# Big data: sentiment analysis

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*Source:*

[*https://www.altexsoft.com/blog/business/sentiment-analysis-types-tools-and-use-cases/#:~:text=Regardless%20of%20the%20name%2C%20the,level%20depends%20on%20your%20goals*](https://www.altexsoft.com/blog/business/sentiment-analysis-types-tools-and-use-cases/#:~:text=Regardless%20of%20the%20name%2C%20the,level%20depends%20on%20your%20goals)*.*

*https://en.wikipedia.org/wiki/Sentiment\_analysis*

* The main goals of sentiment analysis

Sentiment analysis is applied in different fields such as marketing, political and sociological. Whichever sentiment analysis is applied **it usually aims to predict results or interpret people’s reaction towards certain object, such as positive or negative.** This is usually done by using machine learning, big data analysis onto the texts of the comment givers, from various sources.

* The main application and use cases of sentiment analysis

- Brand monitoring: To monitor people’s comment and reactions towards a brand’s reputation. Comparisons can be made vertically or horizontally to know better about the brand image. Furthermore, the mentioning tone analysis can locate the context of this type of opinion given.

- Competitive research: To track target competitors in terms of public’s opinion to avoid the same mistakes or build up competitive advantage strategy around it.

- Flame detection and customer service prioritization: “ It is always better to put out a spark before the flame”. Using real-time sentiment analysis tools, the company can find the unsatisfaction or potential crisis on an early stage before it becomes viral. This will build up a better publicity and risk management system.

- Product analysis: Different part-worth of features on a product will lead to different opinions from customers. By collecting data and analyzing them, the company can build the “best” product with all the desirable features.

- Industry trend research

- Employee engagement monitoring: By collecting questionnaire, or analyzing the trend on the public forum, the company especially the HR department can get a glimpse of how the employees are doing.

- Results predicting in political campaigns.

* Future trend of sentiment analysis

Currently the sentiment analysis is task based and need a training model to get insight from given dataset. However, in the age of big data, there are blended information with all the texts may refer to one certain culture, background, belief, political stand and personality etc. To identify the context is getting more and more important. Second, the interaction among the texts is also challenging for the development of sentiment analysis. Third, there will be more and more non-textual expressions in the future such as memes, emojis, and even voice or videos. This will require more complex models, and machine learning skills. One way or another, the trend is working towards a more accurate and more insightful result that user can get.