of words. Mathematically, the model is represented as:

$$p(w|\theta, \phi) = \prod_{d=1}^{D} \prod_{n=1}^{N_d} \sum_{k=1}^{K} \theta_{d,k} \phi_{k,w_{d,n}} \quad (2.5)$$

where:

$\theta_{d,k}$: Topic distribution for document d.
$\phi_{k,w_{d,n}}$: Word distribution for topic k.

Despite its popularity, LDA struggles with short, unstructured text typical of WhatsApp messages. Patel and Singh (2022) explored Non-Negative Matrix Factorization (NMF) as an alternative, reporting better scalability and accuracy for large datasets.

2.5 Addressing Gaps in Existing Research

Despite advancements, current methods exhibit several limitations:

1. **Class Imbalances**: Neutral sentiments are often underrepresented, leading to biased models.
2. **Scalability**: Many algorithms fail to process the vast and growing volume of WhatsApp data efficiently.
3. **Multilingual Challenges**: Algorithms often struggle to generalize across languages and cultural contexts.
4. **Integration Issues**: Existing studies treat sentiment detection and topic modeling independently, limiting their practical applicability.

2.6 Proposed Solution

This research integrates Random Forest and XGBoost classifiers for sentiment analysis, coupled with advanced topic modeling techniques. The hybrid approach addresses scalability, class imbalances, and multilingual challenges, providing a comprehensive framework for analyzing WhatsApp group chat data. By leveraging ensemble methods, the proposed solution offers improved accuracy, scalability, and actionable insights.

3.0 Materials and Methods

This section outlines the methodological framework adopted for analyzing WhatsApp group chat data. It details the rationale for the selection of methods, their implementation, validation techniques, and evaluation metrics, ensuring a comprehensive understanding of the steps involved. The aim was to combine robust machine learning techniques and natural language processing (NLP) tools to detect sentiment and uncover hidden topics effectively.

3.1 Reasons for Method Choice

The unstructured and informal nature of WhatsApp chat data necessitated methods that could handle noisy, short texts and provide meaningful insights. BERTopic was chosen for topic modeling due to its ability to leverage sentence embeddings and clustering, yielding coherent and interpretable topics. Unlike traditional methods such as Latent Dirichlet Allocation (LDA), BERTopic performs exceptionally well in processing short-text data, which aligns with the nature of WhatsApp messages.

For sentiment analysis, Random Forest and XGBoost classifiers were employed due to their efficiency in managing high-dimensional data, strong performance on imbalanced datasets, and interpretability. These algorithms are well-suited for classifying text-based sentiment across multiple categories (Positive, Neutral, and Negative). Their ability to handle noisy data and avoid overfitting made them an ideal choice for this study.

3.2 Method Implementation

Data Pre-processing: The raw WhatsApp group chat data was pre-processed through a pipeline involving tokenization, lemmatization, and stopword removal to ensure consistent input for modeling. Term Frequency-Inverse Document Frequency (TF-IDF) was used to convert the text data into feature vectors for machine learning models.

Sentiment Analysis: The dataset was split into training (80%) and testing (20%) sets. Random Forest and XGBoost models were trained on the pre-processed data. Hyperparameter tuning via grid search was conducted to optimize parameters such as the number of estimators, maximum depth, and learning rate for XGBoost. The models were designed to classify messages into three sentiment categories: Positive, Negative, and Neutral.

Topic Modeling: BERTopic was applied to uncover latent topics within the chat data. The module utilized transformer-based embeddings to capture semantic relationships in the text, followed by clustering to group messages into coherent topics. Representative keywords were extracted for each topic, enabling clear interpretation of their content.

3.3 Method Validation

The validation of the sentiment analysis models was performed using stratified k-fold cross-validation to ensure robustness and minimize bias. Metrics such as accuracy, precision, recall, and F1-score were used to evaluate model performance.

For topic modeling, the coherence of identified topics was assessed through automatic coherence scores and manual inspection by domain experts. This dual approach ensured the quality and relevance of the generated topics.

3.4 Evaluation and Testing

To evaluate model performance effectively, this study employs robust metrics:

- **Accuracy**: The ratio of correctly classified instances to the total number of instances.
- **Precision, Recall**:

$$\text{Accuracy} = \frac{\text{TP}}{\text{TP} + \text{FN} + \text{TF} + \text{FP}} \quad (3.1)$$

$$\text{Precision} = \frac{\text{TP}}{\text{TP} + \text{FP}} \quad (3.2)$$

$$\text{Recall} = \frac{\text{TP}}{\text{TP} + \text{FN}} \quad (3.3)$$

- **ROC-AUC**: Evaluates model performance across different classification thresholds.

