Social Media Marketing Analytics
社群網路行銷分析

Tamkang University

社群網路情感分析
(Sentiment Analysis on Social Media)

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TLMXJ1A (MIS EMBA)
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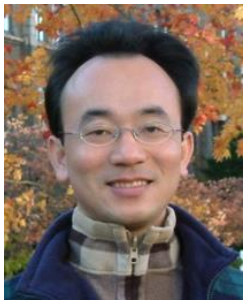

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2015-06-05

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2015/02/27	和平紀念日補假(放假一天)
2	2015/03/06	社群網路行銷分析課程介紹 (Course Orientation for Social Media Marketing Analytics)
3	2015/03/13	社群網路行銷分析 (Social Media Marketing Analytics)
4	2015/03/20	社群網路行銷研究 (Social Media Marketing Research)
5	2015/03/27	測量構念 (Measuring the Construct)
6	2015/04/03	兒童節補假(放假一天)
7	2015/04/10	社群網路行銷個案分析 I (Case Study on Social Media Marketing I)
8	2015/04/17	測量與量表 (Measurement and Scaling)
9	2015/04/24	探索性因素分析 (Exploratory Factor Analysis)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	2015/05/01	社群運算與大數據分析 (Social Computing and Big Data Analytics) [Invited Speaker: Irene Chen, Consultant, Teradata]
11	2015/05/08	期中報告 (Midterm Presentation)
12	2015/05/15	確認性因素分析 (Confirmatory Factor Analysis)
13	2015/05/22	社會網路分析 (Social Network Analysis)
14	2015/05/29	社群網路行銷個案分析 II (Case Study on Social Media Marketing II)
15	2015/06/05	社群網路情感分析 (Sentiment Analysis on Social Media)
16	2015/06/12	期末報告 I (Term Project Presentation I)
17	2015/06/19	端午節補假 (放假一天)
18	2015/06/26	期末報告 II (Term Project Presentation II)

Outline

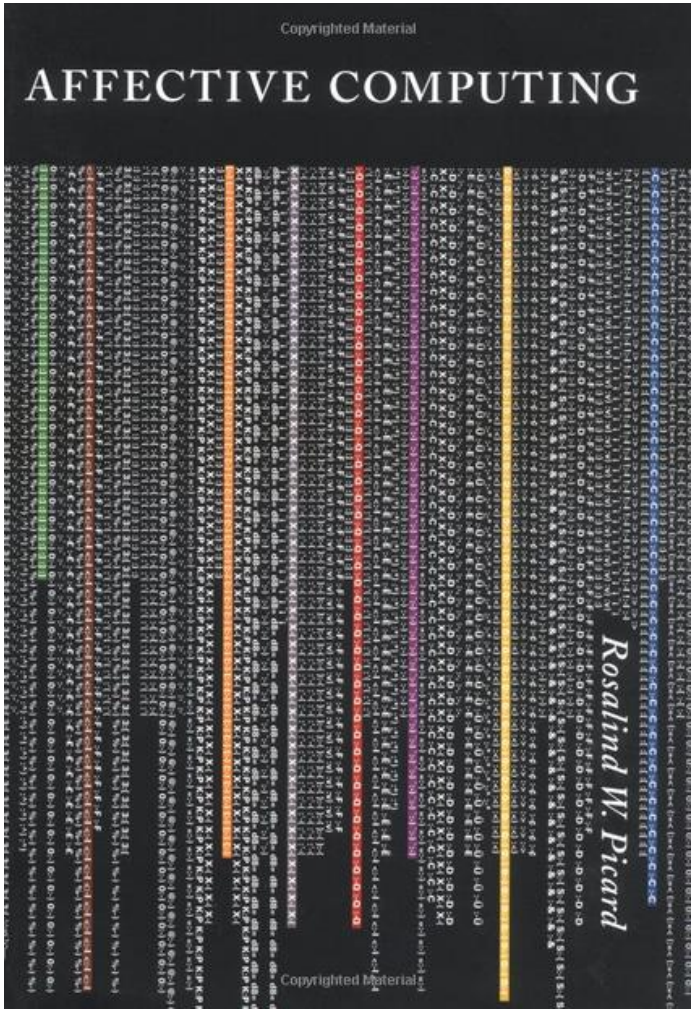
- Affective Computing and Social Computing
- Opinion Mining and Sentiment Analysis
- Social Media Monitoring/Analysis
- Resources of Opinion Mining
- Opinion Spam Detection

Affective Computing and Social Computing

Affective Computing

Affective COMPUTING

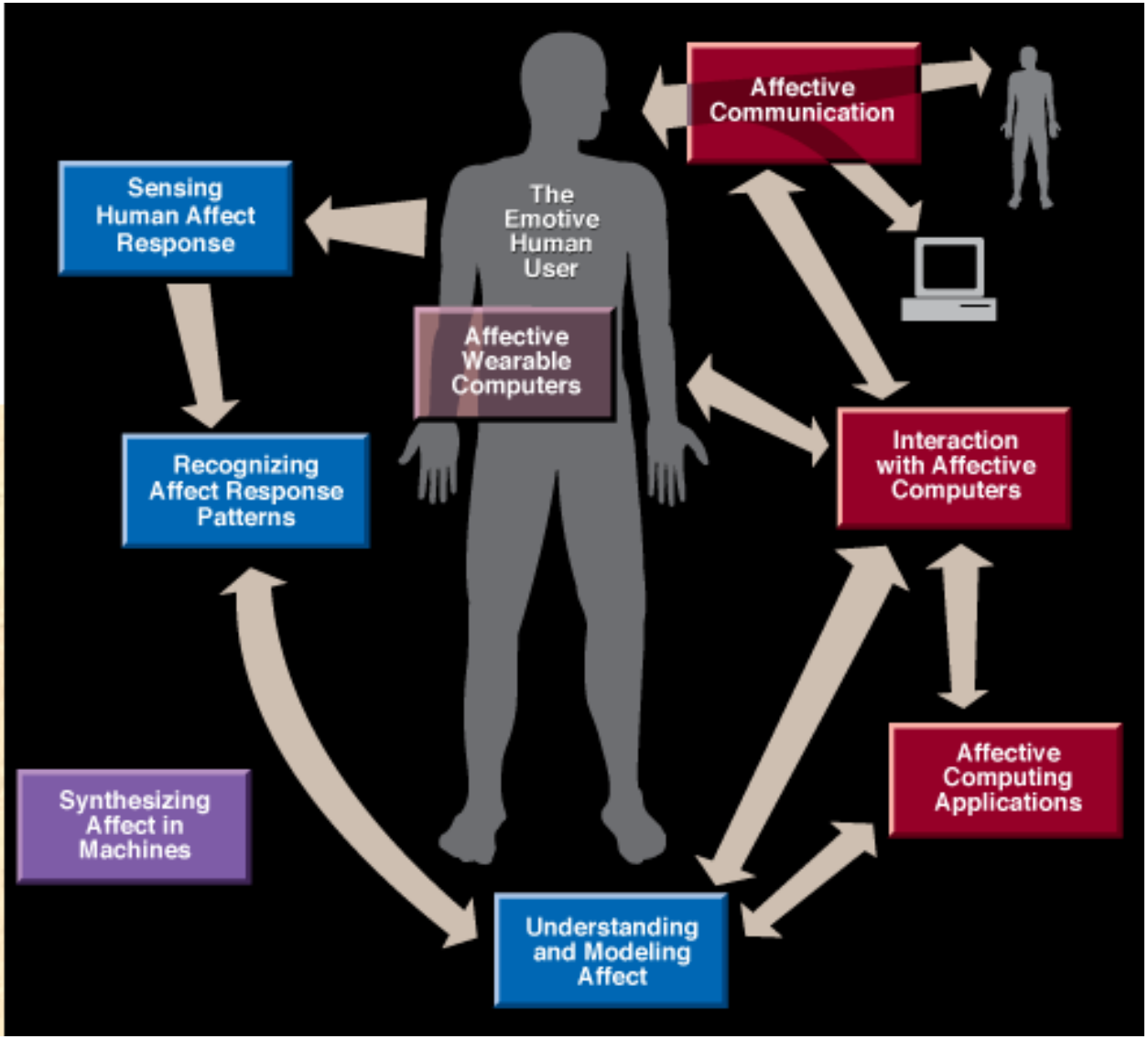
Rosalind W. Picard, Affective Computing, The MIT Press, 2000



Source: http://www.amazon.com/Affective-Computing-Rosalind-W-Picard/dp/0262661152/

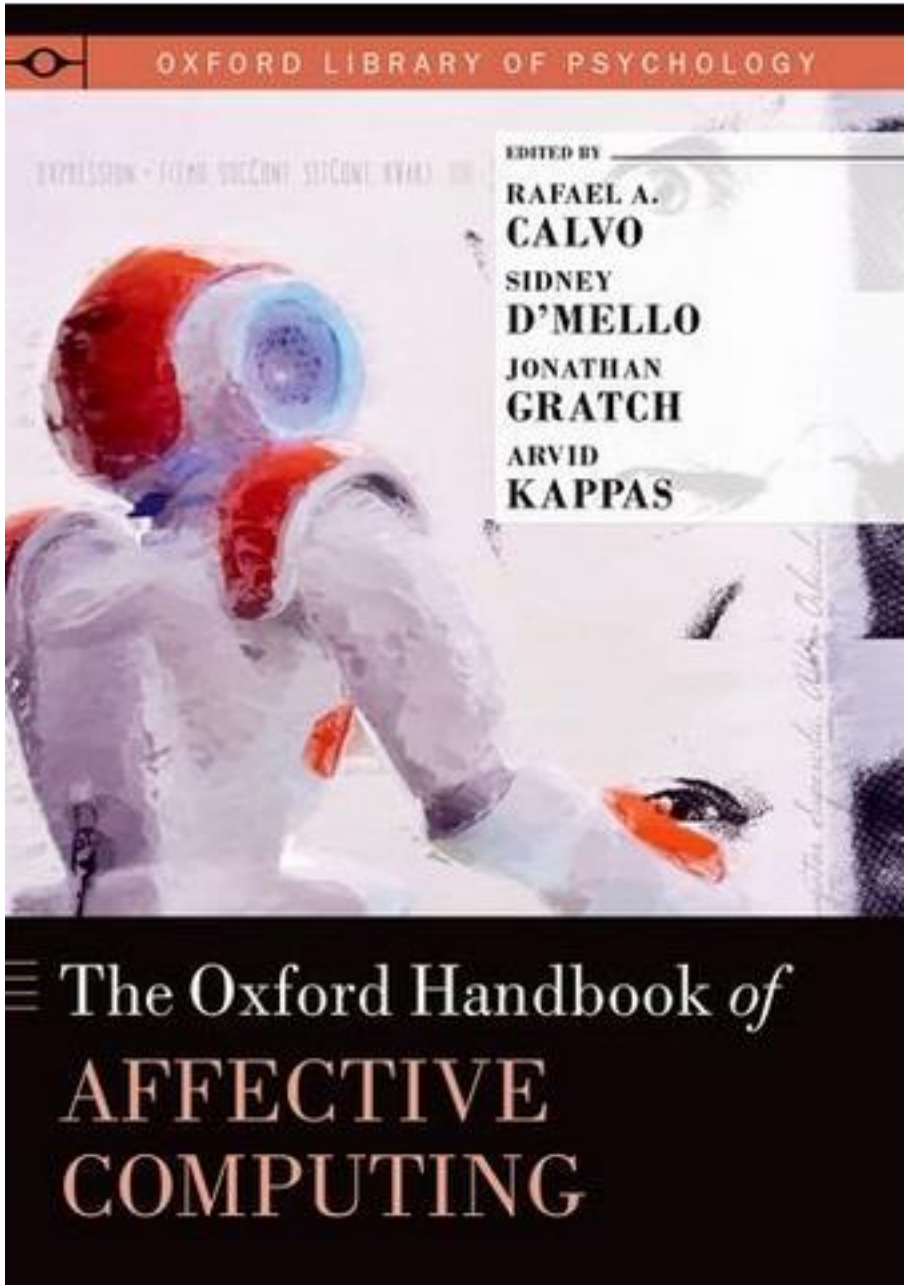
Affective Computing

Research Areas



Source: http://affect.media.mit.edu/areas.php

Affective COMPUTING



Source: http://www.amazon.com/Handbook-Affective-Computing-Library-Psychology/dp/0199942234

Affective COMPUTING

Affective computing

is the study and development of

systems and devices

that can

recognize, interpret,

process, and simulate

human affects.

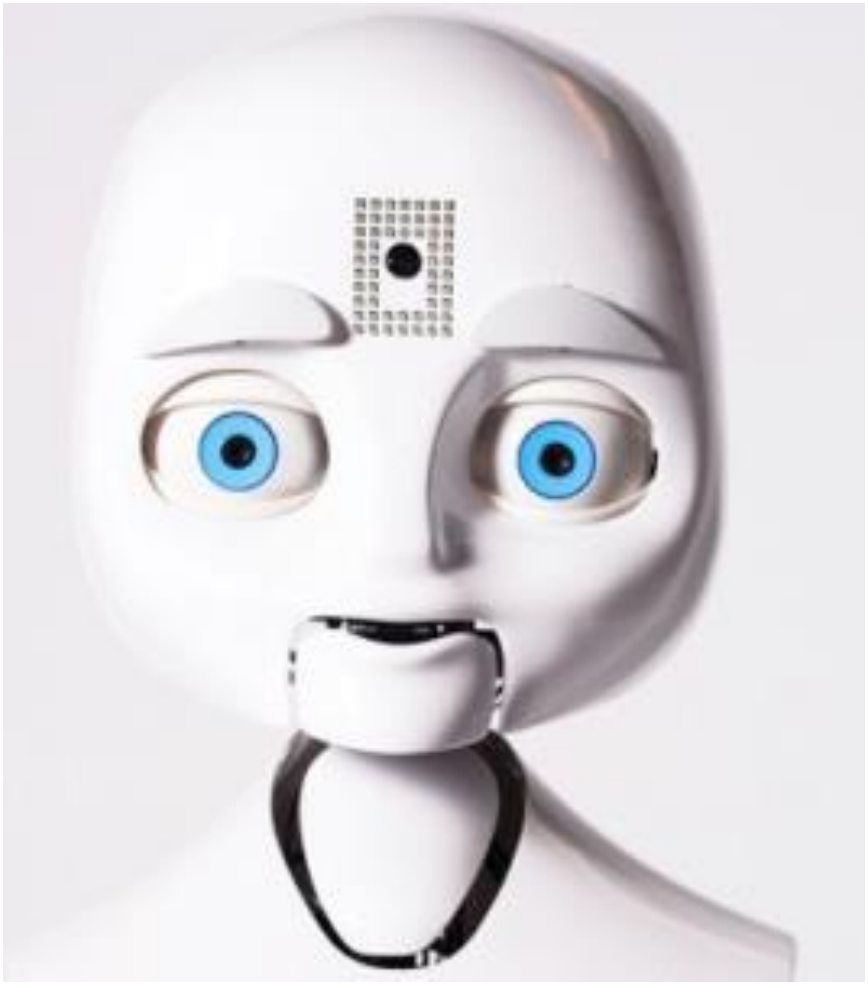
Source: http://en.wikipedia.org/wiki/Affective_computing

Affective Computing

- Affective Computing research combines engineering and computer science with psychology, cognitive science, neuroscience, sociology, education, psychophysiology, value-centered design, ethics, and more.

Source: http://affect.media.mit.edu/

Affective Computing



Source: http://scienceandbelief.org/2010/11/04/affective-computing/
http://venturebeat.com/2014/03/08/how-these-social-robots-are-helping-autistic-kids/

Source: https://www.apple.com/watch/gallery/

Wearable Tech

Discover the Gear™ that works best for your life.

Galaxy Gear™

Enjoy a personal assistant right on your wrist.

Gear™ 2

Take your best music with you on a stand-alone music player.

Gear™ 2 Neo

Answer calls, emails and texts, directly from your wrist.

Gear™ Fit

The world's first curved 1.84" Super AMOLED® display.

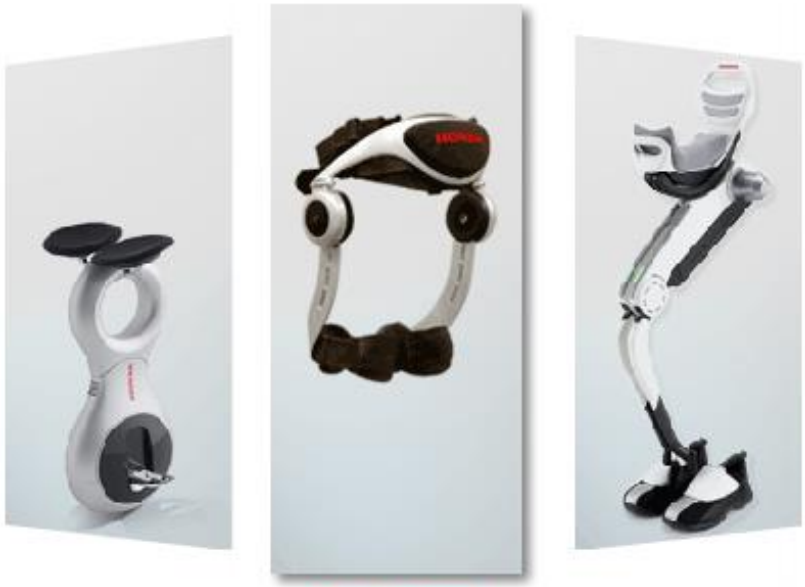
Gear™ Live

Now with the power of Google® Android Wear.

Source: http://www.samsung.com/us/mobile/wearable-tech

Advancing Human Mobility

ASIMO drives more than just robotics research. Leading edge technologies developed for ASIMO provide a springboard for other Honda product development projects such as the ones shown below.



