

Semantics in Sentiment Analysis

ACL Progress

Evaluated the system on Tourism reviews

- 594
- 593
- Places mentioned in the reviews are L.A. , New York, Las Vega and London

Results

System	Positive	Negative	Average
Words	89.22	83.81	86.52
Clusters Syntagmatic	97.64	95.61	96.63
Discourse	94.94	48.06	71.52
Semantics (UNL)	88.72	66.44	77.5

Discussion

- Some positive reviews contain special characters. UNL system gives exceptions for these.
- UNL system is not able to generate proper expressions for sentences where negation element is not adjacent to the sentiment.
 - It is not very good
- Not able to detect sentiment properly in interrogative sentences
 - Do you call that good ?!?!?

Negative Reviews

1. Relative opinions containing positive words
 - ㄅ It is good but could be better
 - ㄅ Lucky to have got our flight back home
2. Some negative reviews are just to raise caution
 - ㄅ Do not go alone to Las Vegas if you are a female
3. Mixed opinions
 - ㄅ Beautiful Architecture. Expensive food.
4. A sense of time
 - ㄅ A place I used to love. Not anymore
 - ㄅ The best city in the world, " Once upon a time " .

Negative Reviews

5. UNL cannot be used to detect sentiment correctly in some cases

- Not good for it
- I do not consider it all romantic
- It tastes like flat water with dirt

6. Some reviews require domain knowledge

嚼 The hotel room had a Queen-sized bed

7. Comparision with other places

嚼 If you want dirt, go to L.A. . If you want peace go to Switzerland .

嚼 You find good things at my place, not in L.A. .

Negative Reviews

8. Sarcasm

ㄅI love New York especially the " Lovely brown fog " .

ㄅI adore the " phoney fantasyland " that Vega is .

9. New notations

ㄅI love it ?!?!

ㄅToo \$\$\$

ㄅNo value for \$\$\$

Plan

- Evaluate the system on Product reviews corpus .