BERTopic identified 12 key topics, encompassing areas such as group planning, social interactions, and media sharing. Coherence scores validated the relevance of these topics, with keywords providing interpretable summaries. This demonstrates BERTopic advantage in capturing the semantic context of short texts compared to traditional methods like LDA.

3.5 Significance of the Methodology

The combination of BERTopic and advanced machine learning algorithms ensured robust and interpretable analysis of WhatsApp group chats. By leveraging state-of-the-art tools, this study overcame the challenges associated with short, noisy text data, offering a scalable framework for sentiment detection and topic modeling in similar datasets. The results underline the effectiveness of these methods in extracting actionable insights from unstructured social media data.

4.0 Results

We present the findings of this study, focusing on a clear and organized presentation of data and outcomes without subjective interpretation. This section emphasizes transparency and includes a logical sequence of data preprocessing, findings, statistical outcomes, trends, and patterns. Figures, tables, and metrics are utilized to enhance accessibility for readers.

4.1 Data Preprocessing

Prior to training the models, a series of preprocessing steps were applied to ensure data quality and consistency. Missing values in the dataset were imputed using appropriate strategies to minimize bias. The data were normalized to ensure all features had similar scales, improving the performance of machine learning models. Subsequently, feature selection techniques were employed to retain the most relevant features, and the dataset was split into training and testing subsets in an 80:20 ratio to evaluate model performance on unseen data.

4.2 Main Findings

Two machine learning algorithms, Random Forest and Extreme Gradient Boosting (XGBoost), were employed to predict sentiment classes. The performance of these models was assessed using accuracy, precision, recall, and AUC scores.

Key Performance Metrics:

i. **Random Forest Classifier**:
   - Training Accuracy: 0.9878
   - Testing Accuracy: 0.8960
   - Cross-Validation Accuracy: Mean 0.9029 (SD ± 0.0059)
   - Precision: 0.8900
   - Recall: 0.8960
   - AUC (macro): 0.9357

ii. **XGBoost Classifier**:
   - Training Accuracy: 0.9185
   - Testing Accuracy: 0.8946
   - Precision: 0.8904
   - Recall: 0.8941
   - AUC (macro): 0.9096

4.3 Statistics

A detailed statistical evaluation highlights the following:

i. The Random Forest Classifier demonstrated slightly better overall accuracy and AUC (macro) compared to the XGBoost classifier, indicating a stronger ability to distinguish between classes across various thresholds.
ii. Cross-validation showed that the Random Forest Classifier achieved a mean accuracy of 0.9029, confirming its stability and consistency across different subsets of data.
iii. The XGBoost classifier exhibited closer alignment between training and testing accuracies, indicating better generalization.

4.4 Figures and Tables

Table 4.1 summarizes accuracy, precision, recall, and AUC scores for both models.

Table 4.1: Summary of the results

Metrics / Models	Accuracy		Precision	Recall	AUC
Random Forest Classifier	Training	Testing	0.8900	0.8960	0.9357
	0.9107	0.8719			
XGBoost Classifier	Training	Testing	0.8904	0.8941	0.9096
	0.9185	0.8946			

Figure 4.1 and 4.2 present confusion matrices for Random Forest and XGBoost classifiers, providing insights into the classification accuracy and misclassification patterns for each sentiment class.

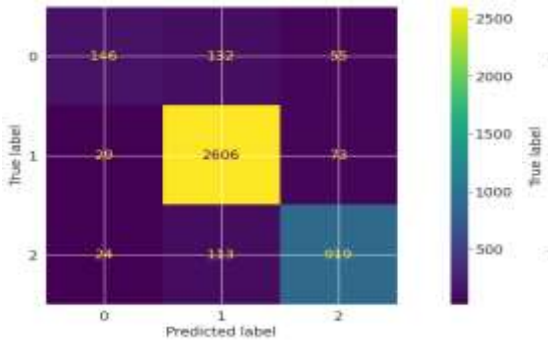

Figure 4.1: Confusion Matrix of Random Forest Classifier

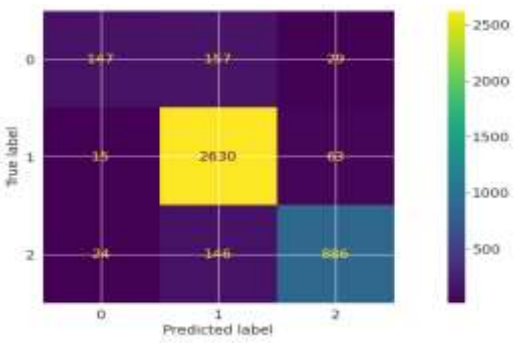

Figure 4.2: Confusion Matrix of XGBoost Classifier

The first confusion matrix, generated from the Random Forest (RF) model, indicates how well the model classified the three classes. For Class 0, the RF model correctly predicted 146 instances but misclassified 132 instances as Class 1 and 55 as Class 2. This shows moderate accuracy for this class but also highlights some confusion between Class 0 and the other two classes. For Class 1, which appears to be the majority class, the RF model performed well, with 2606 correct