Click to learn more

Stride Management Assist

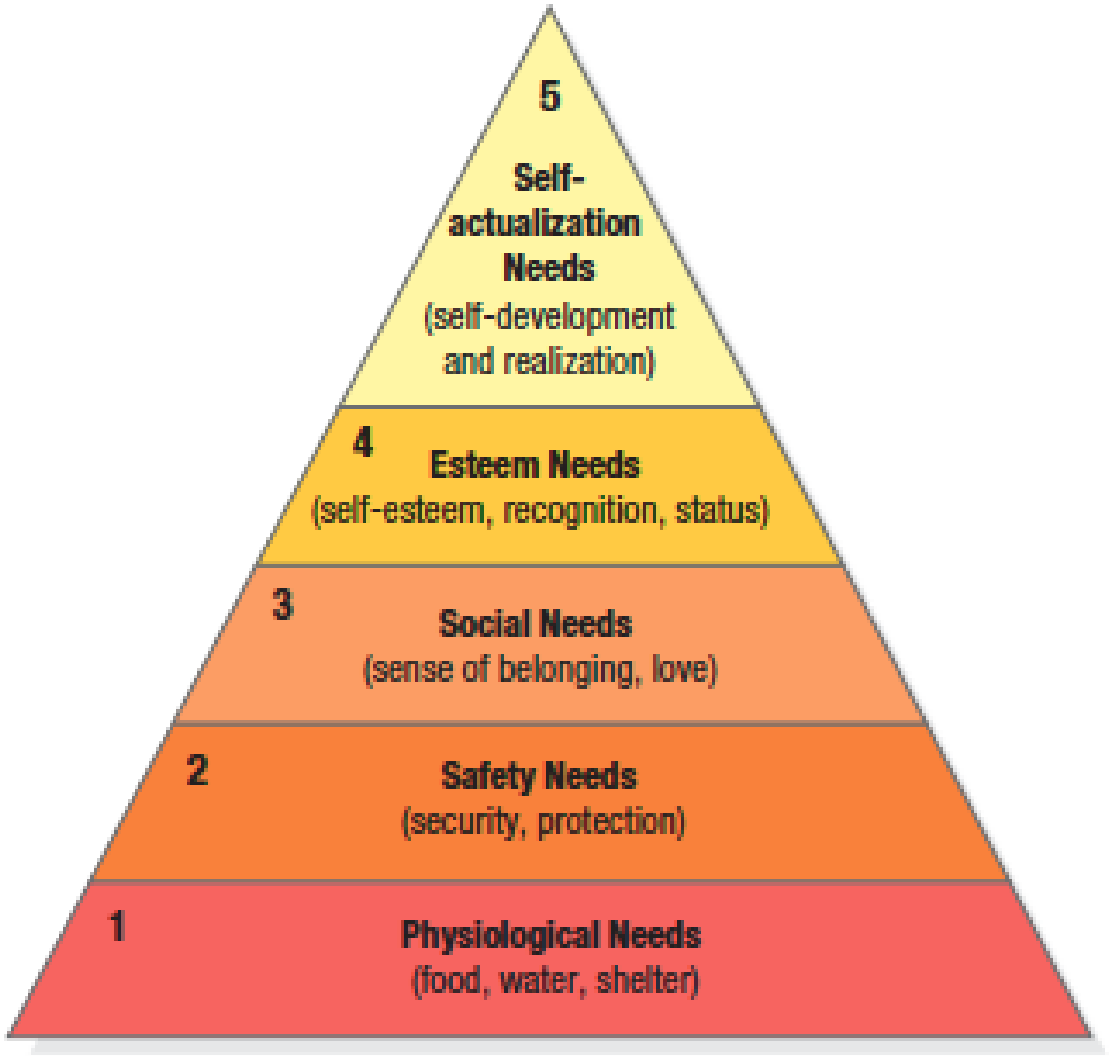
Honda's Stride Management Assist device is designed to help those with weakened leg muscles but who are still able to walk. A motor helps lift each leg at the thigh as it moves forward and backward. This lengthens the user's stride, making it easier to cover longer distances at a greater speed.

Source: http://asimo.honda.com/

Emotions

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

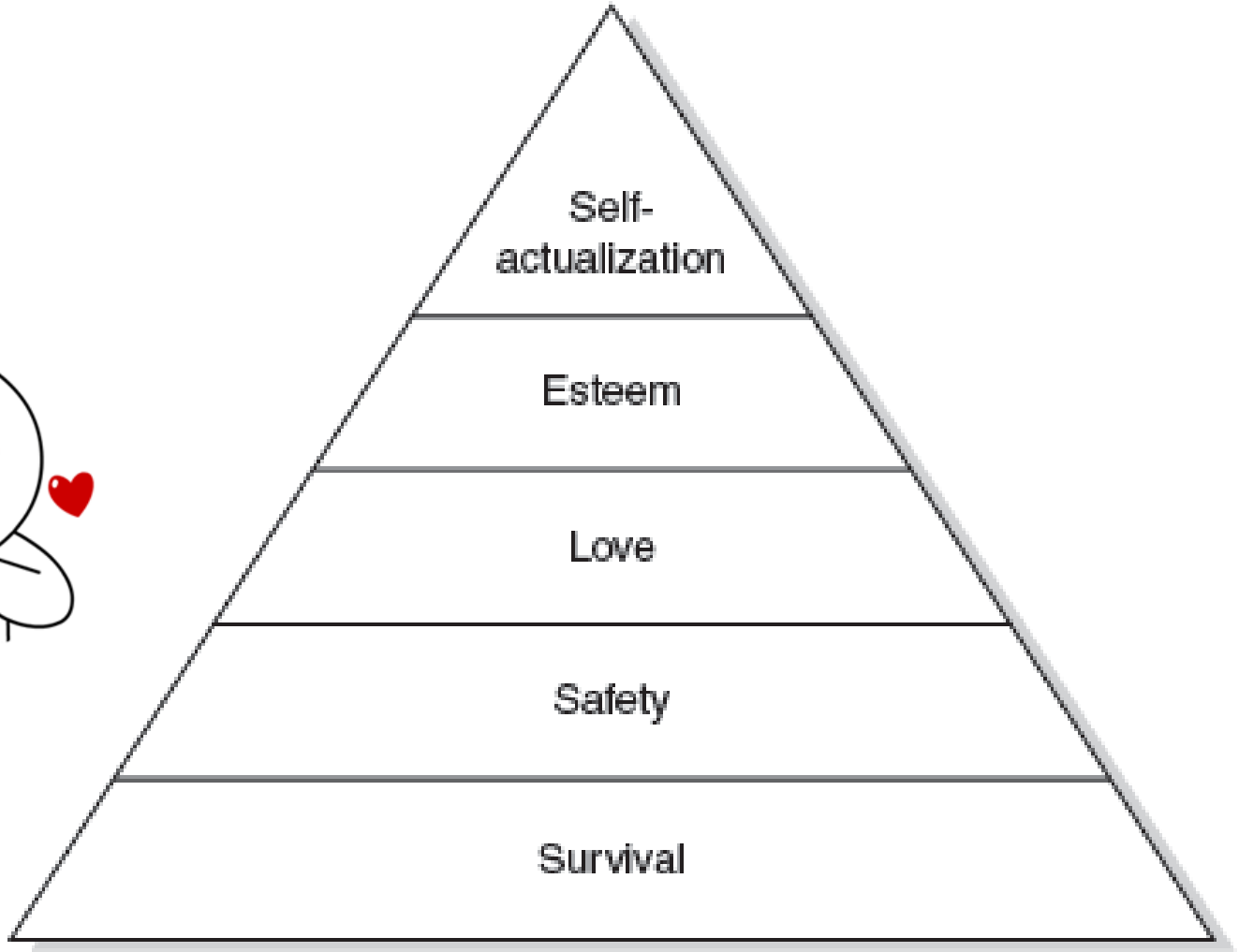
Maslow's Hierarchy of Needs



Source: Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012

Maslow's hierarchy of human needs

(Maslow, 1943)

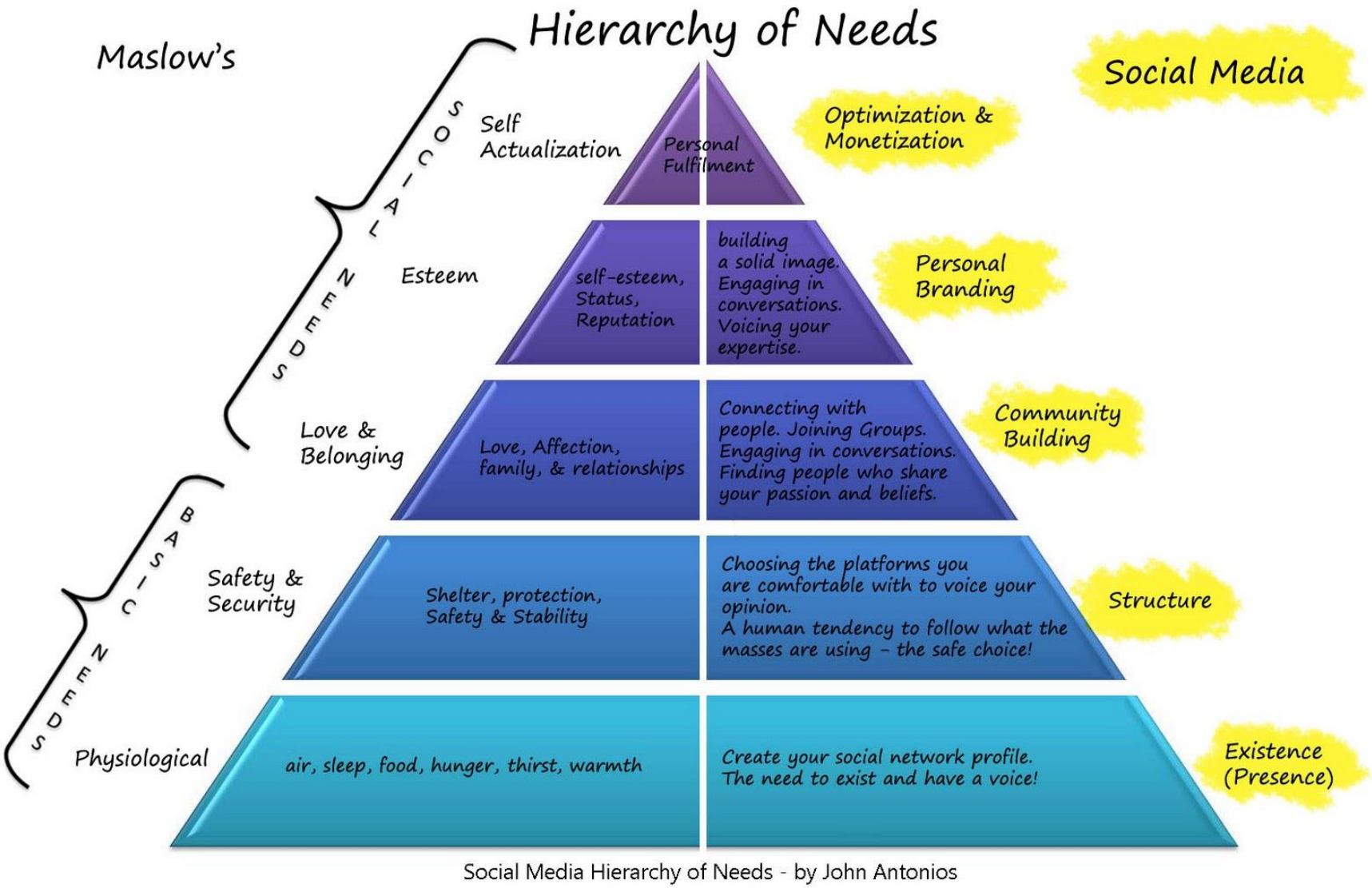


Source: Backer & Saren (2009), Marketing Theory: A Student Text, 2nd Edition, Sage

Maslow's Hierarchy of Needs

Source: http://sixstoriesup.com/social-psyche-what-makes-us-go-social/

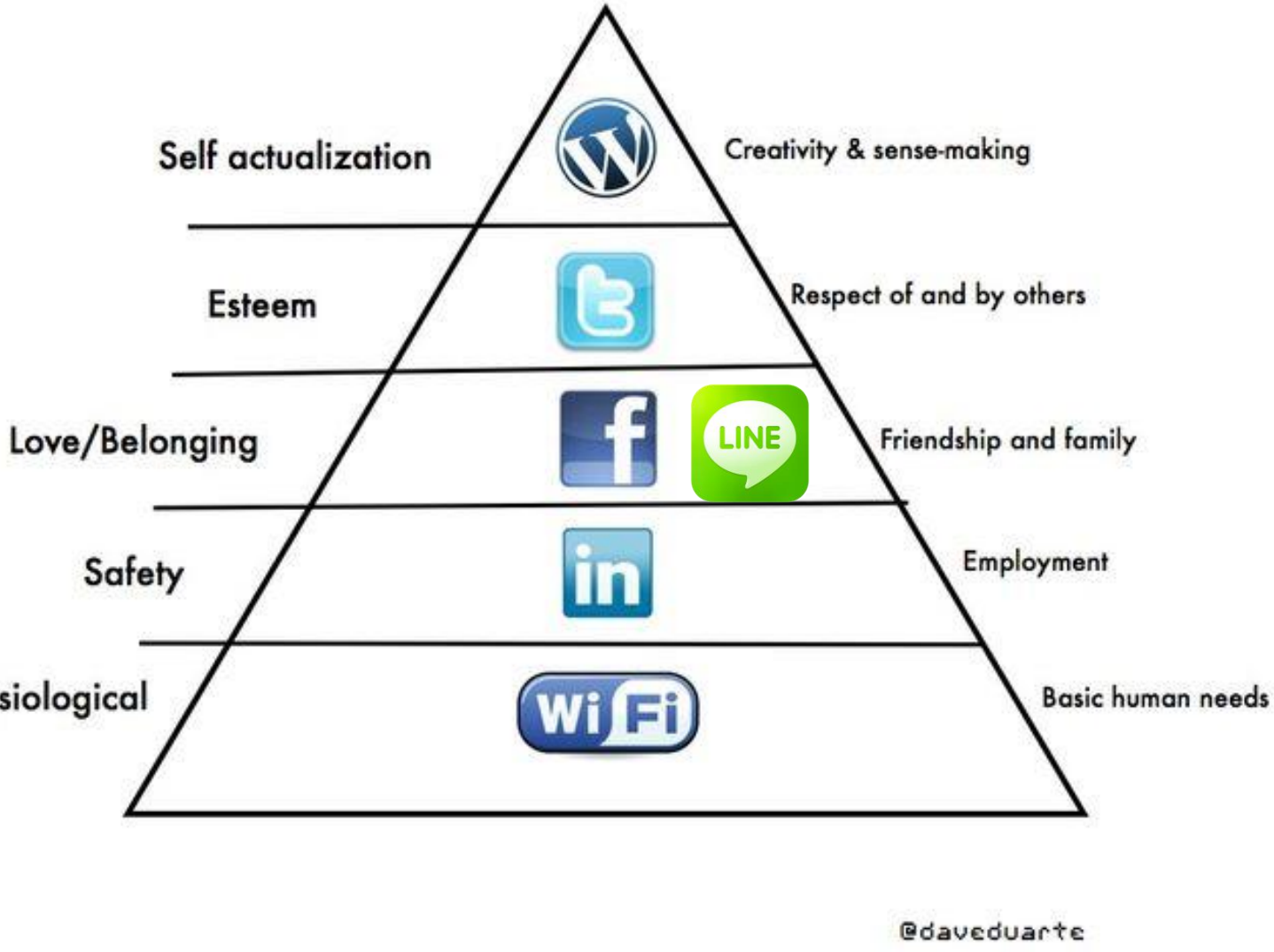
Social Media Hierarchy of Needs



Social Media Hierarchy of Needs - by John Antonios

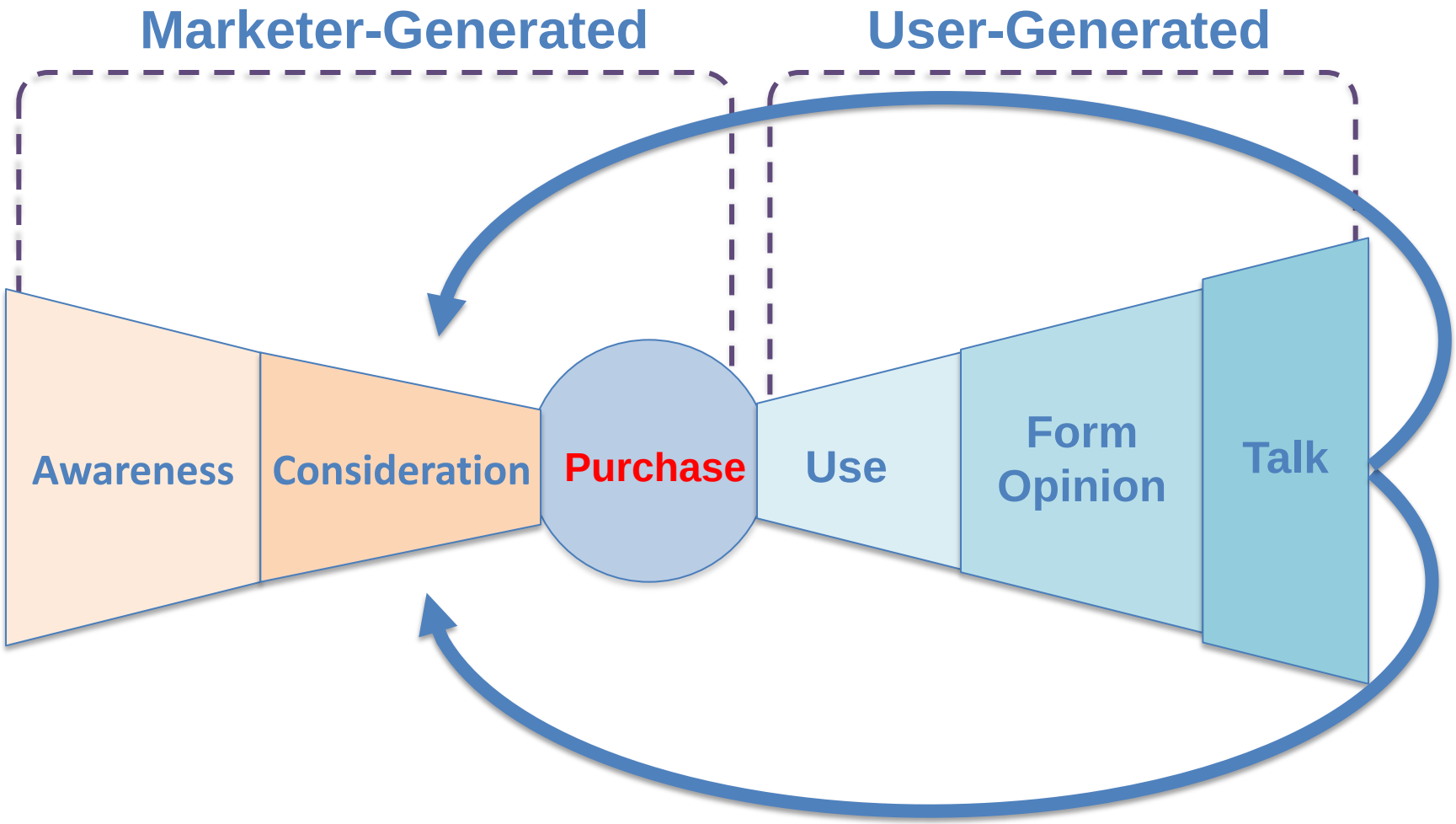
Source: http://2.bp.blogspot.com/_Rta1VZltiMk/TPavcanFtfI/AAAAAAAAACo/OBGnRL5arSU/s1600/social-media-heirarchy-of-needs1.jpg

