

What is Sentiment Analysis?

What is Sentiment Analysis?

Intro

- What Watson was doing is called “sentiment analysis”
- In sentiment analysis, we’re training a computer to do what you just did: look at a review and decide if it’s positive, negative, or neutral.
- The granularity of sentiments can be changed depending on the task and classifier, for example:
 - Just positive and negative (no neutral)
 - Range from very negative to very positive

Vocabulary

- **Sentiment:** a view or opinion of something (Oxford)
- **Text:** a piece of writing (for example, a book or article)
- **Sentiment Analysis:** a process that a computer performs to measure the positivity of a text