

Research Notebook

Weekly Entry:

Title: Fine-Grained Sentiment Analysis of Social Media with Emotion Sensing

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Summary

In this research, an advanced approach to sentiment analysis that goes beyond (positive, negative, and neutral) polarity classification is introduced for the purpose of detecting specific emotions in the social media text. A system combining social adaptive fuzzy similarity-based classification with detailed linguistic processing is developed by the authors to perform Fine-Grained Emotion Recognition. The solution is implemented as an end-to-end social media analytics platform applicable to practice in business as well as in policy making for finding out deeper insights from public online conversations. Patent of the technology has been filed and made available for licensing signifying its commercial viability.

Methodology

In this paper, the proposed method combines several novel features to mitigate the problems in current sentiment analysis strategies. It is based on a social adaptive fuzzy inference algorithm that tries to simulate human interpretation of emotions in online content. It is further able to advance on such capabilities of sophisticated linguistic processing, e.g., sentence decomposition, negation handling, and sentiment intensity modulation. It uses a few sources lexicons such as standard language, internet slang, emoticons, and domain specific terminology. The domain adaptation mechanism is a distinctive feature as it is able to be customized by expert users based on their specialized context to achieve improved overall accuracy. The total system architecture is based on six functional modules from data collection to the predictive analytics and visualization.

Existing Methods

The article is a constructive critique of existing ways that sentiment can be analysed, highlighting what methods the article's approach addresses in order to solve the most common weaknesses of existing approaches. While learning based methods can perform well under certain circumstances, their drawback is that they require large amounts of labelled training data and are in fact inflexible with respect to domains. Although lexical based techniques are more flexible, they are not specific enough nor can they detect weak emotions. As hybrid solution, the solution to this problem clears as these limitations since it combines fuzzy logic's rule-based interpretability and adaptive lexicons' domain responsiveness. The combination can perform broad sentiment classification with the detection of weak emotions without the requirement of large volumes of training data.

Results

Practical evaluation of the system took place during a demonstration where real-time analysis operated on Twitter data streams. The efficient processing within the implementation managed social media stream data to extract both sentiment polarity information and emotional states. Users could observe emotion distribution through geographic visualization features. The system specialized in sentiment reduction which split negative opinions into three detailed categories including anger, sadness and anxiety because this refined approach delivered better crisis management intelligence than standard sentiment tools.

Evaluation

The research makes contributions in several excellent ways which advance the field of sentiment analysis. A particularly important improvement in analytical precision is that the system can recognize specific emotions as opposed to just polarity. It includes such features as the domain adaptation and modularity to make sure it is flexible in all sorts of applications. The classification framework incorporates the psychological emotion models for their theoretical rigor. However, some limitations requires consideration as it is essential. For other languages, the effectiveness is not verified, and the current implementation seems particularly tuned to English and Chinese. Moreover, the complexity of the fuzzy inference system may lead to scalability problems for exceedingly high volume data stream.

Relevance

This work has significant value to any domain reliant on excellent public sentiment analysis, be it commercial brand management or policy assessment. The ability to distinguish between different negative emotions shown here could be a strong tool in the future for prevention and response strategies of crises. It might also be useful to explore the system's performance further with multi-modality (information from as much as text and emotive visual cues) and in cross-cultural applications. But for practical implementation of the theory, questions still remain concerning the ability to handle the linguistic nuances of sarcasm and irony, and how open APIs, or even demonstration versions, of the technology will be available for academic research or other uses.