Social Media Hierarchy of Needs



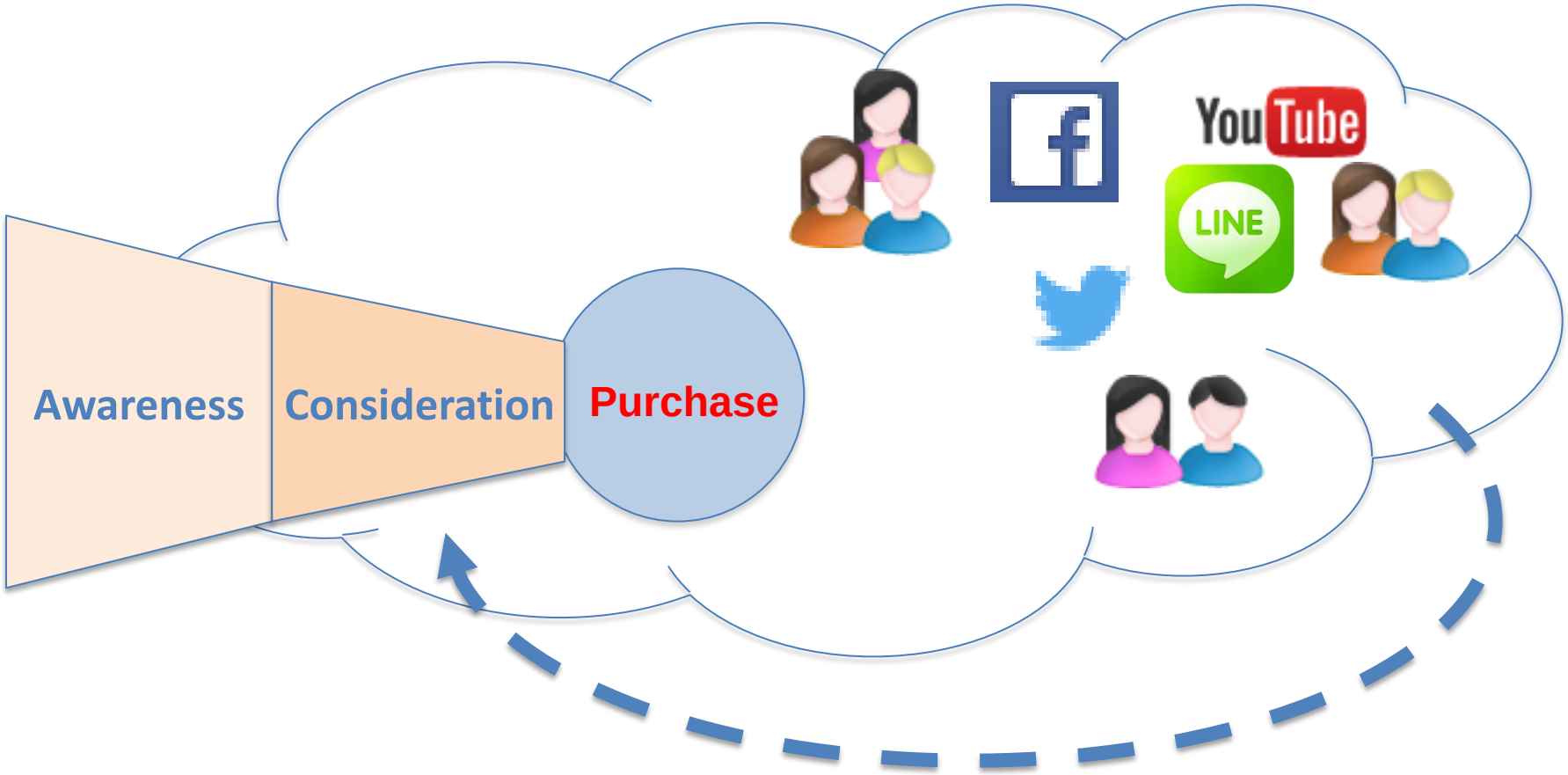
Source: http://www.pinterest.com/pin/18647785930903585/

The Social Feedback Cycle
Consumer Behavior on Social Media



Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement

The New Customer Influence Path



Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement

Social Computing

Social Computing

- Social Computing
  - Business Computing
- Business Application
  - Content
  - Context
- Social Media Monitoring/Analysis
- Social Network Analysis

Word-of-mouth on the Social media

- Personal experiences and opinions about anything in reviews, forums, blogs, micro-blog, Twitter.
- Posting at social networking sites, e.g., Facebook
- Comments about articles, issues, topics, reviews.

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Social media + beyond

- Global scale
  - No longer – one's circle of friends.
- Organization internal data
  - Customer feedback from emails, call center
- News and reports
  - Opinions in news articles and commentaries

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Social Media and the Voice of the Customer

- Listen to the Voice of the Customer (VoC)
  - Social media can give companies a torrent of highly valuable customer feedback.
  - Such input is largely free
  - Customer feedback issued through social media is qualitative data, just like the data that market researchers derive from focus group and in-depth interviews
  - Such qualitative data is in digital form – in text or digital video on a web site.

Source: Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.

Listen and Learn
Text Mining for VoC

- Categorization
  - Understanding what topics people are talking or writing about in the unstructured portion of their feedback.
- Sentiment Analysis
  - Determining whether people have positive, negative, or neutral views on those topics.

Source: Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.

Opinion Mining and Sentiment Analysis

Opinion Mining and Sentiment Analysis

- Mining opinions which indicate positive or negative sentiments
- Analyzes people's opinions, appraisals, attitudes, and emotions toward entities, individuals, issues, events, topics, and their attributes.

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Opinion Mining and Sentiment Analysis

- Computational study of
  opinions,
  sentiments,
  subjectivity,
  evaluations,
  attitudes,
  appraisal,
  affects,
  views,
  emotions,
  ets., expressed in text.
  - Reviews, blogs, discussions, news, comments, feedback, or any other documents

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Terminology

- Sentiment Analysis
  is more widely used in industry
- Opinion mining / Sentiment Analysis
  are widely used in academia
- Opinion mining / Sentiment Analysis
  can be used interchangeably

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

Example of Opinion: review segment on iPhone

"I bought an iPhone a few days ago.

It was such a nice phone.

The touch screen was really cool.

The voice quality was clear too.

However, my mother was mad with me as I did not tell her before I bought it.

She also thought the phone was too expensive, and wanted me to return it to the shop. … "

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Example of Opinion: review segment on iPhone

"(1) I bought an iPhone a few days ago.

(2) It was such a **nice** phone.

(3) The touch screen was really **cool**.

(4) The voice quality was **clear** too.

(5) However, my mother was mad with me as I did not tell her before I bought it.

(6) She also thought the phone was too **expensive**, and wanted me to return it to the shop. … "

+Positive Opinion

-Negative Opinion

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Why are opinions important?

- "Opinions" are key influencers of our behaviors.
- Our beliefs and perceptions of reality are conditioned on how others see the world.
- Whenever we need to make a decision, we often seek out the opinion of others.
  In the past,
  - Individuals
    - Seek opinions from friends and family
  - Organizations
    - Use surveys, focus groups, opinion pools, consultants

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Applications of Opinion Mining

- Businesses and organizations
  - Benchmark products and services
  - Market intelligence
    - Business spend a huge amount of money to find consumer opinions using consultants, surveys, and focus groups, etc.
- Individual
  - Make decision to buy products or to use services
  - Find public opinions about political candidates and issues
- Ads placements: Place ads in the social media content
  - Place an ad if one praises a product
  - Place an ad from a competitor if one criticizes a product
- Opinion retrieval: provide general search for opinions.

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Research Area of Opinion Mining

- Many names and tasks with difference objective and models
  - Sentiment analysis
  - Opinion mining
  - Sentiment mining
  - Subjectivity analysis
  - Affect analysis
  - Emotion detection
  - Opinion spam detection

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Social Media Monitoring/Analysis

Existing Tools
(“Social Media Monitoring/Analysis")

- Radian 6
- Social Mention
- Overtone OpenMic
- Microsoft Dynamics Social Networking Accelerator
- SAS Social Media Analytics
- Lithium Social Media Monitoring
- RightNow Cloud Monitor

Source: Wiltrud Kessler (2012), Introduction to Sentiment Analysis

Existing Tools
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Source: Wiltrud Kessler (2012), Introduction to Sentiment Analysis

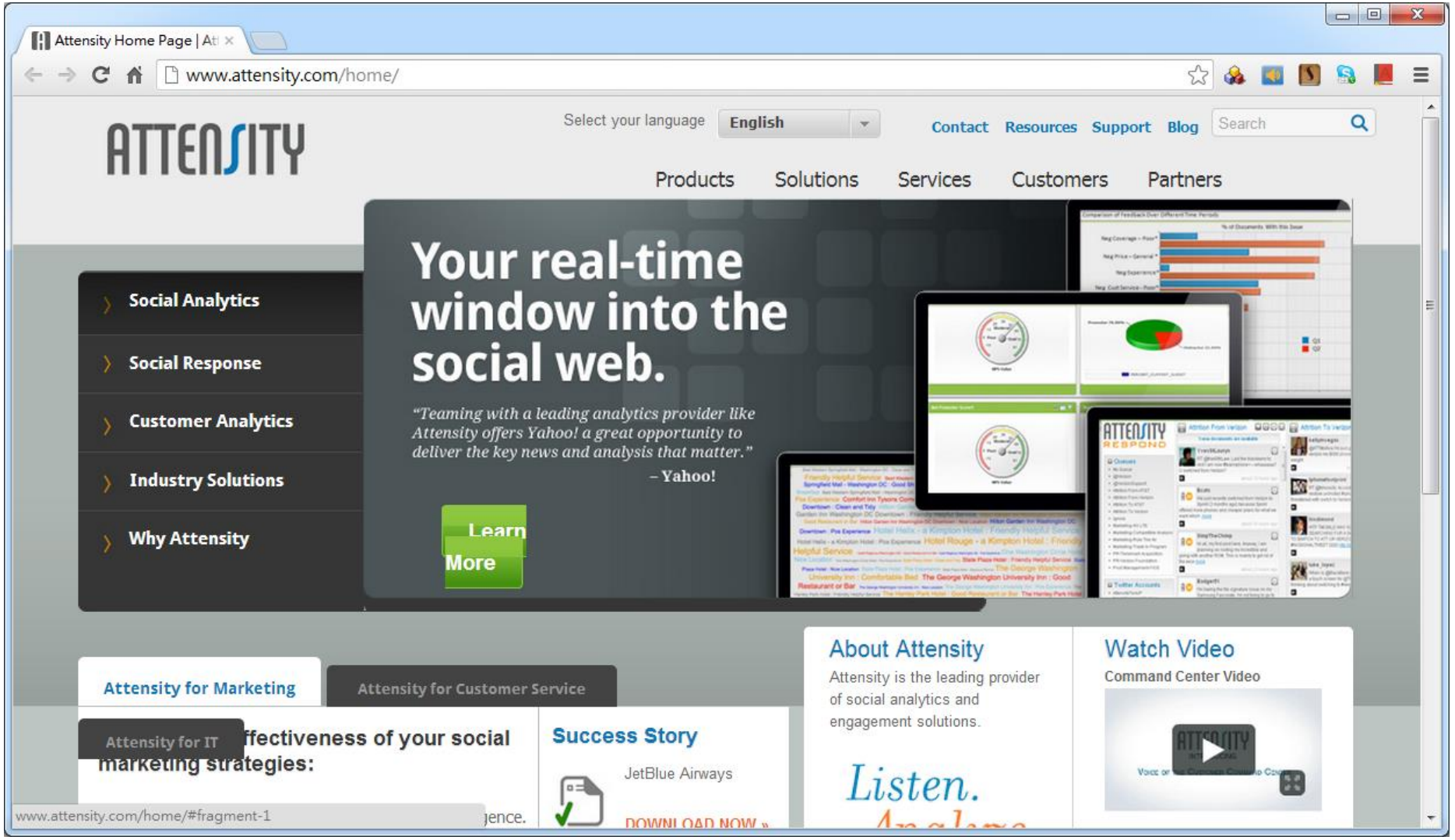
Word-of-mouth

Voice of the Customer

- 1. Attensity
  - Track social sentiment across brands and competitors
  - http://www.attensity.com/home/
- 2. Clarabridge
  - Sentiment and Text Analytics Software
  - http://www.clarabridge.com/

Attensity: Track social sentiment across brands and competitors

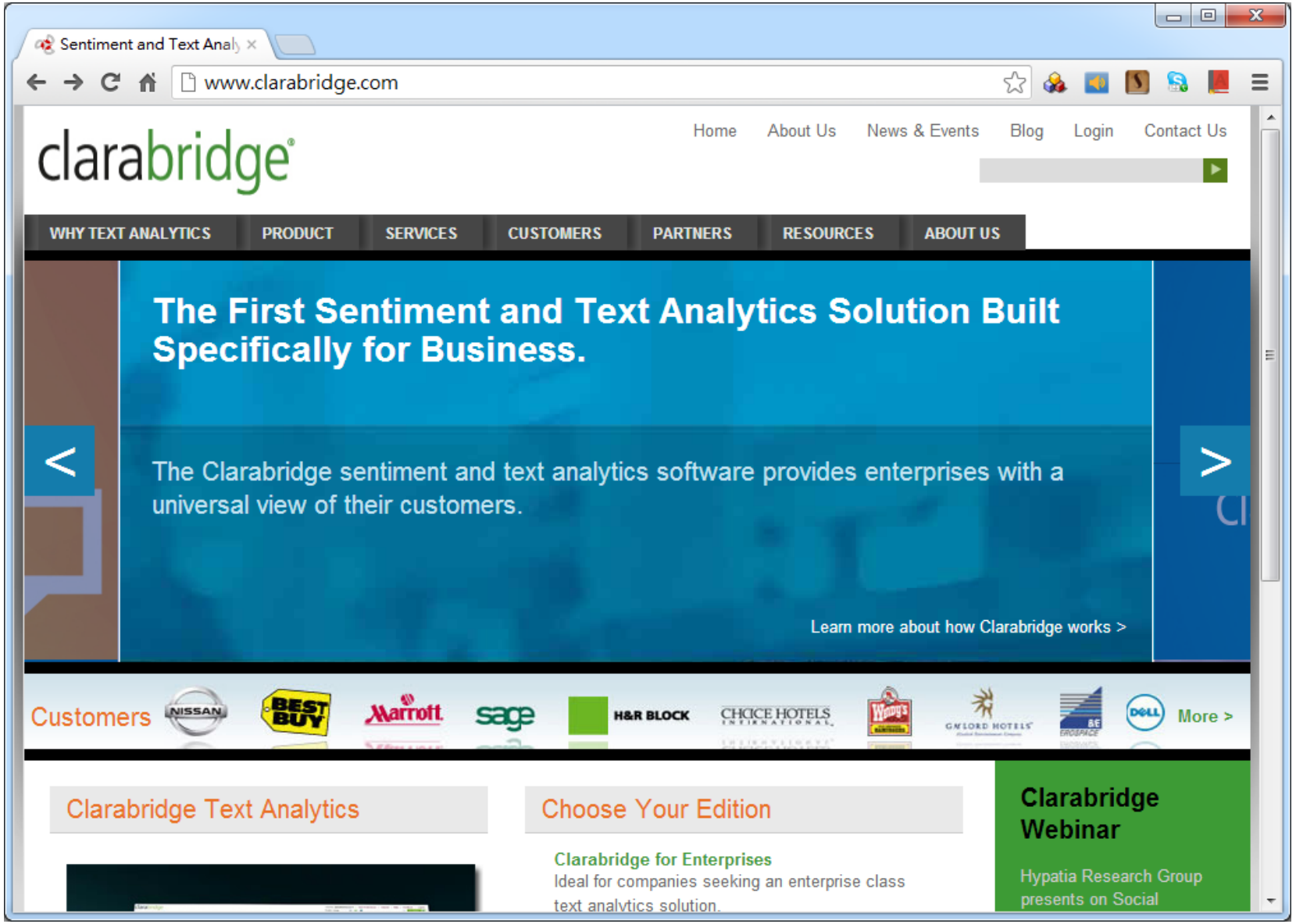
http://www.attensity.com/



http://www.youtube.com/watch?v=4goxmBEg2Iw#!

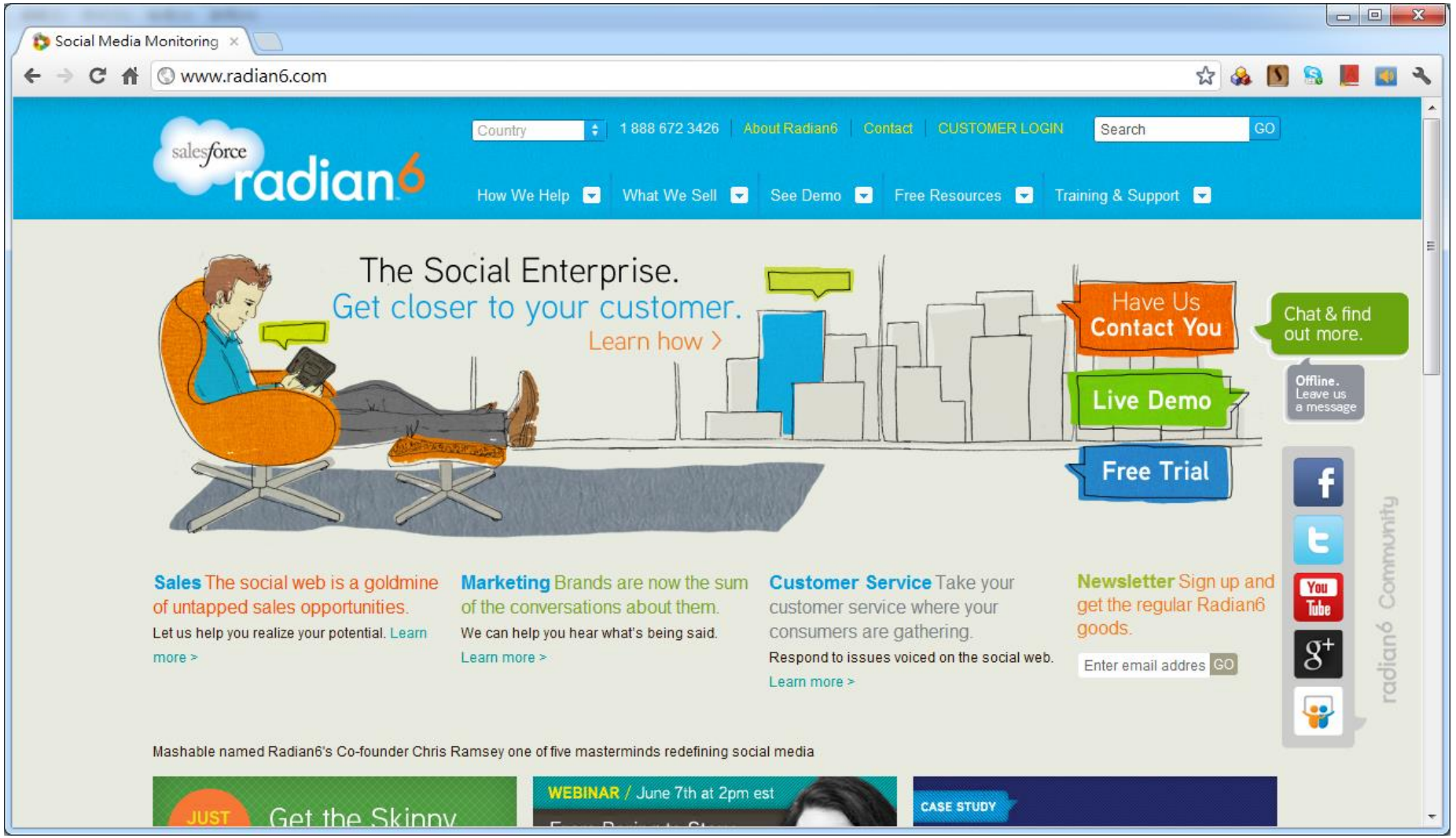
Clarabridge: Sentiment and Text Analytics Software

