

Twitter-based Sentiment Analysis

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ABSTRACT

Sentiment analysis has become very popular in recent years and especially Twitter provides a lot of data to a huge amount of topics which can be processed and classified to provide an overall opinion. However, classification of tweets are somehow different to traditional text mining and introduce some additional challenges. In this paper typical problems are discussed that go along with classification of tweets. We will also shortly discuss two popular machine learning algorithms for sentiment analysis and explain how a classifiers are evaluated.

- [2] B. Pang and L. Lee. Opinion mining and sentiment analysis. *Foundations and trends in information retrieval*, 2(1-2):1–135, 2008.

1. INTRODUCTION

The opinion of people about a topic or a product has certainly a great influence on its reputation. People often want to know what others think about a special product they are going to buy, about a new movie, or about a hotel they are going to book. But also companies may interested in its customers' opinions. As the world wide web provides many ways for people to distribute their experiences and sentiments. Machine learning algorithms make it easier to process and evaluate those sentiments and are therefore able to provide an overall opinion to a certain topic. This kind of analyzing is called sentiment analysis or opinion mining [1, 2]. Clearly, there are some challenges when assessing the opinion of people, especially when classifying microblogging services like Twitter. The underlying paper gives an overview about different sentiment analysis approaches and outlines special problems related to the classification of microblogging services.

2. SENTIMENT ANALYSIS OF TWEETS

3. CONCLUSION

4. REFERENCES

- [1] B. Liu. Sentiment analysis and subjectivity. In *Handbook of Natural Language Processing, Second Edition*. Taylor and Francis Group, Boca, 2010.