Sentiment Analysis

12.11.2020

Sentiment analysis

Sentiment analysis is the automated process of analyzing text data and classifying opinions as negative, positive or neutral

Sentiment analysis

About…

Sentiment analysis

Extensions:

- Polarity: if the speaker express a positive or negative opinion
- Subject: the thing that is being talked about
- Opinion holder: the person, or entity that expresses the opinion.

Sentiment analysis

Levels:

- Document level.

- Sentence level .

- Sub-sentence level.

Sentiment analysis

Fine-grained approach:

- Very positive
- Positive
- Neutral
- Negative
- Very negative

Sentiment analysis

Technical approaches:

- Rule-based (lexicon based)

- Automatic

- Hybrid

Sentiment analysis

Rule-based.

N-Negative N-Positive words

ML

After feature extraction:

- Naïve Bayes
- Linear Regression
- SVM
- DL

ML

Challenges

- Tone

- Context and Polarity

- Comparisons

- Emojis

- Defining Neutral

«This product is second to none.»
«This is better than old tools.»
«This is better than nothing.»