


A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. They are positioned diagonally, with the blue one partially covering the green one.

Enhancing Search Engines With Sentiment Analysis

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The Challenge of Polysemy in Search Engines

- Polysemy: Multiple meanings for the same word
- The rising trend of using ChatGPT as a pseudo-search engine
- Need for human-like, natural language understanding in search
- Impact on search engine accuracy and user experience





Objective of the Study

- Creating a sentiment-informed search function
- Minimizing polysemous results
- Evaluating sentiment analysis methods for news classification

Research Methodology


- Adoption of advanced NLP techniques
- Feature engineering for text pattern analysis
- Collection and Processing of Real-World Data from BBC News
- Use of sentiment analysis algorithms like VADER





Applying the Methodology

- Real-Time Extraction of Search Data
- Application in News Classification and Categorization
- User Intent Prediction in Search Queries
- Enhancement of Search Engine Optimization



Results and Implications

- Effective sentiment-based search function
- Improved accuracy in news categorization
- Potential for application in various domains



Conclusion

- Bridging the Gap between User Intent and Search Results
- Potential for Widespread Application Across Digital Platforms



Reference

Nkongolo, M., “Enhancing Search Engine Precision and User Experience through Sentiment-Based Polysemy Resolution,” *arXiv*, November 3rd, 2023. [Online]. Available: <https://doi.org/10.48550/arXiv.2311.01895>. *arXiv:2311.01895*.