**Chapter 1**

**Introduction**

**1.1 Introduction**

Sentiment analysis is a natural Language Processing and Information Extraction task that aims to obtain writer’s feelings expressed in positive or negative comments, questions and requests, by analyzing a large number of documents. Generally speaking, sentiment analysis aims to determine the attitude of a speaker or a writer with respect to some topic or the overall tonality of a document.

If you have 1 to 10 articles, the most effective way to measure sentiment is to simply read them. But what happens if you have 50,000? This is where sentiment analysis can provide some directional insight and set the tone for further analysis.

Sentiment analysis provide a simple, fast and efficient way to understand large amount of such data and help us to take business related decision quickly. This can provide companies a powerful tool to understand customers and their views and help them to provide better service/products.Sentimental Analysis is considered to be the future of Ad optimization. Growing availability of opinion rich resources like online review sites, blogs, social networking sites have made this “decision-making process” easier for us. With explosion of Web 2.0 platforms consumers have a soapbox of unprecedented reach and power by which they can share opinions. Major companies have realized these consumer voices affect shaping voices of other consumers. Sentiment Analysis thus finds its use in Consumer Market for Product reviews, marketing for knowing consumer attitudes and trends, Social Media for finding general opinion about recent hot topics in town, Movie to find whether a recently released movie is a hit.The future might see applications wherein a system gauges the human emotion through sensory means and then creates an environment that helps improve the human life in general.