If you perform some natural language processing, you may be able to say something interesting about the text you harvested from the web. For instance, if you listen to a particular Twitter hashtag on a political topic, can you gauge the mood of the country by looking at the sentiment of each tweet that comes by in the stream? Which of recent movies received most negative reviews? There are tons of cool options here!

Even though in most statistical classification methods, the neutral class is ignored under the assumption that neutral texts lie near the boundary of the binary classifier, several researchers suggest that, as in every polarity problem, three categories must be identified. Moreover, it can be proven that specific classifiers such as the Max Entropy[12] and SVMs[13] can benefit from the introduction of a neutral class and improve the overall accuracy of the classification. There are in principle two ways for operating with a neutral class. Either, the algorithm proceeds by first identifying the neutral language, filtering it out and then assessing the rest in terms of positive and negative sentiments, or it builds a three-way classification in one step.[14] This second approach often involves estimating a probability distribution over all categories (e.g. naive Bayes classifiers as implemented by the NLTK). Whether and how to use a neutral class depends on the nature of the data: if the data is clearly clustered into neutral, negative and positive language, it makes sense to filter the neutral language out and focus on the polarity between positive and negative sentiments. If, in contrast, the data are mostly neutral with small deviations towards positive and negative affect, this strategy would make it harder to clearly distinguish between the two poles.