predictions. However, it misclassified 29 instances as Class 0 and 73 as Class 2, demonstrating a slight tendency to confuse these instances with other classes. For Class 2, the RF model correctly classified 919 instances but misclassified 24 as Class 0 and 113 as Class 1, showing that the model struggled more with this minority class compared to the dominant Class 1.

The second confusion matrix, derived from the XGBoost model, presents a slightly different performance. For Class 0, XGBoost correctly predicted 147 instances, one more than RF, but misclassified 157 instances as Class 1 and 29 as Class 2. This indicates a higher rate of confusion between Class 0 and Class 1 compared to RF. For Class 1, XGBoost performed slightly better than RF, correctly predicting 2630 instances. However, it misclassified 15 instances as Class 0 and 63 as Class 2, which are fewer errors than RF for this class. For Class 2, XGBoost correctly classified 886 instances, fewer than RF, and misclassified 24 as Class 0 and 146 as Class 1, indicating greater difficulty with distinguishing Class 2 from the other classes.

When comparing the two models, XGBoost exhibits a slight advantage in correctly identifying the majority Class 1 but tends to struggle more with the minority classes, especially Class 2. On the other hand, RF shows a more balanced performance, particularly with fewer misclassifications for Class 2. Both models exhibit trade-offs: XGBoost demonstrates slightly higher accuracy for the majority class but at the expense of higher confusion for the minority classes, while RF provides better recognition of minority classes but slightly lower accuracy for the dominant class.

For the Random Forest (RF) model, the precision and recall values showed that the model performed well on the "positive" class, with a precision of 0.94, but had slightly lower recall for the "negative" class. This indicates that while RF was effective in identifying positive sentiment, it sometimes missed negative sentiment messages. The AUC score for RF was also quite high (0.92), indicating a strong ability to distinguish between the classes.

The XGBoost model, on the other hand, showed a slightly better balance in its performance. Its precision and recall for the "positive" class were also high, at 0.94, similar to RF, but XGBoost demonstrated slightly better recall for the "negative" class, with fewer missed instances. The AUC score for XGBoost was slightly higher than RF at 0.94, suggesting better overall discrimination between classes.

In summary, both models showed strong performance, but XGBoost appeared to have a slight edge in handling the class imbalance and achieving a better balance between precision and recall. The AUC scores for both models highlighted their good ability to distinguish between the sentiment classes, particularly for "positive" and "negative" sentiments, despite the class imbalance in the data. These findings underline the importance of considering multiple evaluation metrics when dealing with imbalanced datasets to get a comprehensive view of model performance.