http://www.clarabridge.com/



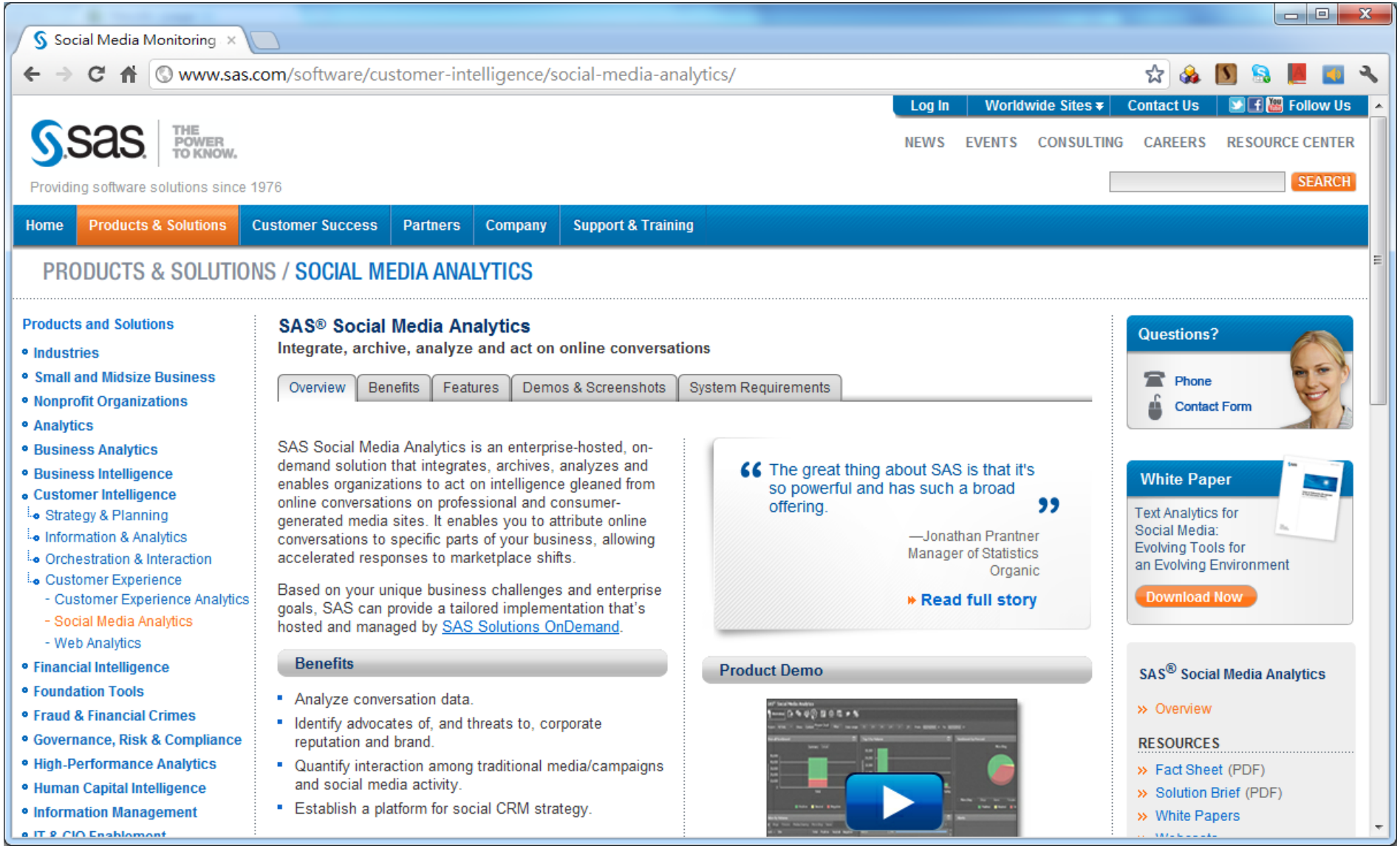
http://www.youtube.com/watch?v=IDHudt8M9P0

http://www.radian6.com/



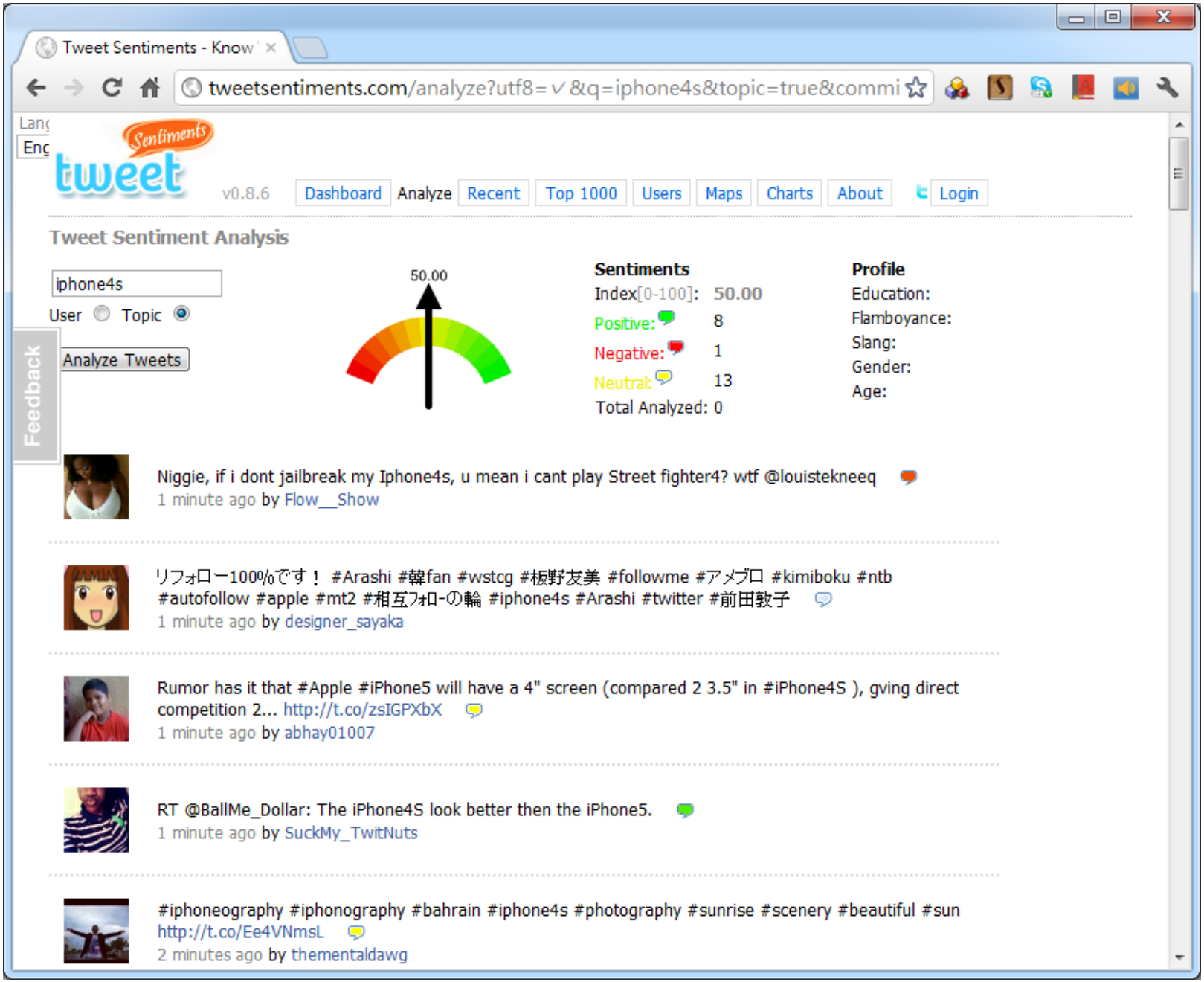
http://www.youtube.com/watch?feature=player_embedded&v=8i6Exg3Urg0

http://www.sas.com/software/customer-intelligence/social-media-analytics/



http://www.tweetfeel.com

http://tweetsentiments.com/



http://www.i-buzz.com.tw/

http://www.eland.com.tw/solutions

http://opview-eland.blogspot.tw/2012/05/blog-post.html

Sentiment Analysis

- Sentiment
  - A thought, view, or attitude, especially one based mainly on emotion instead of reason
- Sentiment Analysis
  - opinion mining
  - use of natural language processing (NLP) and computational techniques to automate the extraction or classification of sentiment from typically unstructured text

Applications of Sentiment Analysis

- Consumer information
  - Product reviews
- Marketing
  - Consumer attitudes
  - Trends
- Politics
  - Politicians want to know voters' views
  - Voters want to know policitians' stances and who else supports them
- Social
  - Find like-minded individuals or communities

Sentiment detection

- How to interpret features for sentiment detection?
  - Bag of words (IR)
  - Annotated lexicons (WordNet, SentiWordNet)
  - Syntactic patterns
- Which features to use?
  - Words (unigrams)
  - Phrases/n-grams
  - Sentences

Problem statement of Opinion Mining

- Two aspects of abstraction
  - Opinion definition
    - What is an opinion?
    - What is the structured definition of opinion?
  - Opinion summarization
    - Opinion are subjective
      - An opinion from a single person (unless a VIP) is often not sufficient for action
    - We need opinions from many people, and thus opinion summarization.

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Abstraction (1): what is an opinion?

- Id: **Abc123** on **5-1-2008** "*I bought an iPhone a few days ago. It is such a nice phone. The touch screen is really cool. The voice quality is clear too. It is much better than my old Blackberry, which was a terrible phone and so difficult to type with its tiny keys. However, my mother was mad with me as I did not tell her before I bought the phone. She also thought the phone was too expensive, …*"
- One can look at this review/blog at the
  - Document level
    - Is this review + or -?
  - Sentence level
    - Is each sentence + or -?
  - Entity and feature/aspect level

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Entity and aspect/feature level

- Id: **Abc123** on **5-1-2008** "*I bought an iPhone a few days ago. It is such a nice phone. The touch screen is really cool. The voice quality is clear too. It is much better than my old Blackberry, which was a terrible phone and so difficult to type with its tiny keys. However, my mother was mad with me as I did not tell her before I bought the phone. She also thought the phone was too expensive, …*"
- What do we see?
  - Opinion targets: entities and their features/aspects
  - Sentiments: positive and negative
  - Opinion holders: persons who hold the opinions
  - Time: when opinion are expressed

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Two main types of opinions

- Regular opinions: Sentiment/Opinion expressions on some target entities
  - Direct opinions: sentiment expressions on one object:
    - "The touch screen is really cool."
    - "The picture quality of this camera is great"
  - Indirect opinions: comparisons, relations expressing similarities or differences (objective or subjective) of more than one object
    - "phone X is cheaper than phone Y." (objective)
    - "phone X is better than phone Y." (subjective)
- Comparative opinions: comparisons of more than one entity.
  - "iPhone is better than Blackberry."

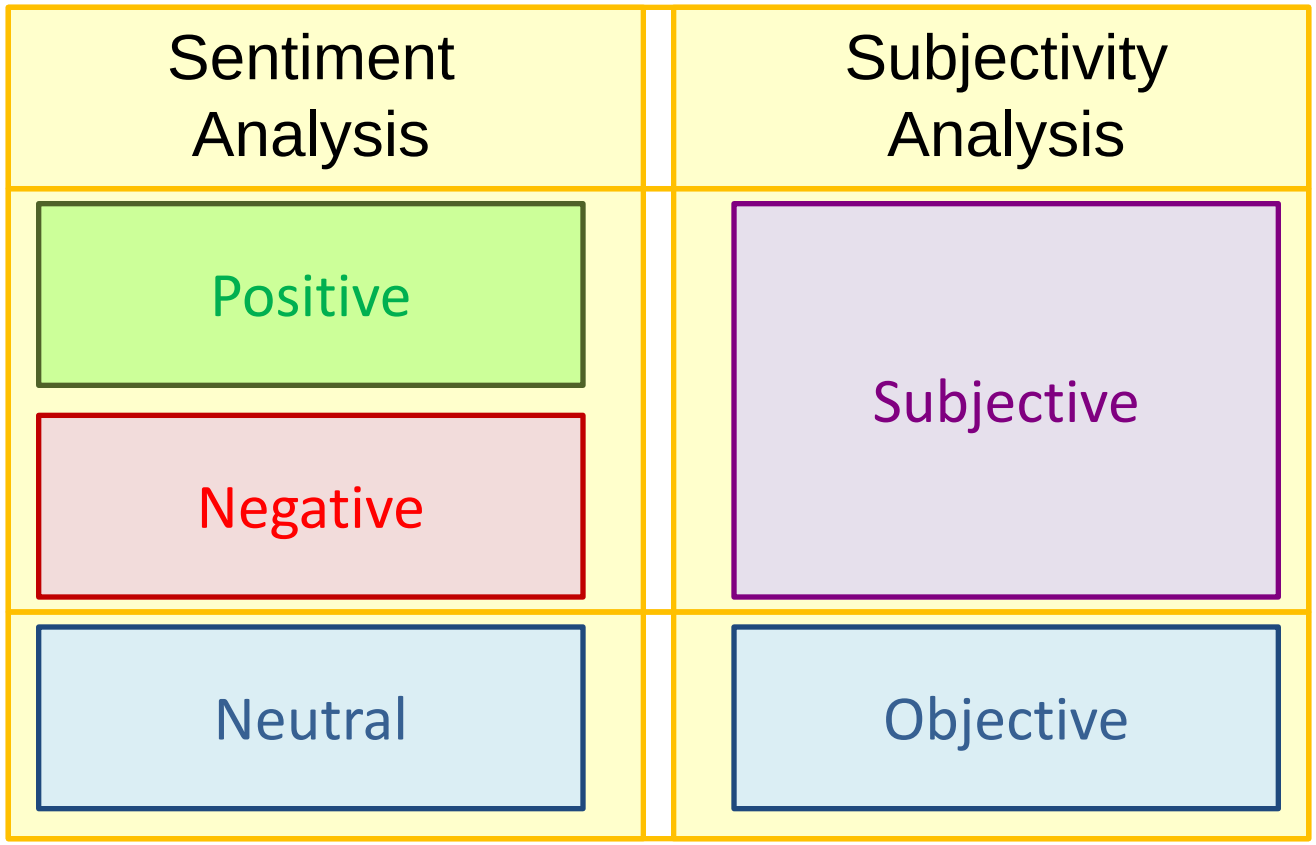
Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Subjective and Objective

- Objective
  - An objective sentence expresses some factual information about the world.
  - "I returned the phone yesterday."
  - Objective sentences can implicitly indicate opinions
    - "The earphone broke in two days."
- Subjective
  - A subjective sentence expresses some personal feelings or beliefs.
  - "The voice on my phone was not so clear"
  - Not every subjective sentence contains an opinion
    - "I wanted a phone with good voice quality"
- ➔ Subjective analysis

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Sentiment Analysis vs. Subjectivity Analysis



A (regular) opinion

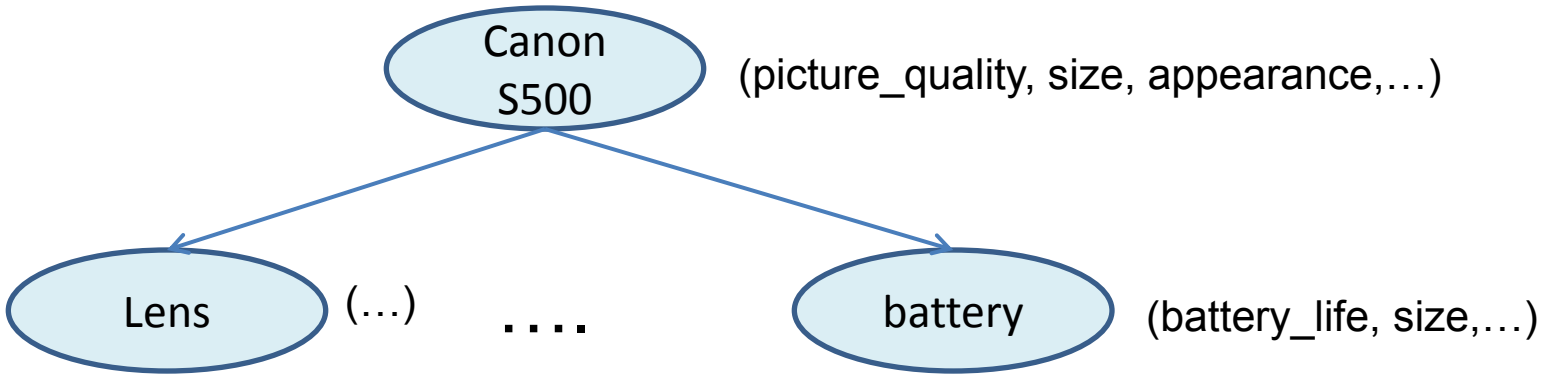
- Opinion (a restricted definition)
  - An opinion (regular opinion) is simply a positive or negative sentiment, view, attitude, emotion, or appraisal about an entity or an aspect of the entity from an opinion holder.
- Sentiment orientation of an opinion
  - Positive, negative, or neutral (no opinion)
  - Also called:
    - Opinion orientation
    - Semantic orientation
    - Sentiment polarity

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Entity and aspect

- Definition of Entity:
  - An *entity e* is a product, person, event, organization, or topic.
  - e is represented as
    - A hierarchy of components, sub-components.
    - Each node represents a components and is associated with a set of attributes of the components
- An opinion can be expressed on any node or attribute of the node
- Aspects(features)
  - represent both components and attribute

Entity and aspect



Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

Opinion definition

- An opinion is a quintuple
  $(e_j, a_{jk}, so_{ijkl}, h_i, t_l)$
  where
  - e_j is a target entity.
  - a_{jk} is an aspect/feature of the entity e_j .
  - so_{ijkl} is the sentiment value of the opinion from the opinion holder on feature of entity at time.
    so_{ijkl} is +ve, -ve, or neu, or more granular ratings
  - h_i is an opinion holder.
  - t_l is the time when the opinion is expressed.

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  - h_i is an opinion holder.
  - t_l is the time when the opinion is expressed.
- (e_j, a_{jk}) is also called opinion target

Terminologies

- Entity: object
- Aspect: feature, attribute, facet
- Opinion holder: opinion source

- Topic: entity, aspect

- Product features, political issues

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

Subjectivity and Emotion

- Sentence subjectivity
  - An objective sentence presents some factual information, while a subjective sentence expresses some personal feelings, views, emotions, or beliefs.
- Emotion
  - Emotions are people's subjective feelings and thoughts.

