

## Sentiment Analysis - Capturing favorability using Natural Language Processing

This paper illustrates a sentiment analysis approach to find sentiments associated with polarity for specific subjects from a document, instead of the whole document. The essential thing in sentiment analysis is to identify how sentiments are expressed in text and whether the expressions indicate positive or negative opinions toward the subject. In order to improve accuracy of the sentiment analysis, it is important to properly identify the semantic relationship between the sentiment expressions and the subject. By applying semantic analysis with a syntactic parser and sentiment lexicon, the system has very high precision in finding sentiments in texts. This analysis of favourable and unfavourable opinions is a task requiring high intelligence and deep understanding of the textual context, drawing on common sense and domain knowledge as well as linguistic knowledge. Therefore, focus was mainly on a small group of cues, and local statements on sentiments rather than analyzing opinions on overall favorability. The existence of statements expressing sentiments is more reliable compared to overall opinion.

How is it related to project?

Our project makes use of sentiment analysis module to provide better user interaction and it is a fundamental part of our project. The need for sentiment analysis is because we try to perform tasks based on emotion of user, and so we require a way to analyze user emotion. This is done easily and quickly by sentiment analysis.

analysis.