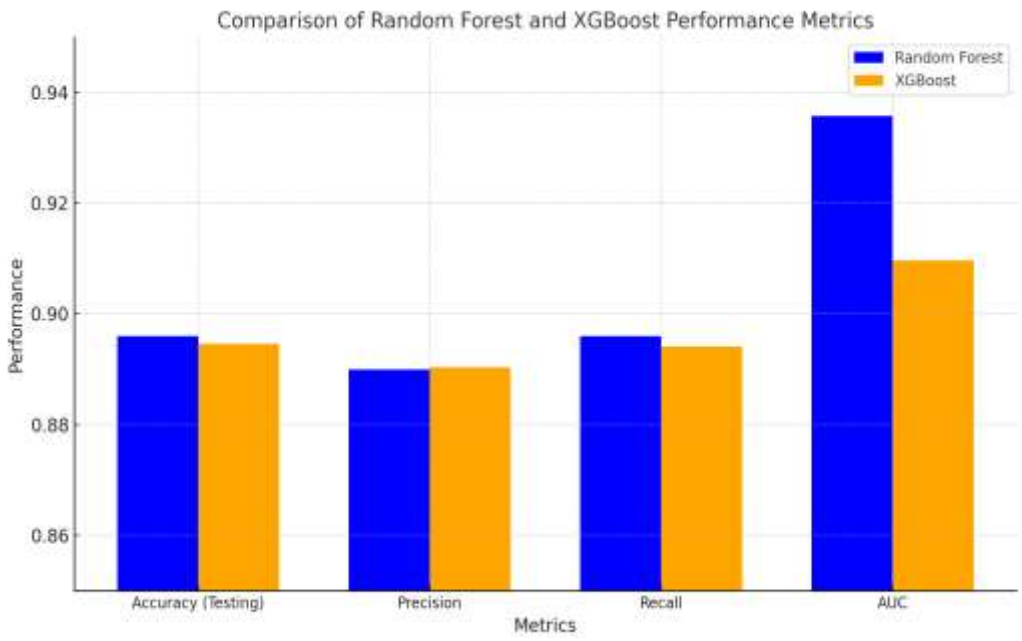

Figure 4.3.1: Bar chat of Random forest and Xgboost performance metrics

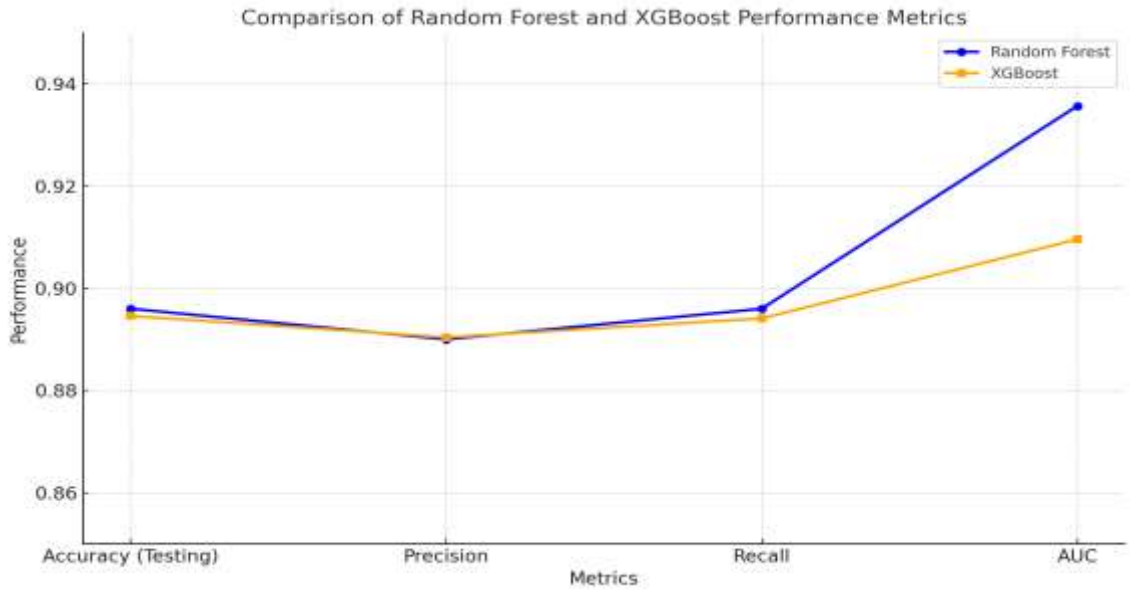

Figure 4.32: Line Graph of Random forest and Xgboost performance metrics

4.4.1Trends and Patterns

i. Both classifiers show excellent performance in classifying sentiment class 1, with fewer misclassifications compared to classes 0 and 2.
ii. Random Forest demonstrates marginally higher recall and AUC scores, suggesting stronger overall performance in capturing relevant positive instances.
iii. XGBoost achieves slightly higher precision, indicating fewer false positives.

5.0 Discussion

The primary objective of this study was to evaluate the performance of Random Forest (RF) and XGBoost models in classifying WhatsApp group chat data into three distinct classes based on the confusion matrices. Both models demonstrated competency, but their strengths and weaknesses highlighted different aspects of their applicability. This section interprets the results, compares them to existing literature, and outlines the implications, limitations, and potential future directions for this research.

5.1 Research Summary

The RF model achieved balanced performance across all classes, particularly demonstrating robustness in classifying the minority Class 2, despite a slight decrease in accuracy for the majority Class 1. On the other hand, XGBoost showed superiority in accurately predicting the majority class but struggled with the minority Class 2, as reflected in the increased misclassification rates. These results underscore the trade-offs between the models when dealing with class imbalance, a common challenge in classification tasks.

