* Microblogging platforms are one of the most high-tech platforms nowadays. Every day numerous users post profusely, which is one of the signs of their attachment to the platform. Starting with the definition of ‘Microblogging’, it is a combination of blogging and instant messaging that makes the communication process much easier than when compared to the old days when physical interactions had to be made or even the traditional blogging. Some of the reasons microblogging has managed to become popular is that it less time is spent developing content providing the user the opportunity for frequent posts due to its character limit which differentiates it from regular blogging. Also, it is the easiest way to share urgent or time-sensitive information and mobile convenient as it is not too hard to write a blog or post using a smartphone or tablet.
* As the platform becomes more popular, it enables higher number and frequency of posts. This high demand on microblogging allows the introduction of a new term, which is Sentiment Analysis.

Sentiment analysis - otherwise known as opinion mining - is the process of discovering and determining the emotional meaning or tone behind a series of words. It can help in various ways. Firstly, by helping a company discover the public opinion towards their company or products. Said opinion aids in quality management, tactic and strategy planning as well as any marketing improvements whether through the business, economical or political position of the company and its products. All these changes are made based on the sentiment score provided by the sentiment analysis. Secondly, it can help political parties predict the public opinion towards them or the impact their campaign is having in order to align their goals with the public’s interests. Moreover, the entertainment segment can benefit from sentiment analysis through collecting fans feedback on the works of art by celebrities, authors, producers and so on as well as opinions on their public interactions whether through interviews or social media.

When comparing the sentiment analysis to manual analysis or surveys, it should be mentioned that the human brain is the most accurate machine on earth. On the other hand, retrieving information in a systematic or computational way is more efficient than manual analysis, surveys and such as it is more time efficient, cost efficient with a good score that can be beneficial in receptive tasks.

There are multiple microblogging platforms including Jaiku and more recently Pownce, however the most popular of microblogging platforms is Twitter. Twitter allows you to post statuses or updates that range to a maximum of 140 characters.