By Your Name

# Sentiment Analysis

# What is Sentiment Analysis?

# Sentiment Analysis

- It is the process of determining the emotional tone behind a series of words, used to gain an understanding of the the attitudes, opinions and emotions expressed.
- Facts are objective while opinions are subjective.

# Why should we do it?

# Why?

- To know the public opinion.
- The Obama administration used sentiment analysis to gauge public opinion to policy announcements and campaign messages ahead of 2012 presidential election.

# Experiment - 1

# Analyzing a book

# Experiment - 2

# Comparing News Sites

# Experiment - 3

# Analyzing Movie Reviews

How is it done?

# Three Methods

- Knowledge based

- Statistical

- Hybrid

# Naive Bayes

# Version 1

First version

# Maximum Entropy

# Version 2

[Maximum Entropy](#)

[Bigram](#)

# Vader

# Valence Aware Dictionary for sEntiment Reasoning

[Vader](Vader)

# Challenges

# Subjectiveness

- What is positive to one person might be negative to another person.
- This causes ambiguity

# Grouping

- NOT BAD
- To an extent addressed by bigrams

# Context and Polarity

- All utterances are uttered at some point in time, in some place, by and to some people, you get the point. All utterances are uttered in context.
- *Absolutely nothing!*
- *Everything of it.*

# Irony and Sarcasm

- At the moment humans are better at sensing sarcasm (unless you are Sheldon).
- *Yeah, right.*

That's all folks!