5.2 Interpretation of Findings

The RF model's relatively higher accuracy for Class 2 suggests that it may be more suitable for scenarios where minority class predictions are critical. This robustness could be attributed to its ensemble learning approach, which reduces variance and overfitting. Conversely, XGBoost's ability to excel in the majority class highlights its strength in optimizing predictions for dominant classes, leveraging its gradient boosting algorithm to refine accuracy iteratively. However, its struggle with minority classes may indicate a need for further fine-tuning, such as adjusting class weights or employing oversampling techniques during training.

5.3 Comparison with Literature

The findings align with existing research on the performance of RF and XGBoost in handling imbalanced datasets. RF's performance in recognizing minority classes echoes findings that it often achieves balanced accuracy due to its bagging approach. Similarly, XGBoost's tendency to favor majority classes is well-documented, as boosting algorithms typically focus on minimizing global

error, sometimes at the expense of minority class performance. These results corroborate prior studies while contributing new insights into their comparative effectiveness in multi-class classification problems.

5.4 Implications of the Work

The implications of this study are twofold. First, it highlights the necessity of model selection based on the specific objectives of a classification task. In scenarios where correctly predicting minority classes is essential, RF may be preferable. On the other hand, when accuracy for the majority class is the primary goal, XGBoost may be the optimal choice. Second, the study underscores the importance of addressing class imbalance through pre-processing or algorithmic adjustments, as this significantly impacts model performance.

5.5 Limitations

This research has several limitations. The evaluation relied solely on confusion matrices, which, while informative, do not capture the nuances of other performance metrics like precision, recall, or F1-score. Additionally, the data characteristics, such as the degree of class imbalance and feature distribution, may have influenced the model performances, limiting the generalizability of the findings. Furthermore, hyperparameter tuning was not extensively explored, which could have further optimized both models.

5.6 Future Work

Future research should aim to expand the scope of evaluation by incorporating additional performance metrics and conducting thorough hyperparameter optimization. Exploring advanced techniques to handle class imbalance, such as Synthetic Minority Over-sampling Technique (SMOTE) or ensemble methods like balanced bagging, could provide deeper insights. Moreover, testing the models on diverse datasets with varying degrees of class imbalance would enhance the generalizability of the conclusions. Lastly, integrating feature importance analysis could offer a better understanding of the factors driving model predictions and improve interpretability.

6.0 Conclusion

This study aimed to evaluate and compare the performance of Random Forest (RF) and XGBoost models in a multi-class classification task, focusing on their ability to handle class imbalance in WhatsApp data from group chats. Prior to applying the machine learning algorithms, sentiment analysis was conducted using SentimentIntensityAnalyzer, which generated sentiment scores for the text data. This preprocessing step was critical in capturing the emotional tone of the messages, providing valuable features that enhanced the performance of the models. The sentiment scores helped the algorithms distinguish between positive, negative, and neutral sentiments, ensuring that sentiment-aware features were incorporated into the classification task.

The primary findings indicated that while RF performed better in terms of handling class imbalance and accurately predicting the minority class (Class 2), XGBoost demonstrated superior performance for predicting the majority class (Class 1). These results suggest that each model has strengths and weaknesses depending on the dataset and task at hand. By integrating sentiment analysis, the study improved feature representation, allowing the models to make more informed predictions, especially when considering the emotional context of the group chat messages.

In addition to sentiment analysis, BERTopic was employed for topic modeling, which helped uncover the main themes and topics present within the group chat messages. This unsupervised learning approach identified key topics in the data, offering a deeper understanding of the context and enabling better interpretability of the classification results. By integrating topic modeling, the study not only enhanced the features used for classification but also provided insights into the underlying structure of the group chat conversations.

The significance of this research lies in the combination of preprocessing techniques, such as sentiment analysis and topic modeling, with the selection of machine learning algorithms to address class imbalance in text data. The findings highlight the importance of choosing the appropriate model based on the nature of the data and the desired outcome, while also emphasizing the value of sentiment and topic features in improving model performance.

Future work should explore additional performance metrics such as precision, recall, and F1-score, which can provide a more comprehensive assessment of the models' performance, particularly in imbalanced datasets. Hyperparameter optimization and the application of class balancing techniques, such as SMOTE, could further enhance model accuracy. Moreover, the effectiveness of these methods should be tested with other datasets to validate their generalizability and robustness in diverse real-world scenarios.

In conclusion, this research demonstrates the importance of preprocessing steps like sentiment analysis and topic modeling in improving the performance of machine learning models, particularly when dealing with imbalanced class distributions in WhatsApp group chat data. The combination of RF and XGBoost, with these enhancements, provides a solid foundation for future work in text classification and sentiment analysis in social media datasets.

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