

OKANAGAN

Unit 5 Data Science Colloquium Series

Monday, Nov. 2, 2:00-3:30 LIB 306

Paramjit Gill

Sentiment Analysis of Textual Matter

(How to read without reading)

Abstract: Traditional methods of soliciting information from the customers and consumers of a product or service are based on consumer surveys. With the availability of online electronic platforms, collecting information from willing (or disgruntled) customers has become feasible on a large scale. Customer reviews are recognized as fruitful information sources for monitoring customer satisfaction levels, particularly as they convey the real voices of actual customers. However, deciphering the text reviews is a monumental task even for a machine. As a methodological means of customer review analysis, sentiment analysis has come to the fore. Some results of sentiment analysis of airlines customer reviews will be discussed in this talk.





This is joint work with Norbert Eke and Abdallah Mohamed.

Everyone is welcome to enjoy the talk and refreshments

If you have any questions, please email Dr. Rebecca Tyson at Rebecca.tyson@ubc.ca