Emotion

- Six main emotions
  - Love
  - Joy
  - Surprise
  - Anger
  - Sadness
  - Fear

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

Abstraction (2): opinion summary

- With a lot of opinions, a summary is necessary.
  - A multi-document summarization task
- For factual texts, summarization is to select the most important facts and present them in a sensible order while avoiding repetition
  - 1 fact = any number of the same fact
- But for opinion documents, it is different because opinions have a quantitative side & have targets
  - 1 opinion <> a number of opinions
  - Aspect-based summary is more suitable
  - Quintuples form the basis for opinion summarization

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

An aspect-based opinion summary

Cellular phone 1:

Aspect: **GENERAL**

Positive:	125	<individual review sentences>
Negative:	7	<individual review sentences>

Aspect: **Voice quality**

Positive:	120	<individual review sentences>
Negative:	8	<individual review sentences>

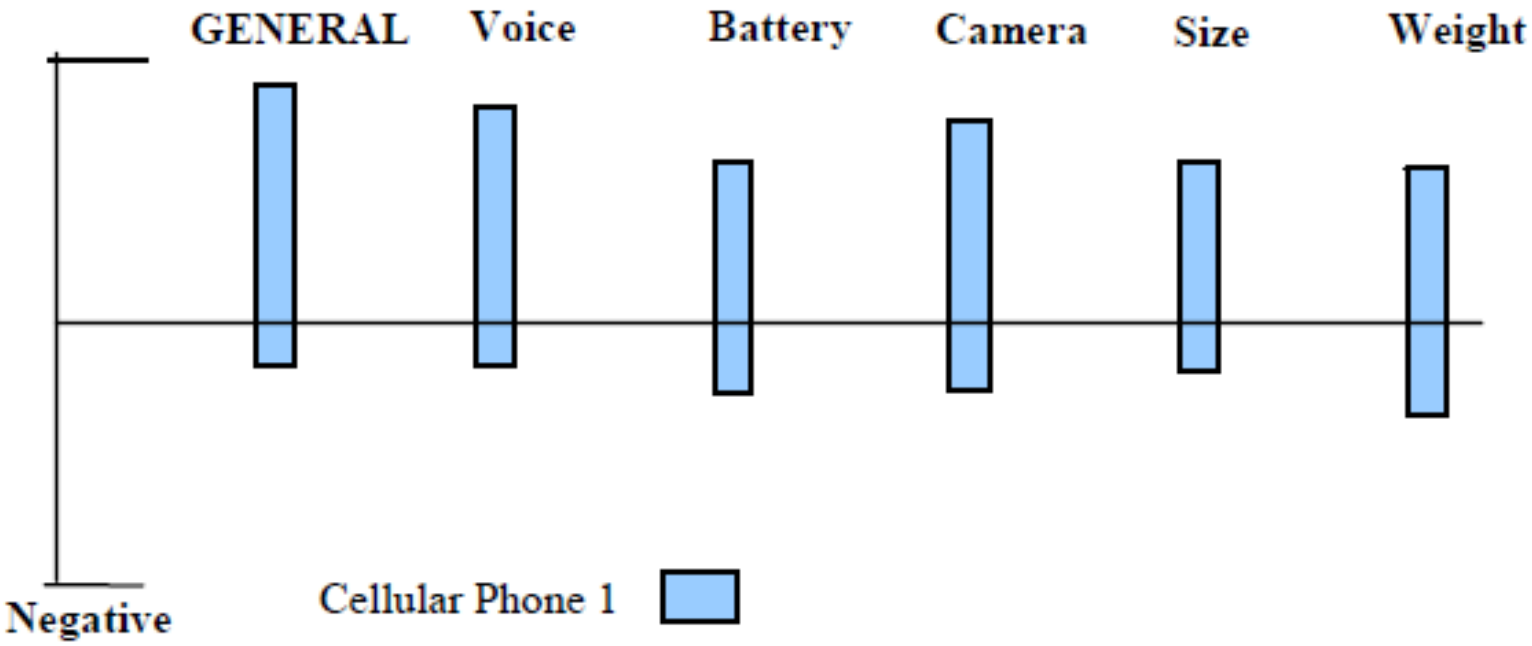
Aspect: **Battery**

Positive:	80	<individual review sentences>
Negative:	12	<individual review sentences>

…

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Visualization of aspect-based summaries of opinions



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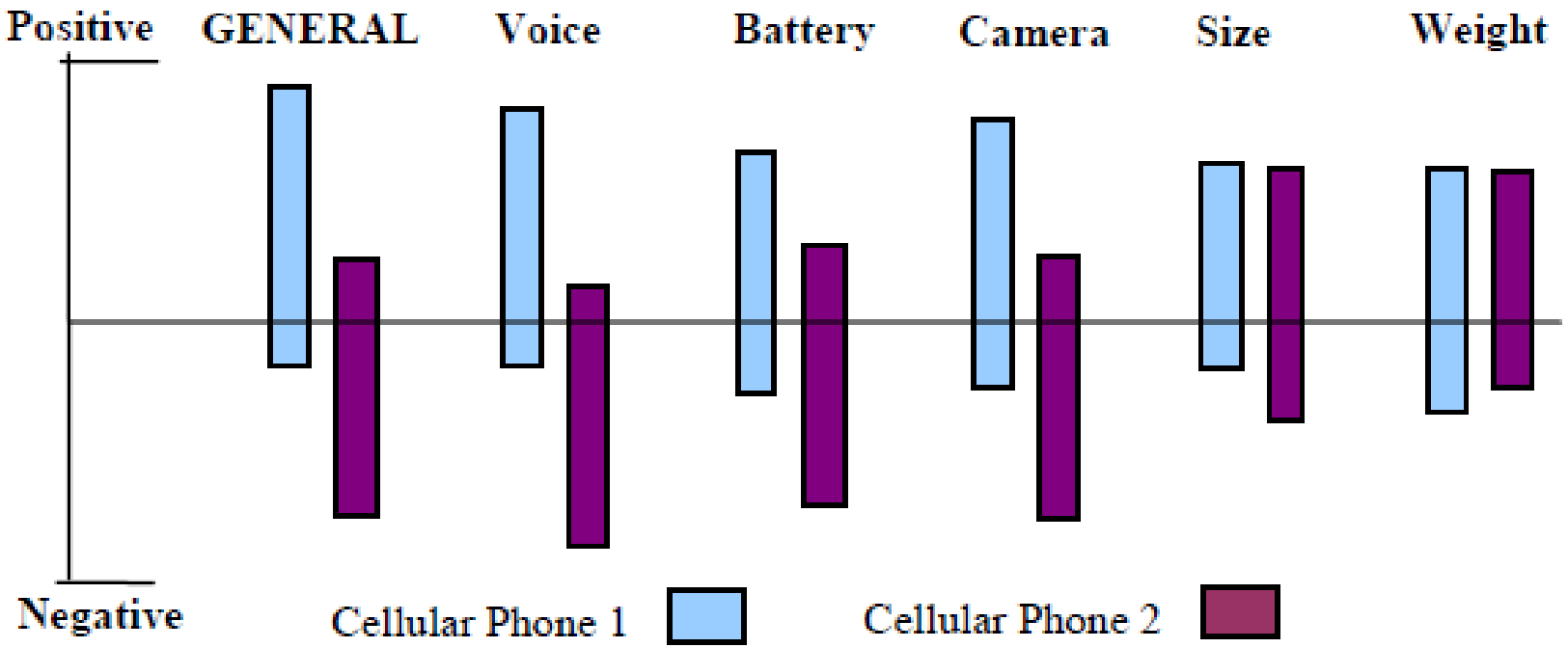


Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Classification Based on Supervised Learning

- Sentiment classification
  - Supervised learning Problem
  - Three classes
    - *Positive*
    - *Negative*
    - *Neutral*

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

Opinion words in Sentiment classification

- topic-based classification
  - topic-related words are important
    - e.g., *politics, sciences, sports*
- Sentiment classification
  - topic-related words are unimportant
  - **opinion words** (also called **sentiment words)**
    - **that indicate positive or negative opinions** are important,
      e.g., *great, excellent, amazing, horrible, bad, worst*

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Features in Opinion Mining

- *Terms and their frequency*
  - *TF-IDF*
- *Part of speech (POS)*
  - Adjectives
- *Opinion words and phrases*
  - *beautiful, wonderful, good, and amazing are positive opinion words*
  - *bad, poor, and terrible are negative opinion words.*
  - opinion phrases and idioms,
    e.g., *cost someone an arm and a leg*
- *Rules of opinions*
- *Negations*
- *Syntactic dependency*

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Rules of opinions

Syntactic template	**Example pattern**
<subj> passive-verb	<subj> was satisfied
<subj> active-verb	<subj> complained
active-verb <dobj>	endorsed <dobj>
noun aux <dobj>	fact is <dobj>
passive-verb prep <np>	was worried about <np>

Source: Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” Springer, 2nd Edition,

A Brief Summary of Sentiment Analysis Methods

Study	Analysis Task	Sentiment Identification		Sentiment Aggregation		Nature of Measure
		Method	Level	Method	Level	
Hu and Li, 2011	Polarity	ML (Probabilistic model)	Snippet			Valence
Li and Wu, 2010	Polarity	Lexicon/Rule	Phrase	Sum	Snippet	Valence
Thelwall et al., 2010	Polarity	Lexicon/Rule	Sentence	Max & Min	Snippet	Range
Boiy and Moens, 2009	Both	ML (Cascade ensemble)	Sentence			Valence
Chung 2009	Polarity	Lexicon	Phrase	Average	Sentence	Valence
Wilson, Wiebe, and Hoffmann, 2009	Both	ML (SVM, AdaBoost, Rule, etc.)	Phrase			Valence
Zhang et al., 2009	Polarity	Lexicon/Rule	Sentence	Weighted average	Snippet	Valence
Abbasi, Chen, and Salem, 2008	Polarity	ML (GA + feature selection)	Snippet			Valence
Subrahmanian and Reforgiato, 2008	Polarity	Lexicon/Rule	Phrase	Rule	Snippet	Valence
Tan and Zhang 2008	Polarity	ML (SVM, Winnow, NB, etc.)	Snippet			Valence
Airoldi, Bai, and Padman, 2007	Polarity	ML (Markov Blanket)	Snippet			Valence
Das and Chen, 2007	Polarity	ML (Bayesian, Discriminate, etc.)	Snippet	Average	Daily	Valence
Liu et al., 2007	Polarity	ML (PLSA)	Snippet			Valence
Kennedy and Inkpen, 2006	Polarity	Lexicon/Rule, ML (SVM)	Phrase	Count	Snippet	Valence
Mishne 2006	Polarity	Lexicon	Phrase	Average	Snippet	Valence
Liu et al., 2005	Polarity	Lexicon/Rule	Phrase	Distribution	Object	Range
Mishne 2005	Polarity	ML (SVM)	Snippet			Valence
Popescu and Etzioni 2005	Polarity	Lexicon/Rule	Phrase			Valence
Efron 2004	Polarity	ML (SVN, NB)	Snippet			Valence
Wilson, Wiebe, and Hwa, 2004	Both	ML (SVM, AdaBoost, Rule, etc.)	Sentence			Valence
Nigam and Hurst 2004	Polarity	Lexicon/Rule	Chunk	Rule	Sentence	Valence
Dave, Lawrence, and Pennock, 2003	Polarity	ML (SVM, Rainbow, etc.)	Snippet			Valence
Nasukawa and Yi 2003	Polarity	Lexicon/Rule	Phrase	Rule	Sentence	Valence
Yi et al., 2003	Polarity	Lexicon/Rule	Phrase	Rule	Sentence	Valence
Yu and Hatzivassiloglou 2003	Both	ML (NB) + Lexicon/Rule	Phrase	Average	Sentence	Valence
Pang, Lee, and Vaithyanathan 2002	Polarity	ML (SVM, MaxEnt, NB)	Snippet			Valence
Subasic and Huettner 2001	Polarity	Lexicon/Fuzzy logic	Phrase	Average	Snippet	Valence
Turney 2001	Polarity	Lexicon/Rule	Phrase	Average	Snippet	Valence

(Both = Subjectivity and Polarity; ML= Machine Learning; Lexicon/Rule= Lexicon enhanced by linguistic rules)

Source: Zhang, Z., Li, X., and Chen, Y. (2012), "Deciphering word-of-mouth in social media: Text-based metrics of consumer reviews," ACM Trans. Manage. Inf. Syst. (3:1) 2012, pp 1-23.,

Word-of-Mouth (WOM)

- "This book is the best written documentary thus far, yet sadly, there is no soft cover edition."

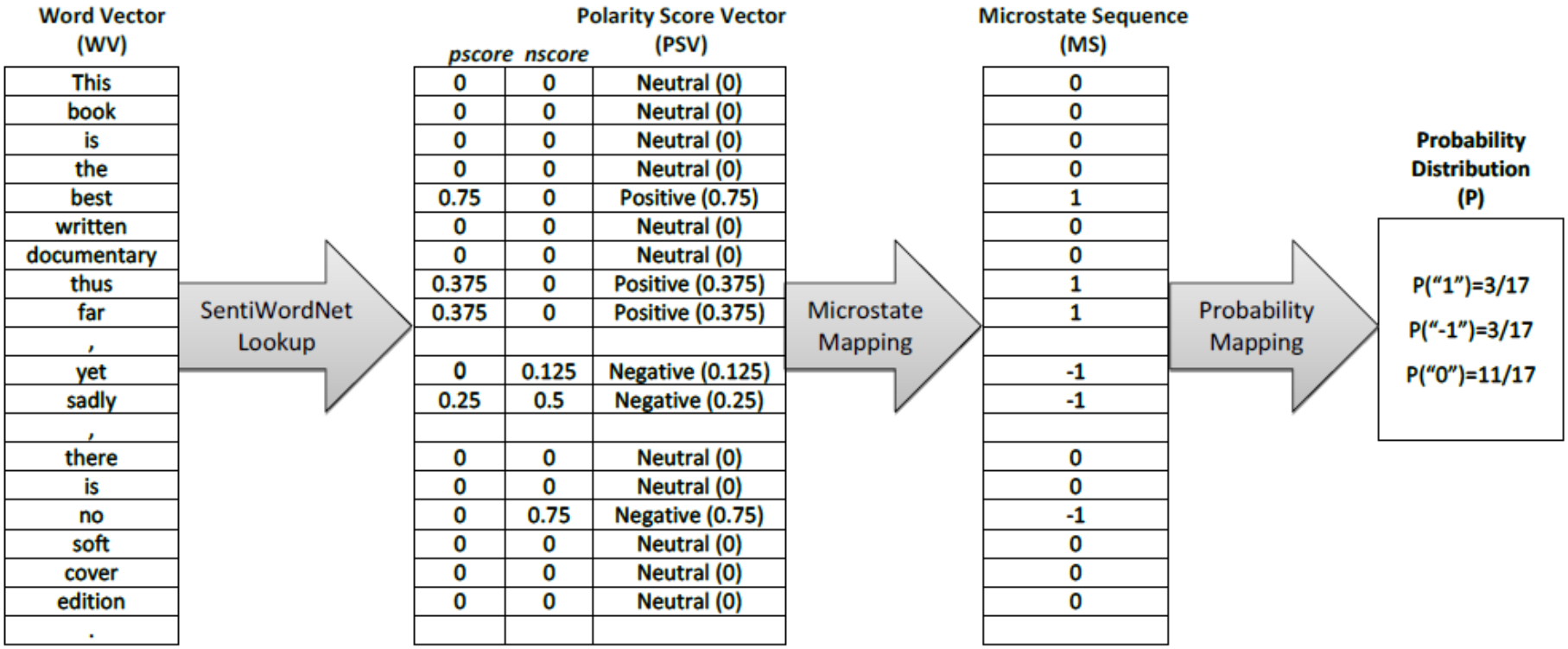
- "This book is the best written documentary thus far, yet sadly, there is no soft cover edition."

Source: Zhang, Z., Li, X., and Chen, Y. (2012), "Deciphering word-of-mouth in social media: Text-based metrics of consumer reviews," ACM Trans. Manage. Inf. Syst. (3:1) 2012, pp 1-23.,

	Word	POS
This	This	DT
book	book	NN
is	is	VBZ
the	the	DT
best	best	JJS
written	written	VBN
documentary	documentary	NN
thus	thus	RB
far	far	RB
,	,	,
yet	yet	RB
sadly	sadly	RB
,	,	,
there	there	EX
is	is	VBZ
no	no	DT
soft	soft	JJ
cover	cover	NN
edition	edition	NN
.	.	.

Source: Zhang, Z., Li, X., and Chen, Y. (2012), "Deciphering word-of-mouth in social media: Text-based metrics of consumer reviews," ACM Trans. Manage. Inf. Syst. (3:1) 2012, pp 1-23.,

Conversion of text representation



Source: Zhang, Z., Li, X., and Chen, Y. (2012), "Deciphering word-of-mouth in social media: Text-based metrics of consumer reviews," ACM Trans. Manage. Inf. Syst. (3:1) 2012, pp 1-23.,

Resources of Opinion Mining

Datasets of Opinion Mining

- Blog06
  - 25GB TREC test collection
  - http://ir.dcs.gla.ac.uk/test collections/access to data.html
- Cornell movie-review datasets
  - http://www.cs.cornell.edu/people/pabo/movie-review-data/
- Customer review datasets
  - http://www.cs.uic.edu/~liub/FBS/CustomerReviewData.zip
- Multiple-aspect restaurant reviews
  - http://people.csail.mit.edu/bsnyder/naacl07
- NTCIR multilingual corpus
  - NTCIR Multilingual Opinion-Analysis Task (MOAT)

Source: Bo Pang and Lillian Lee (2008), "Opinion mining and sentiment analysis," Foundations and Trends in Information Retrieval

Lexical Resources of Opinion Mining

- SentiWordnet
  - http://sentiwordnet.isti.cnr.it/
- General Inquirer
  - http://www.wjh.harvard.edu/~inquirer/
- OpinionFinder's Subjectivity Lexicon
  - http://www.cs.pitt.edu/mpqa/
- NTU Sentiment Dictionary (NTUSD)
  - http://nlg18.csie.ntu.edu.tw:8080/opinion/
- Hownet Sentiment
  - http://www.keenage.com/html/c_bulletin_2007.htm

Example of SentiWordNet

POS	ID	PosScore	NegScore	SynsetTerms	Gloss
a	00217728	0.75	0	beautiful#1	delighting the senses or exciting intellectual or emotional admiration; "a beautiful child"; "beautiful country"; "a beautiful painting"; "a beautiful theory"; "a beautiful party“
a	00227507	0.75	0	best#1	(superlative of `good') having the most positive qualities; "the best film of the year"; "the best solution"; "the best time for planting"; "wore his best suit“
r	00042614	0	0.625	unhappily#2 sadly#1	in an unfortunate way; "sadly he died before he could see his grandchild“
r	00093270	0	0.875	woefully#1 sadly#3 lamentably#1 deplorably#1	in an unfortunate or deplorable manner; "he was sadly neglected"; "it was woefully inadequate“
r	00404501	0	0.25	sadly#2	with sadness; in a sad manner; "`She died last night,' he said sadly"

《知網》情感分析用詞語集（beta版）

- “中英文情感分析用詞語集”
  - 包含詞語約 17887
- “中文情感分析用詞語集”
  - 包含詞語約 9193
- “英文情感分析用詞語集”
  - 包含詞語 8945

Source: http://www.keenage.com/html/c_bulletin_2007.htm

中文情感分析用詞語集

中文正面情感詞語	836
中文負面情感詞語	1254
中文正面評價詞語	3730
中文負面評價詞語	3116
中文程度級別詞語	219
中文主張詞語	38
Total	9193

Source: http://www.keenage.com/html/c_bulletin_2007.htm

中文情感分析用詞語集

- “正面情感”詞語
  - 如：

    愛，讚賞，快樂，感同身受，好奇，
    喝彩，魂牽夢縈，嘉許...
- “負面情感”詞語
  - 如：

    哀傷，半信半疑，鄙視，不滿意，不是滋味兒
    ，後悔，大失所望...

