**2**

This chapter

Sentiment analysis (also Opinion Mining)

* Text Mining in general
  + Information Retrieval as first step OR database
  + Linguistic analysis, NLP (POS-tagging)
* TM process
  + Structure data
  + find patterns
  + evaluate results
* TM topics
  + text categorization
  + text summarization
  + entity relation modeling
  + sentiment analysis
  + …
* TM concepts?
  + TFIDF

Plutchik

8 created emotions 🡪 Buch6

resources at WordNet

Machine learning

supervised/unsupervised/…

regression/classification

Ordinal classification / Multiple Class Classification

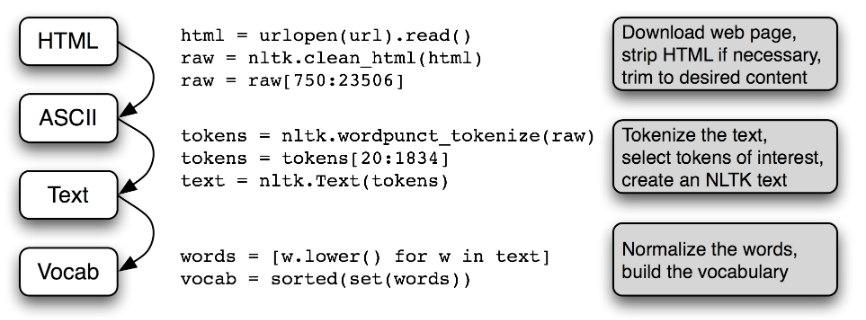
hard/soft classification 🡪 Buch2/9

boosting/bagging 🡪 Buch2/9

cost-sensitive classification in ordinal classification

Absolute cost vectors, Squared cost vectors 🡪 Buch11

NLP & NLTK



further reading chapter 7 (POS-tagging, chunking)

Word2Vec / Word Embedding

neuronal network with two layers

idea: word vector, the more similar words, the more similar the vectors

adding of vectors

comparison of vectors based on angle (0°-90°(?))

CBOW (context 🡪 word) vs skip-gram (word 🡪 context)

glove