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Sentiment Analysis for Social Web Texts:
The SentiStrength Approach

SentiStrength (http://sentistrength.wlv.ac.uk) is a sentiment analysis tool optimised for informal social web text and so does not expect standard spelling and grammar and takes advantage of emoticons, emphatic spelling and other social web styles for expressing sentiment. It uses a lexical approach supplemented by a set of additional rules for questions, negation, idioms; and produces a dual output of both positive and negative sentiment strength, following psychology research indicating that humans process positive and negative sentiment to some extent independently. The main version of SentiStrength is in English but there are also versions in five other languages – including Spanish - and basic versions in another eighteen languages.

The talk will describe some of the applications of SentiStrength, such as human question answering with Yahoo! and social-media driven light displays during the London Olympics, as well as some of the challenges faced when applying it to sets of texts within relatively narrow topics that use rare or idiomatic sentiment expressions.

Viernes, 22 de mayo de 2015, 12:00
Aula de Graos Víctor Gulías
Facultade de Informática, Campus de Elviña, A Coruña

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