Words: Evaluative, Emotional, Colourful, Musical!

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Abstract of the talk

Beyond literal meaning, words have associations with sentiment, emotion, colour, and even music. Identifying such associations is of substantial benefit for information visualization, data sonification, and sentiment analysis, which in turn have applications in commerce, education, art, and health. I will present methods to generate high-coverage resources that capture such associations. I will show how these resources can be used for analyzing emotions in text, detecting personality from essays, and generating music from novels. Finally, I will show how word-sentiment association lexicons have helped create the top-ranking systems in recent SemEval competitions on the sentiment analysis of social media posts.