Source: http://www.keenage.com/html/c_bulletin_2007.htm

中文情感分析用詞語集

- “正面評價”詞語
  - 如：
    不可或缺，部優，才高八斗，沉魚落雁，
    催人奮進，動聽，對勁兒 ...
- “負面評價”詞語
  - 如：
    醜，苦，超標，華而不實，荒涼，混濁，
    畸輕畸重，價高，空洞無物 ...

Source: http://www.keenage.com/html/c_bulletin_2007.htm

中文情感分析用詞語集

- “程度級別”詞語
  - 1. “極其|extreme / 最|most”
    - 非常，極，極度，無以倫比，最為
  - 2. “很|very”
    - 多麼，分外，格外，著實
  - …
- “主張”詞語
  - 1. {perception|感知}
    - 感覺，覺得，預感
  - 2. {regard|認為}
    - 認為，以為，主張

Source: http://www.keenage.com/html/c_bulletin_2007.htm

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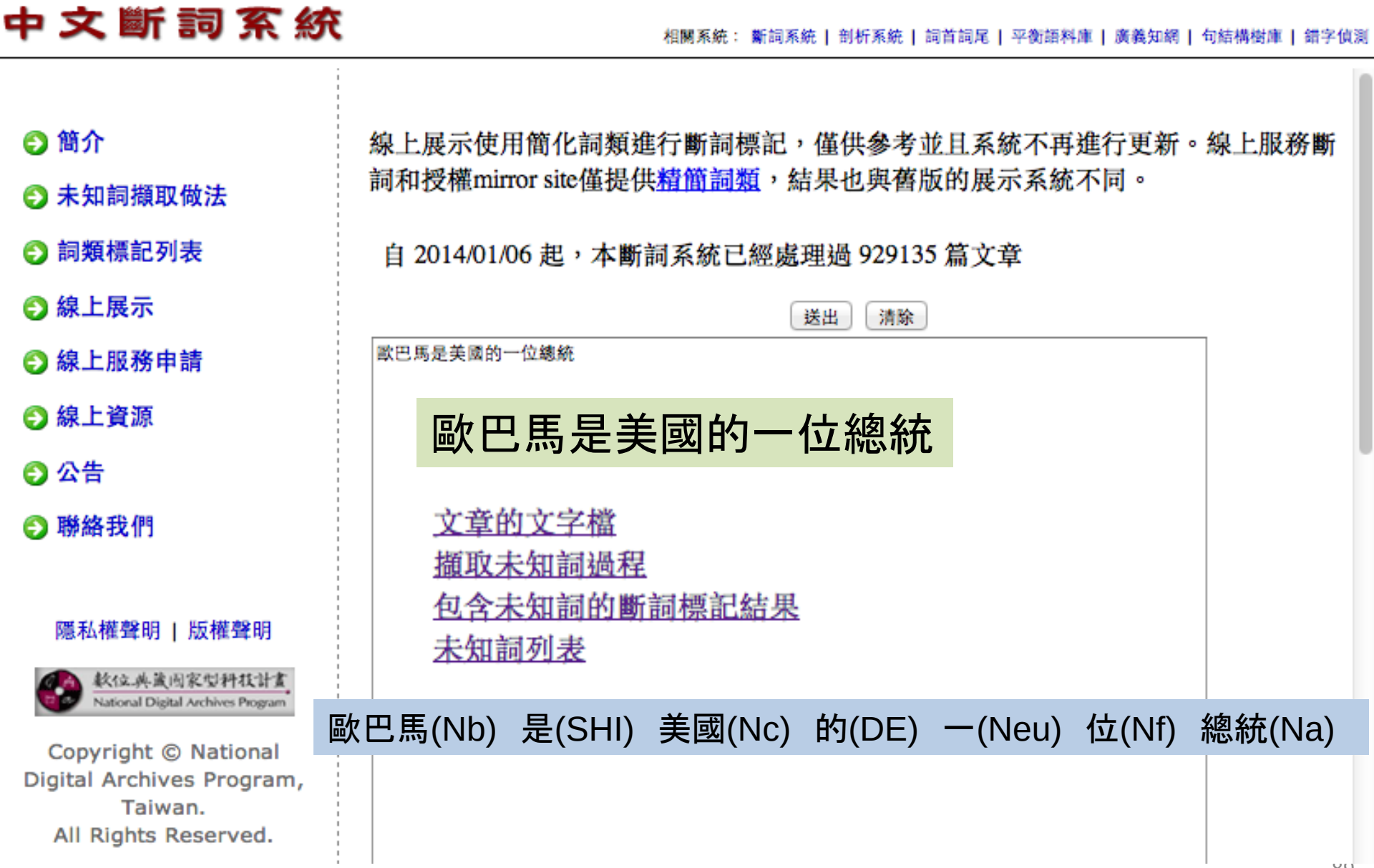

中文文字處理:中文斷詞

抗氣候變遷 白宮籲採緊急行動

中央通訊社 中央社－2014年5月6日 下午10:58

（中央社華盛頓6日綜合外電報導）白宮今天公布全球暖化對全美及美國經濟關鍵產業造成何種衝擊的新報告，呼籲採取緊急行動對抗氣候變遷。

這份為期4年的調查警告，極端氣候事件將對住家、基礎設施及產業帶來嚴重威脅。

美國總統歐巴馬2008年當選總統時曾在競選造勢時誓言，要讓美國成為對抗氣候變遷與相關「安全威脅」的領頭羊。

但歐巴馬在任上一直未能說服美國國會採取重大行動。

在本週對這項議題採取的新作為中，歐巴馬今天將與數名氣象學家接受電視訪問，討論美國全國氣候評估第3版調查結果。

美國數百名來自政府與民間的頂尖氣候科學家及技術專家，共同投入這項研究，檢視氣候變遷對當今帶來的衝擊並預測將對下個世紀帶來何種影響。

研究人員警告，加州可能發生旱災、奧克拉荷馬州發生草原大火，東岸則可能遭遇海平面上升，尤其佛羅里達，而這些事件多為人類造成。

海平面上升也將吞噬密西西比等低窪地區。

至於超過8000萬人居住且擁有全美部分成長最快都會區的東南部與加勒比海區，「海平面上升加上其他與氣候變遷有關的衝擊，以及地層下陷等既有問題，將對經濟和生態帶來重大影響」。

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(中央社華盛頓6日綜合外電報導)白宮今天公布全球暖化對全美及美國經濟關鍵產業造成何種衝擊的新報告，呼籲採取緊急行動對抗氣候變遷。
這份為期4年的調查警告，極端氣候事件將對住家、基礎設施及產業帶來嚴重威脅。
美國總統歐巴馬2008年當選總統時曾在競選造勢時誓言，要讓美國成為對抗氣候變遷與相關「安全威脅」的領頭羊。
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1030506

https://tw.news.yahoo.com/%E6%8A%97%E6%B0%A3%E5%80%99%E8%AE%8A%E9%81%B7-%E7%99%BD%E5%AE%AE%E7%B1%B2%E6%8E%A1%E7%B7%8A%E6%80%A5%E8%A1%8C%E5%8B%95-145804493.html

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中文斷詞系統

相關系統： 斷詞系統 | 剖析系統 | 詞首詞尾 | 平衡語料庫 | 廣義知網 | 句結構樹庫 | 錯字偵測

- 簡介
- 未知詞擷取做法
- 詞類標記列表
- 線上展示
- 線上服務申請
- 線上資源
- 公告
- 聯絡我們

線上展示使用簡化詞類進行斷詞標記，僅供參考並且系統不再進行更新。線上服務斷詞和授權mirror site僅提供精簡詞類，結果也與舊版的展示系統不同。

自 2014/01/06 起，本斷詞系統已經處理過 929136 篇文章

送出 清除

抗氣候變遷 白宮籲採緊急行動
中央社中央社－2014年5月6日 下午10:58
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http://nlp.stanford.edu/software/index.shtml

The Stanford Natural Language Processing Group

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The Stanford NLP Group makes parts of our Natural Language Processing software available to everyone. These are statistical NLP toolkits for various major computational linguistics problems. They can be incorporated into applications with human language technology needs.

All the software we distribute here is written in Java. All recent distributions require Oracle Java 6+ or OpenJDK 7+. Distribution packages include components for command-line invocation, jar files, a Java API, and source code. A number of helpful people have extended our work with bindings or translations for other languages. As a result, much of this software can also easily be used from Python (or Jython), Ruby, Perl, Javascript, and F# or other .NET languages.

Supported software distributions

This code is being developed, and we try to answer questions and fix bugs on a best-effort basis.

All these software distributions are open source, **licensed under the GNU General Public License** (v2 or later). Note that this is the *full* GPL, which allows many free uses, but *does not allow* its incorporation into any type of distributed proprietary software, even in part or in translation. **Commercial licensing** is also available; please contact us if you are interested.

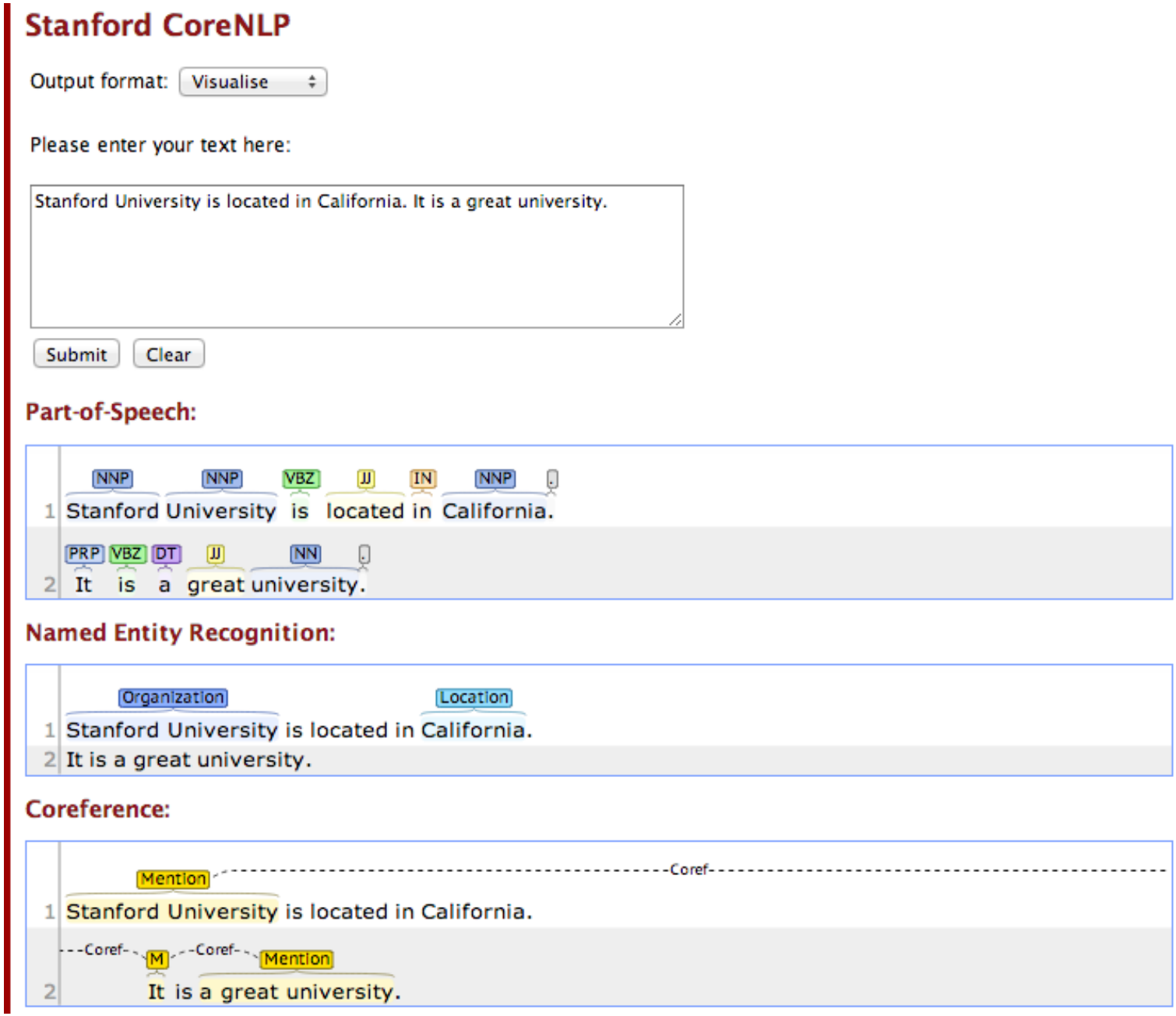
Stanford CoreNLP
: An integrated suite of natural language processing tools for English and (mainland) Chinese in Java, including tokenization, part-of-speech tagging, named entity recognition, parsing, and coreference. See also: Stanford Deterministic Coreference Resolution, and the online CoreNLP demo, and the CoreNLP FAQ.

Stanford Parser
: Implementations of probabilistic natural language parsers in Java: highly optimized PCFG and dependency parsers, a lexicalized PCFG parser, and a deep learning reranker. See also: Online parser demo, the Stanford Dependencies page, and Parser FAQ.

Stanford POS Tagger
: A maximum-entropy (CMM) part-of-speech (POS) tagger for English,

Stanford NLP Software

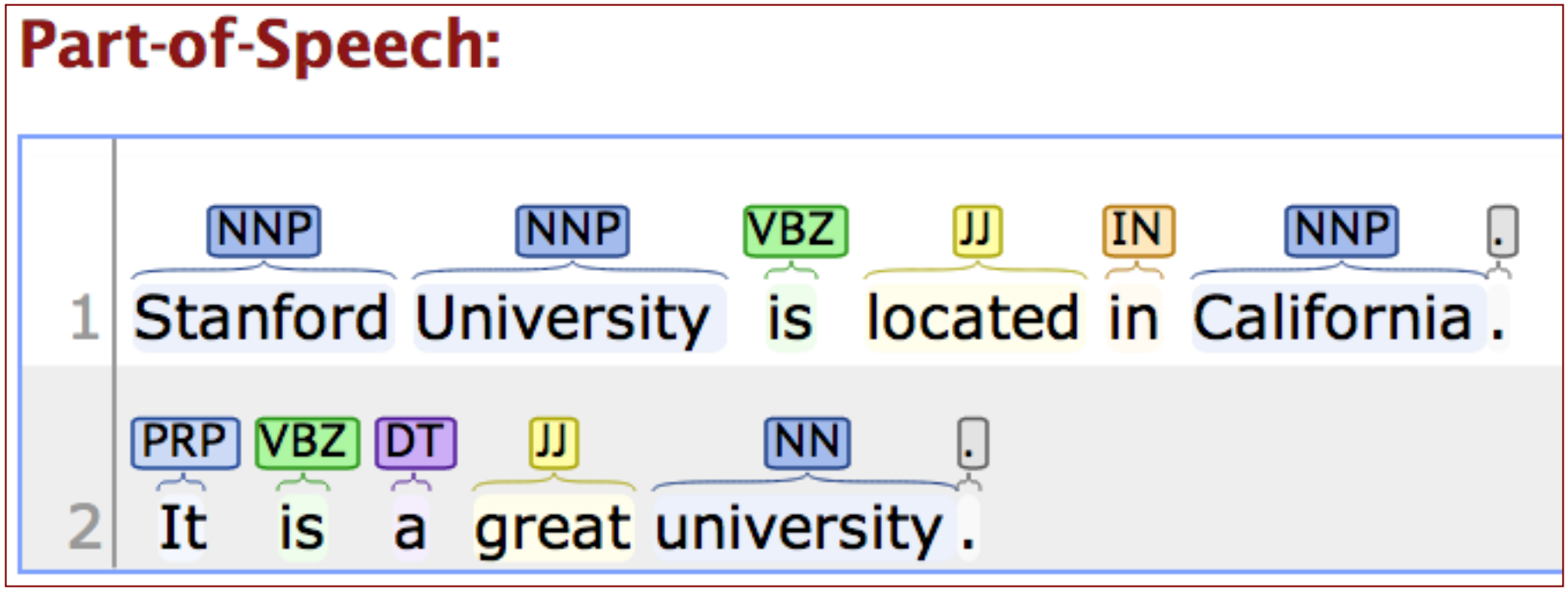
Stanford CoreNLP http://nlp.stanford.edu:8080/corenlp/process



Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

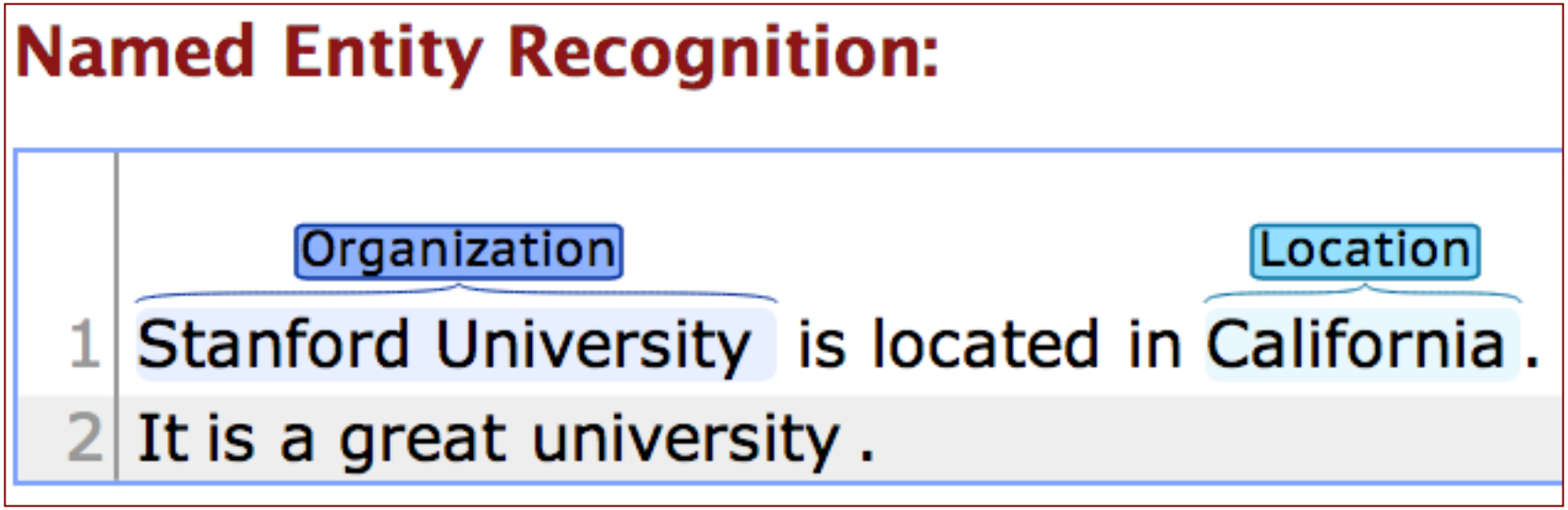
Stanford University is located in California.
It is a great university.



Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California.
It is a great university.



Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California.
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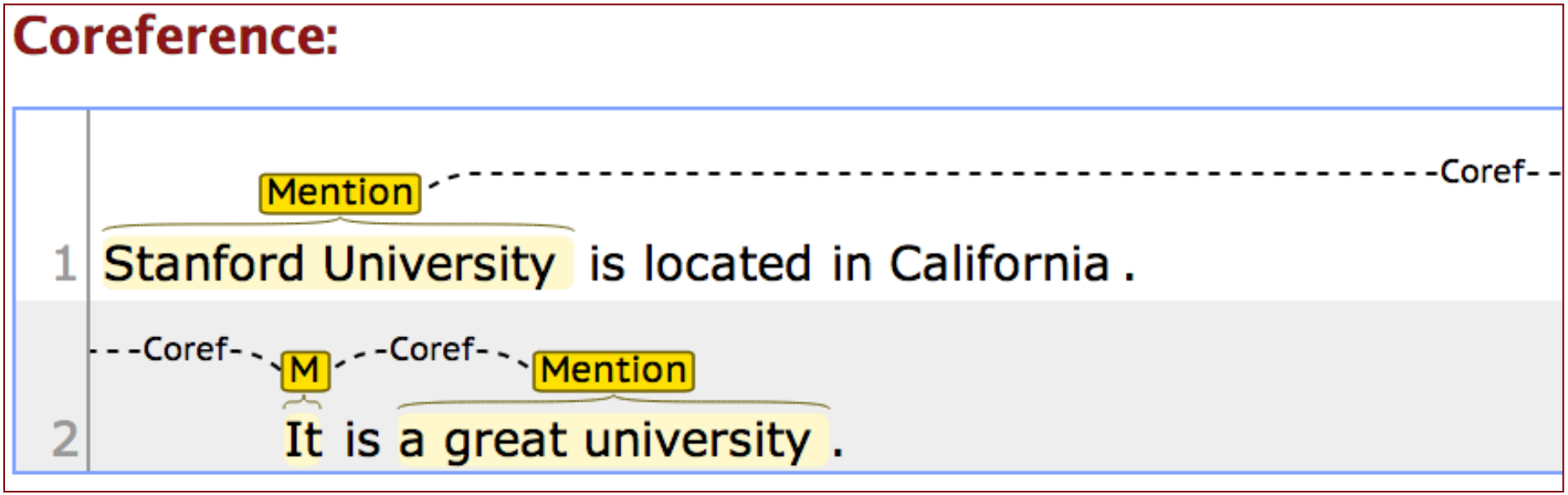
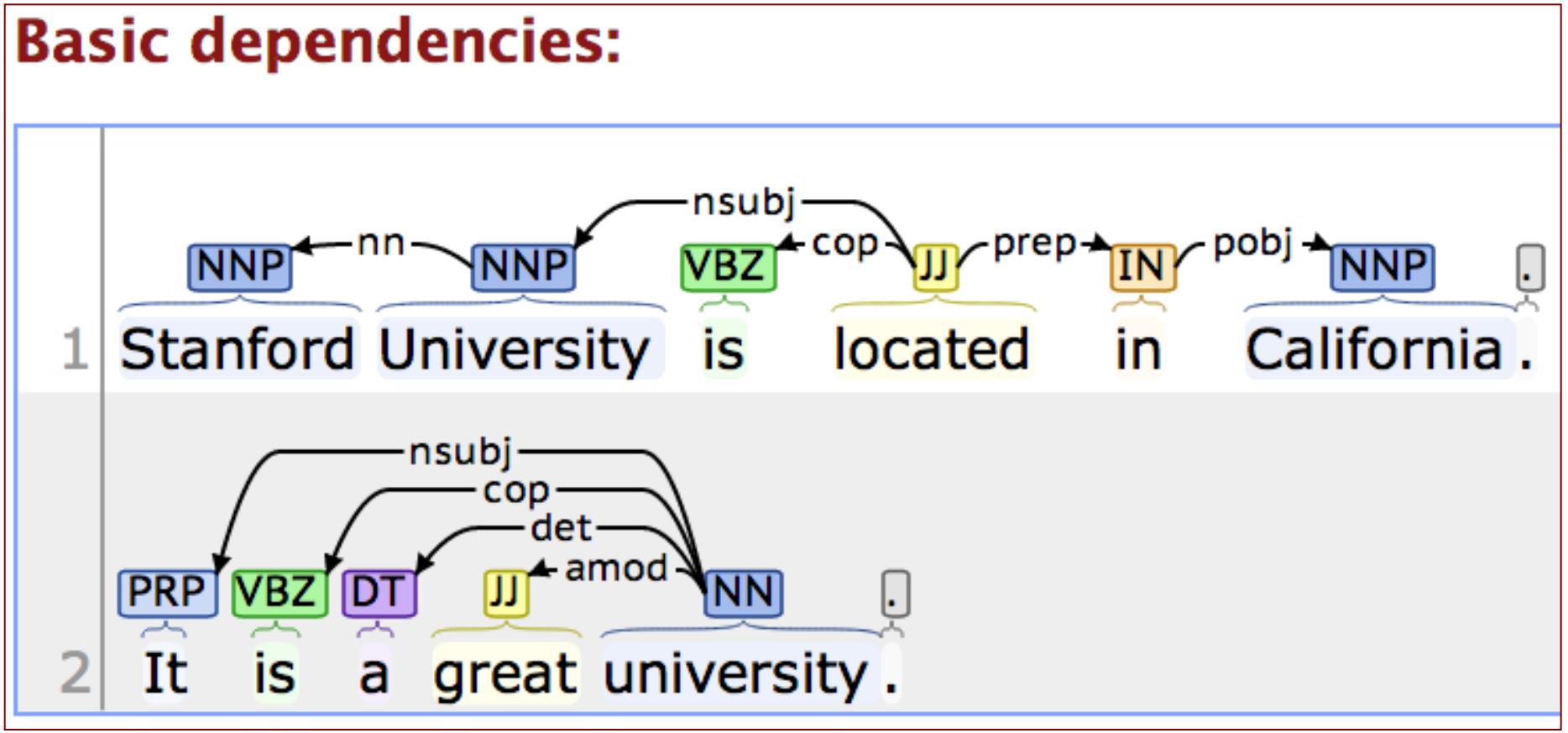


Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

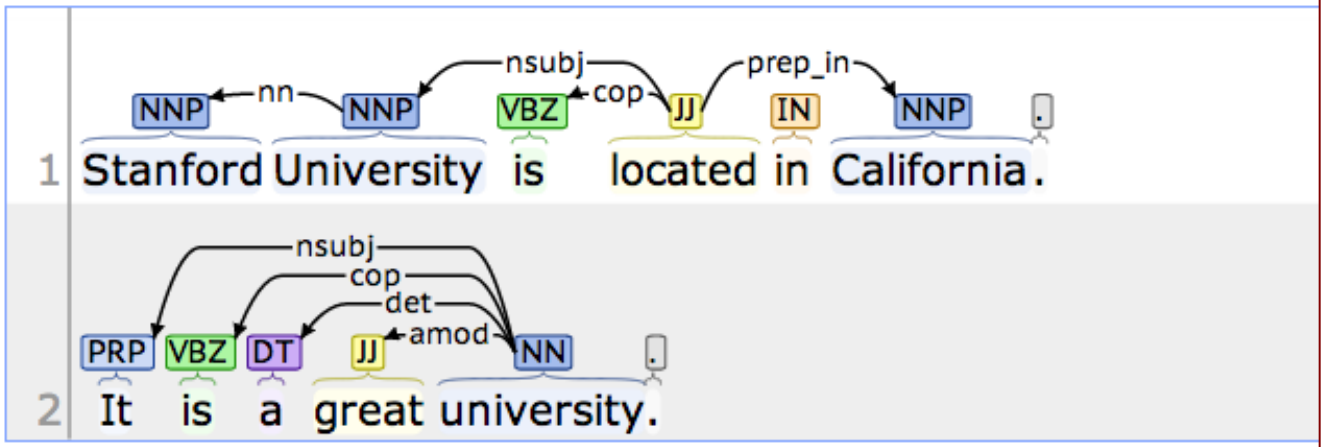
Stanford University is located in California.
It is a great university.



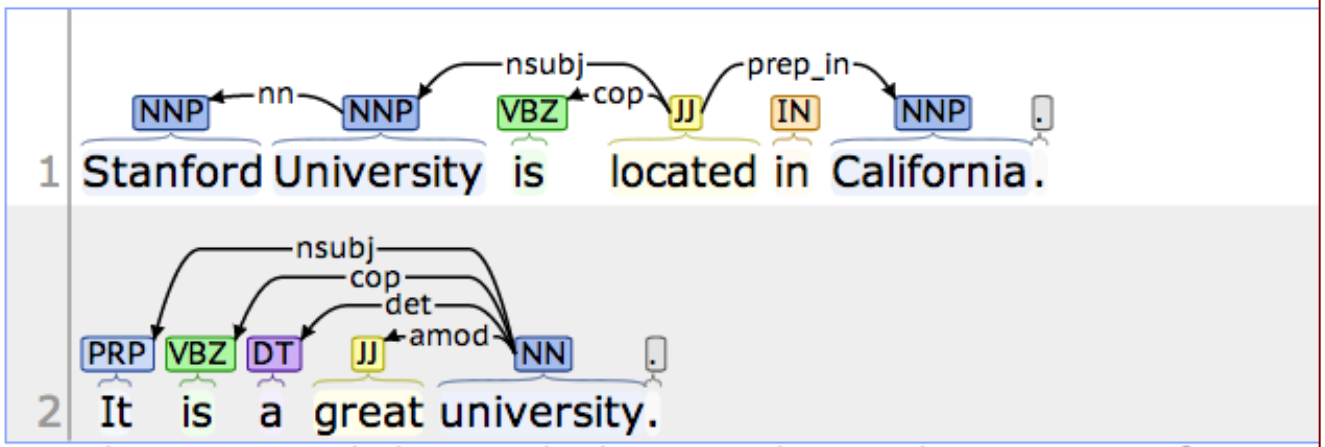
Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Collapsed dependencies:



Collapsed CC-processed dependencies:



Visualisation provided using the brat visualisation/annotation software.

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Output format: Pretty print

Please enter your text here:

Stanford University is located in California. It is a great university.

Submit Clear

Stanford CoreNLP XML Output

Document

Document Info

Sentences

Sentence #1

Tokens

Id	Word	Lemma	Char begin	Char end	POS	NER	Normalized NER	Speaker
1	Stanford	Stanford	0	8	NNP	ORGANIZATION		PER0
2	University	University	9	19	NNP	ORGANIZATION		PER0
3	is	be	20	22	VBZ	O		PER0
4	located	located	23	30	JJ	O		PER0
5	in	in	31	33	IN	O		PER0
6	California	California	34	44	NNP	LOCATION		PER0
7	.	.	44	45	.	O		PER0

Parse tree

(ROOT (S (NP (NNP Stanford) (NNP University)) (VP (VBZ is) (ADJP (JJ located) (PP (IN in) (NP (NNP California))))) (. .)))

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California.
It is a great university.

Sentence #1

Tokens

Id	Word	Lemma	Char begin	Char end	POS	NER	Normalized NER	Speaker
1	Stanford	Stanford	0	8	NNP	ORGANIZATION		PER0
2	University	University	9	19	NNP	ORGANIZATION		PER0
3	is	be	20	22	VBZ	O		PER0
4	located	located	23	30	JJ	O		PER0
5	in	in	31	33	IN	O		PER0
6	California	California	34	44	NNP	LOCATION		PER0
7	.	.	44	45	.	O		PER0

Parse tree

(ROOT (S (NP (NNP Stanford) (NNP University)) (VP (VBZ is) (ADJP (JJ located) (PP (IN in) (NP (NNP California))))) (. .)))

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California.
It is a great university.

Sentence #2

Tokens

Id	Word	Lemma	Char begin	Char end	POS	NER	Normalized NER	Speaker
1	It	it	46	48	PRP	O		PER0
2	is	be	49	51	VBZ	O		PER0
3	a	a	52	53	DT	O		PER0
4	great	great	54	59	JJ	O		PER0
5	university	university	60	70	NN	O		PER0
6	.	.	70	71	.	O		PER0

Parse tree

(ROOT (S (NP (PRP It)) (VP (VBZ is) (NP (DT a) (JJ great) (NN university))) (. .)))

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California. It is a great university.

Coreference resolution graph

1.

Sentence	Head	Text	Context
1	2 (gov)	Stanford University	
2	1	It	
2	5	a great university	

Tokens

Id	Word	Lemma	Char begin	Char end	POS	NER	Normalized NER	Speaker
1	Stanford	Stanford	0	8	NNP	ORGANIZATION		PER0
2	University	University	9	19	NNP	ORGANIZATION		PER0
3	is	be	20	22	VBZ	O	PER0	
4	located	located	23	30	JJ	O	PER0	
5	in	in	31	33	IN	O	PER0	
6	California	California	34	44	NNP	LOCATION	PER0	
7	.	.	44	45	.	O	PER0	

Parse tree

(ROOT (S (NP (NNP Stanford) (NNP University)) (VP (VBZ is) (ADJP (JJ located) (PP (IN in) (NP (NNP California))))) (. .)))

Uncollapsed dependencies

root (ROOT-0 , located-4)
nn (University-2 , Stanford-1)
nsubj (located-4 , University-2)
cop (located-4 , is-3)
prep (located-4 , in-5)
pobj (in-5 , California-6)

Collapsed dependencies

root (ROOT-0 , located-4)
nn (University-2 , Stanford-1)
nsubj (located-4 , University-2)
cop (located-4 , is-3)
prep_in (located-4 , California-6)

Collapsed dependencies with CC processed

root (ROOT-0 , located-4)
nn (University-2 , Stanford-1)
nsubj (located-4 , University-2)
cop (located-4 , is-3)
prep_in (located-4 , California-6)

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Stanford University is located in California.
It is a great university.

Stanford CoreNLP

http://nlp.stanford.edu:8080/corenlp/process

Output format: XML

Please enter your text here:

Stanford University is located in California. It is a great university.

