**SENTIMENT ANALYSIS**

Sentiment analysis (sometimes known as opinion mining or emotion AI) refers to the use of [natural language processing](https://en.wikipedia.org/wiki/Natural_language_processing), [text analysis](https://en.wikipedia.org/wiki/Text_analytics), [computational linguistics](https://en.wikipedia.org/wiki/Computational_linguistics), and [biometrics](https://en.wikipedia.org/wiki/Biometrics) to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to [voice of the customer](https://en.wikipedia.org/wiki/Voice_of_the_customer) materials such as reviews and survey responses, online and social media, and healthcare materials for applications that range from [marketing](https://en.wikipedia.org/wiki/Marketing) to [customer service](https://en.wikipedia.org/wiki/Customer_relationship_management) to clinical medicine.

Generally speaking, sentiment analysis aims to determine the attitude of a speaker, writer, or other subject with respect to some topic or the overall contextual polarity or emotional reaction to a document, interaction, or event. The attitude may be a judgment or evaluation (see [appraisal theory](https://en.wikipedia.org/wiki/Appraisal_theory)), affective state (that is to say, the emotional state of the author or speaker), or the intended emotional communication (that is to say, the emotional effect intended by the author or interlocutor).

Existing approaches to sentiment analysis can be grouped into three main categories: knowledge-based techniques, statistical methods, and hybrid approaches. Knowledge-based techniques classify text by affect categories based on the presence of unambiguous affect words such as happy, sad, afraid, and bored. Some knowledge bases not only list obvious affect words, but also assign arbitrary words a probable "affinity" to particular emotions. Statistical methods leverage on elements from machine learning such as latent semantic analysis, support vector machines, "bag of words" and *Semantic Orientation — Pointwise Mutual Information* (See Peter Turney's work in this area). More sophisticated methods try to detect the holder of a sentiment (i.e., the person who maintains that affective state) and the target (i.e., the entity about which the affect is felt).To mine the opinion in context and get the feature which has been opinionated, the grammatical relationships of words are used. Grammatical dependency relations are obtained by deep parsing of the text.Hybrid approaches leverage on both machine learning and elements from knowledge representation such as ontologies and semantic networks in order to detect semantics that are expressed in a subtle manner, e.g., through the analysis of concepts that do not explicitly convey relevant information, but which are implicitly linked to other concepts that do so.

Open source software tools deploy machine learning, statistics, and natural language processing techniques to automate sentiment analysis on large collections of texts, including web pages, online news, internet discussion groups, online reviews, web blogs, and social media. Knowledge-based systems, on the other hand, make use of publicly available resources, to extract the semantic and affective information associated with natural language concepts. Sentiment analysis can also be performed on visual content, i.e., images and videos. One of the first approaches in this direction is SentiBank utilizing an adjective noun pair representation of visual content.

A human analysis component is required in sentiment analysis, as automated systems are not able to analyze historical tendencies of the individual commenter, or the platform and are often classified incorrectly in their expressed sentiment. Automation impacts approximately 23% of comments that are correctly classified by humans.However, also humans often disagree, and it is argued that the inter-human agreement provides an upper bound that automated sentiment classifiers can eventually reach.

Sometimes, the structure of sentiments and topics is fairly complex. Also, the problem of sentiment analysis is non-monotonic in respect to sentence extension and stop-word substitution (compare *THEY would not let my dog stay in this hotel* vs *I would not let my dog stay in this hotel*). To address this issue a number of rule-based and reasoning-based approaches have been applied to sentiment analysis, including defeasible logic programming.Also, there is a number of tree traversal rules applied to syntactic parse tree to extract the topicality of sentiment in open domain setting.