Sentiment Analysis – What Are We Talking about?
- Intro Talk -

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Automatic affect detection and classification from text is a complex task in Natural Language Processing, whose tackling requires not only the use of established methods in the field, but also the use of knowledge extracted from theories in Psychology, Cognitive Science, Social Psychology or Neuropsychology.

For the past decade, there has been a large amount of research done in the field. Nevertheless, many issues remain to be tackled, starting from a common understanding of what we mean by the concepts involved and integrating the research in the appropriate context.

In this intro talk, my aim is to give a broad overview of the issues involved in tackling the task, from the definition of the terms, to some of the tasks that have been defined and some of the methods employed.

1. Introduction – terms definition: opinion, sentiment, belief, emotion, feeling, attitude, subjectivity versus objectivity. Affect theories in Psychology (main theories on emotion, main models of emotion), Social Psychology (role of affect as social regulator), Cognitive Science (conceptual models of affect) and recent findings in Neuropsychology (What happens in our brain when we feel emotion? Why do we feel certain emotions?).

2. The three levels of affect analysis: text, author, reader

3. Analysis of directly expressed affect and sentiment in different types of text (reviews, blogs, newspaper articles, microblogs, social network posts) – resources (dictionaries, annotated corpora), tasks and approaches

4. Analysis of indirectly expressed affect and sentiment in text (what is the author trying to convey affect-wise? How can we detect bias or subjective opinions of the author?)– resources, tasks and approaches.

5. Analysis of implicit expressions of affect in text. Reader interpretations. The use of common-sense knowledge to detect the affective reaction of readers to texts.

1