Submit Clear

```
<?xml version="1.0" encoding="UTF-8"?>
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            <NER>ORGANIZATION</NER>
            <Speaker>PER0</Speaker>
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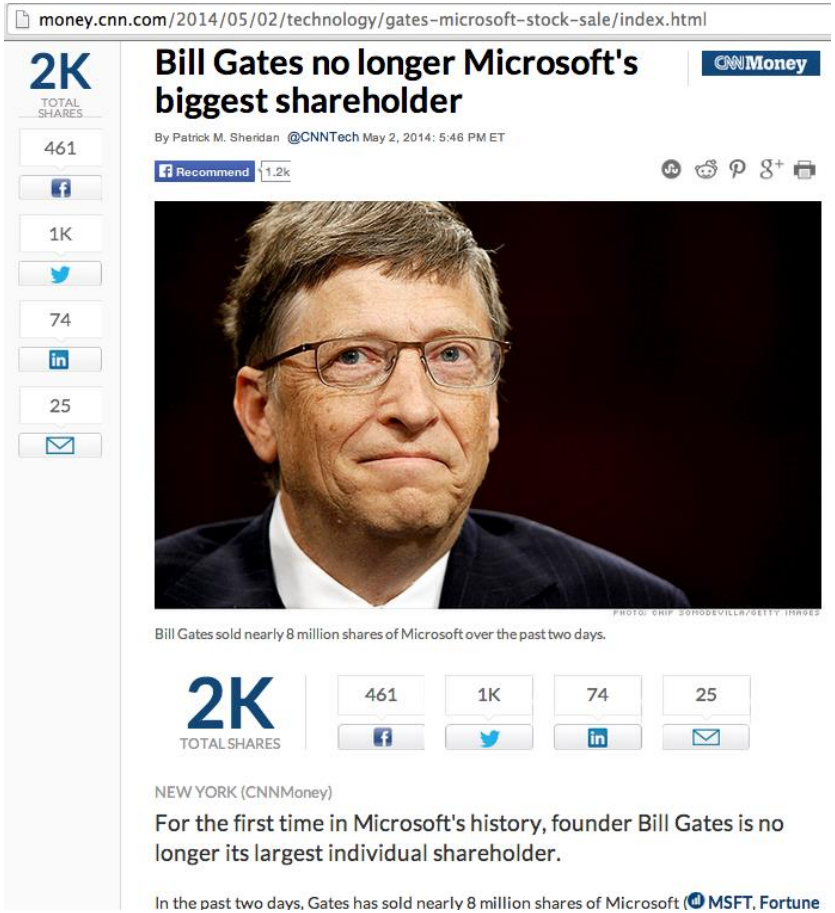
NER for News Article

http://money.cnn.com/2014/05/02/technology/gates-microsoft-stock-sale/index.html



Bill Gates no longer Microsoft's biggest shareholder
By Patrick M. Sheridan @CNNTech May 2, 2014: 5:46 PM ET

Bill Gates sold nearly 8 million shares of Microsoft over the past two days.

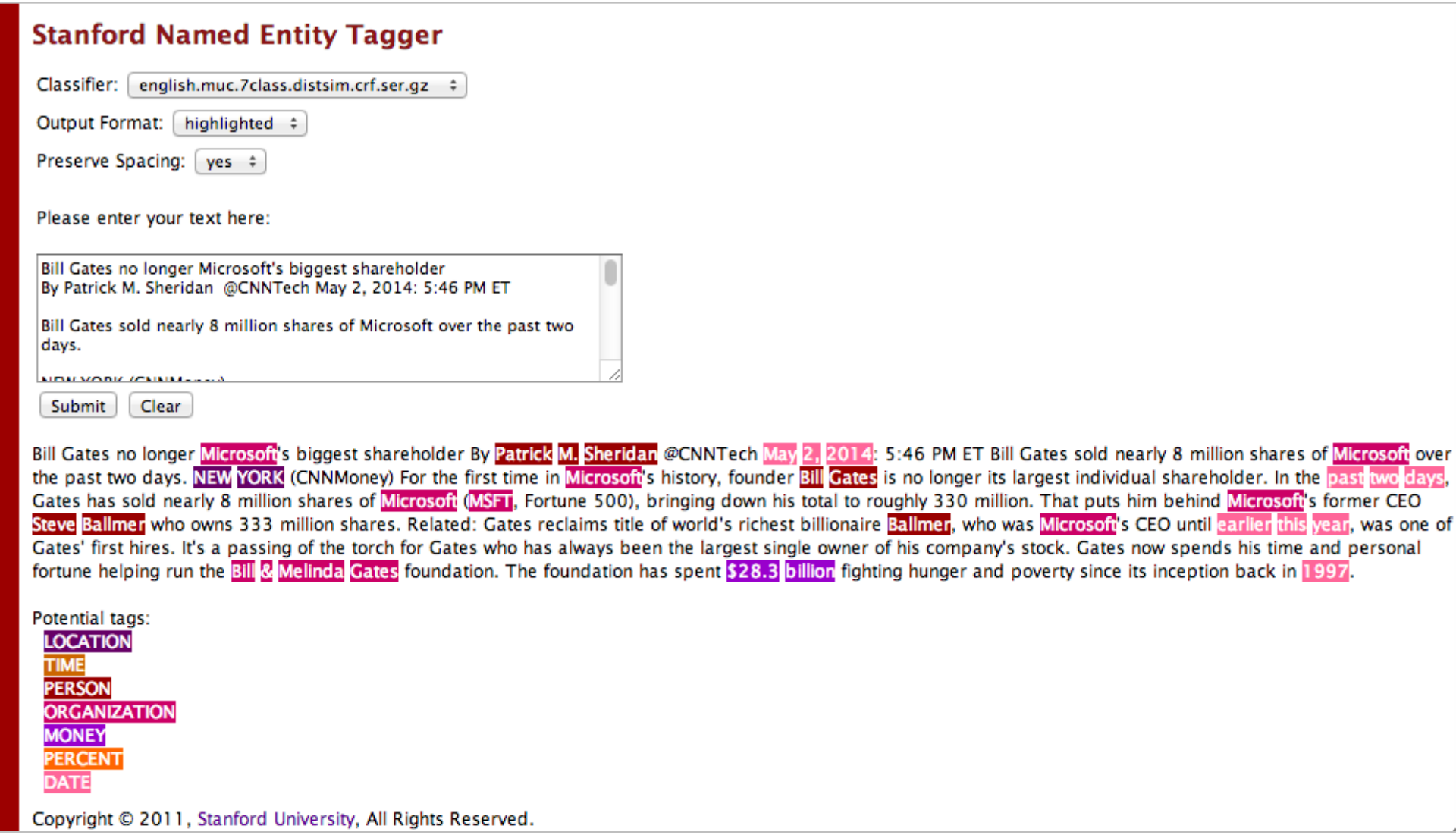
NEW YORK (CNNMoney)

For the first time in Microsoft's history, founder Bill Gates is no longer its largest individual shareholder.
In the past two days, Gates has sold nearly 8 million shares of Microsoft (MSFT, Fortune 500), bringing down his total to roughly 330 million.

That puts him behind Microsoft's former CEO Steve Ballmer who owns 333 million shares.
Related: Gates reclaims title of world's richest billionaire
Ballmer, who was Microsoft's CEO until earlier this year, was one of Gates' first hires.
It's a passing of the torch for Gates who has always been the largest single owner of his company's stock. Gates now spends his time and personal fortune helping run the Bill & Melinda Gates foundation.
The foundation has spent $28.3 billion fighting hunger and poverty since its inception back in 1997.

Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

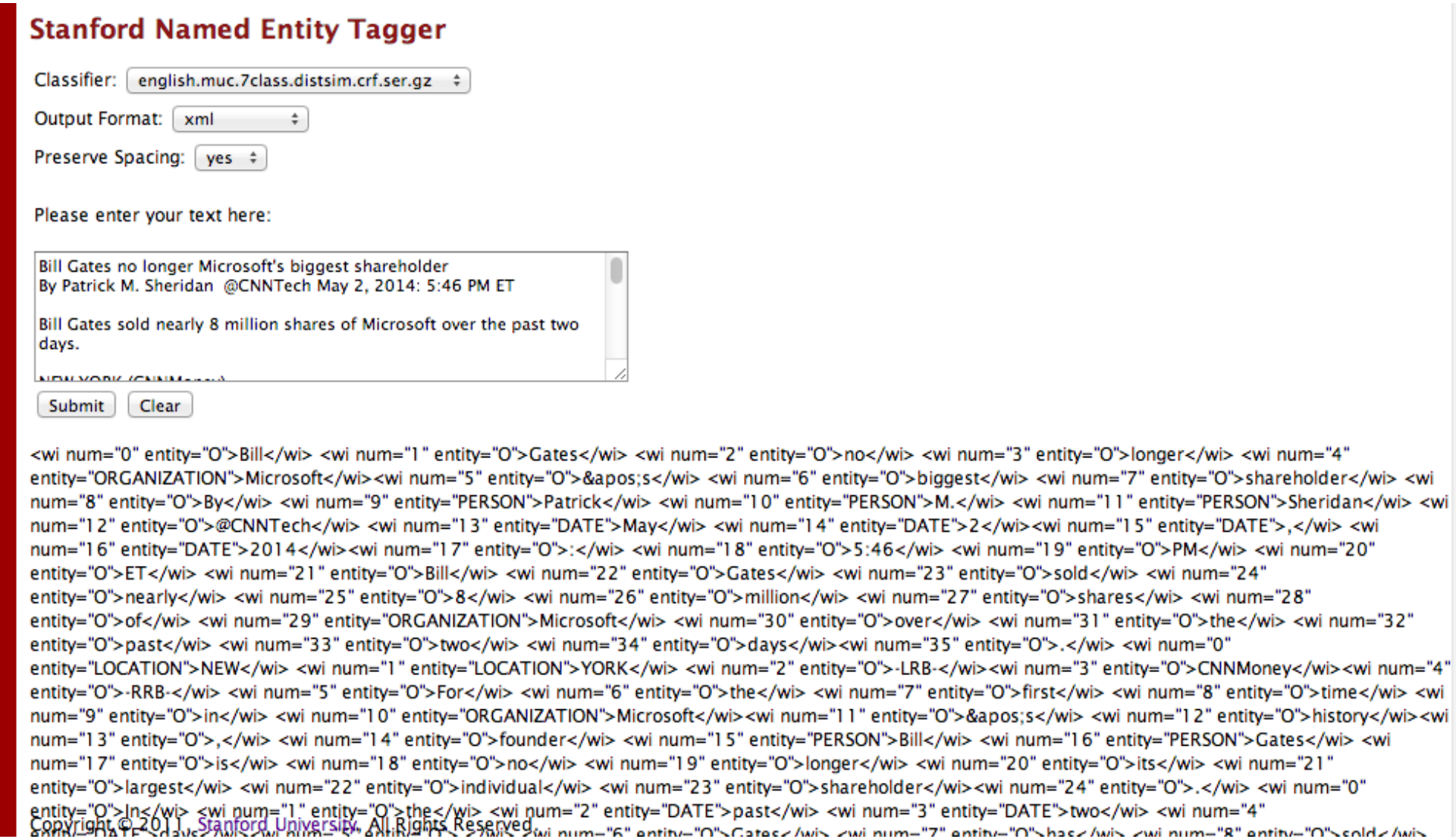


Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

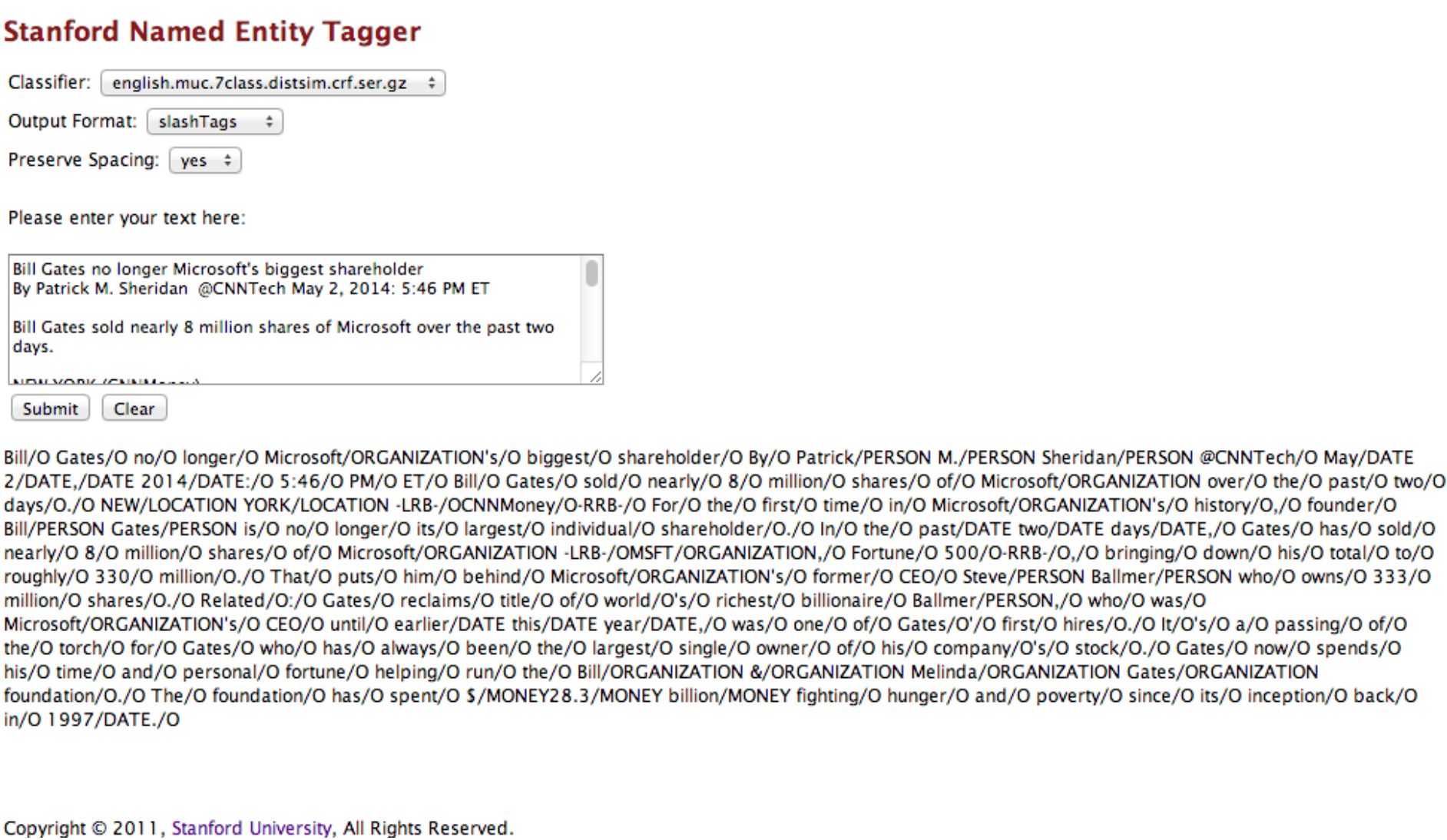
Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process



Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process



Stanford Named Entity Tagger

Classifier: english.muc.7class.distsim.crf.ser.gz

Output Format: slashTags

Preserve Spacing: yes

Please enter your text here:

Bill Gates no longer Microsoft's biggest shareholder
By Patrick M. Sheridan @CNNTech May 2, 2014: 5:46 PM ET

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NEW YORK (CNNMoney)

Submit Clear

Bill/O Gates/O no/O longer/O Microsoft/ORGANIZATION's/O biggest/O shareholder/O By/O Patrick/PERSON M./PERSON Sheridan/PERSON @CNNTech/O May/DATE 2/DATE,/DATE 2014/DATE:/O 5:46/O PM/O ET/O Bill/O Gates/O sold/O nearly/O 8/O million/O shares/O of/O Microsoft/ORGANIZATION over/O the/O past/O two/O days/O./O NEW/LOCATION YORK/LOCATION -LRB-/OCNNMoney/O-RRB-/O For/O the/O first/O time/O in/O Microsoft/ORGANIZATION's/O history/O,/O founder/O Bill/PERSON Gates/PERSON is/O no/O longer/O its/O largest/O individual/O shareholder/O./O In/O the/O past/DATE two/DATE days/DATE,/O Gates/O has/O sold/O nearly/O 8/O million/O shares/O of/O Microsoft/ORGANIZATION -LRB-/OMSFT/ORGANIZATION,/O Fortune/O 500/O-RRB-/O,/O bringing/O down/O his/O total/O to/O roughly/O 330/O million/O./O That/O puts/O him/O behind/O Microsoft/ORGANIZATION's/O former/O CEO/O Steve/PERSON Ballmer/PERSON who/O owns/O 333/O million/O shares/O./O Related/O:/O Gates/O reclaims/O title/O of/O world/O's/O richest/O billionaire/O Ballmer/PERSON,/O who/O was/O Microsoft/ORGANIZATION's/O CEO/O until/O earlier/DATE this/DATE year/DATE,/O was/O one/O of/O Gates/O'/O first/O hires/O./O It/O's/O a/O passing/O of/O the/O torch/O for/O Gates/O who/O has/O always/O been/O the/O largest/O single/O owner/O of/O his/O company/O's/O stock/O./O Gates/O now/O spends/O his/O time/O and/O personal/O fortune/O helping/O run/O the/O Bill/ORGANIZATION &/ORGANIZATION Melinda/ORGANIZATION Gates/ORGANIZATION foundation/O./O The/O foundation/O has/O spent/O $/MONEY28.3/MONEY billion/MONEY fighting/O hunger/O and/O poverty/O since/O its/O inception/O back/O in/O 1997/DATE./O

Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

Classifier: english.muc.**7class**.distsim.crf.ser.gz

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Potential tags:
- LOCATION
- TIME
- PERSON
- ORGANIZATION
- MONEY
- PERCENT
- DATE

Classifier: english.all.**3class**.distsim.crf.ser.gz

Bill Gates no longer Microsoft's biggest shareholder By Patrick M. Sheridan @CNNTech May 2, 2014: 5:46 PM ET Bill Gates sold nearly 8 million shares of Microsoft over the past two days. NEW YORK (CNNMoney) For the first time in Microsoft's history, founder Bill Gates is no longer its largest individual shareholder. In the past two days, Gates has sold nearly 8 million shares of Microsoft (MSFT, Fortune 500), bringing down his total to roughly 330 million. That puts him behind Microsoft's former CEO Steve Ballmer who owns 333 million shares. Related: Gates reclaims title of world's richest billionaire Ballmer, who was Microsoft's CEO until earlier this year, was one of Gates' first hires. It's a passing of the torch for Gates who has always been the largest single owner of his company's stock. Gates now spends his time and personal fortune helping run the Bill & Melinda Gates foundation. The foundation has spent $28.3 billion fighting hunger and poverty since its inception back in 1997.

Potential tags:
- LOCATION
- ORGANIZATION
- PERSON

Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

Stanford NER Output Format: inlineXML

Bill Gates no longer <ORGANIZATION>Microsoft</ORGANIZATION>'s biggest shareholder By <PERSON>Patrick M. Sheridan</PERSON> @CNNTech <DATE>May 2, 2014</DATE>: 5:46 PM ET Bill Gates sold nearly 8 million shares of <ORGANIZATION>Microsoft</ORGANIZATION> over the past two days. <LOCATION>NEW YORK</LOCATION> (CNNMoney) For the first time in <ORGANIZATION>Microsoft</ORGANIZATION>'s history, founder <PERSON>Bill Gates</PERSON> is no longer its largest individual shareholder. In the <DATE>past two days</DATE>, Gates has sold nearly 8 million shares of <ORGANIZATION>Microsoft</ORGANIZATION> (<ORGANIZATION>MSFT</ORGANIZATION>, Fortune 500), bringing down his total to roughly 330 million. That puts him behind <ORGANIZATION>Microsoft</ORGANIZATION>'s former CEO <PERSON>Steve Ballmer</PERSON> who owns 333 million shares. Related: Gates reclaims title of world's richest billionaire <PERSON>Ballmer</PERSON>, who was <ORGANIZATION>Microsoft</ORGANIZATION>'s CEO until <DATE>earlier this year</DATE>, was one of Gates' first hires. It's a passing of the torch for Gates who has always been the largest single owner of his company's stock. Gates now spends his time and personal fortune helping run the <ORGANIZATION>Bill & Melinda Gates</ORGANIZATION> foundation. The foundation has spent <MONEY>$28.3 billion</MONEY> fighting hunger and poverty since its inception back in <DATE>1997</DATE>.

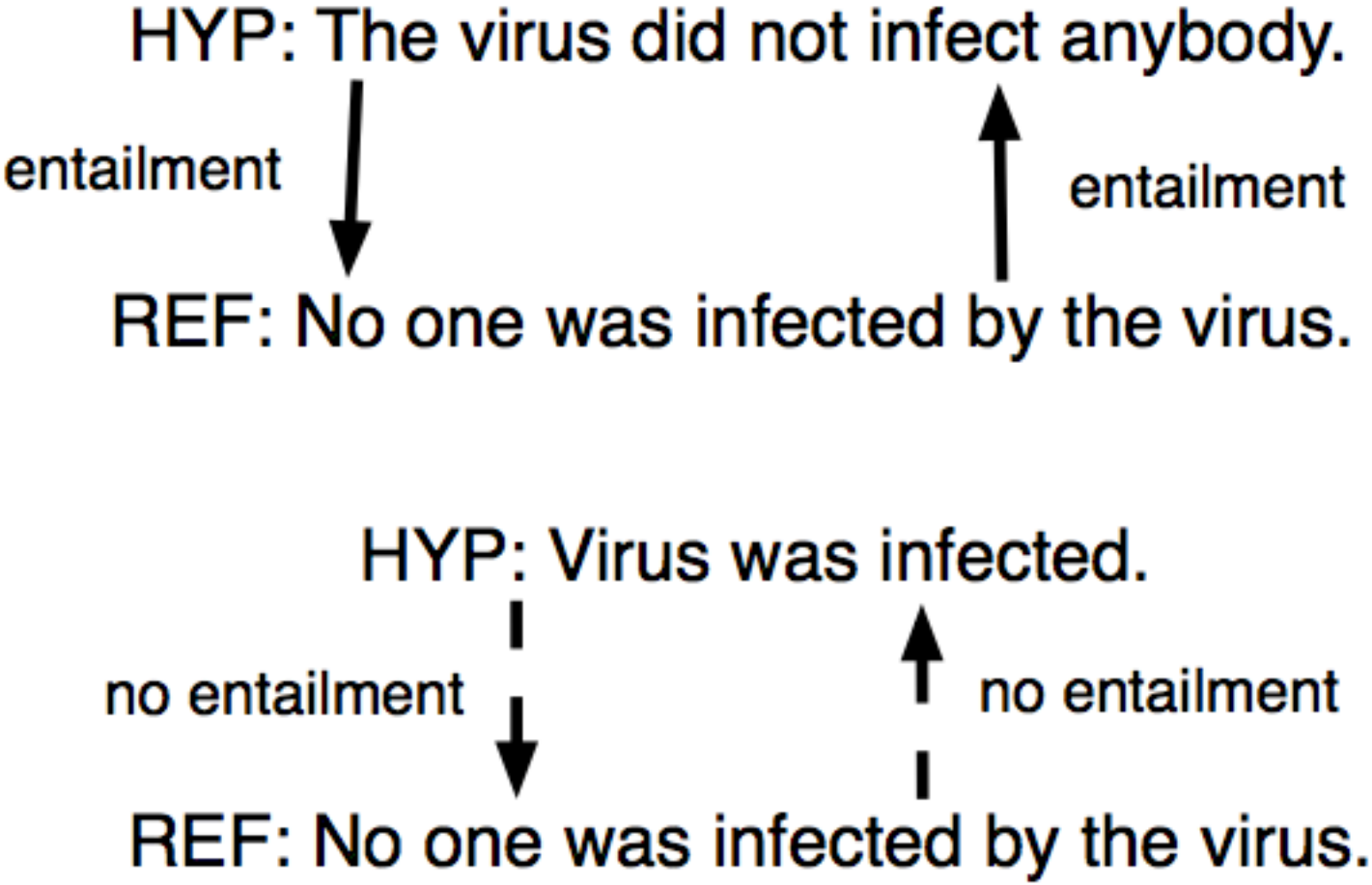
Stanford Named Entity Tagger (NER)

http://nlp.stanford.edu:8080/ner/process

Stanford NER Output Format: slashTags

Bill/O Gates/O no/O longer/O Microsoft/ORGANIZATION's/O biggest/O shareholder/O By/O Patrick/PERSON M./PERSON Sheridan/PERSON @CNNTech/O May/DATE 2/DATE,/DATE 2014/DATE:/O 5:46/O PM/O ET/O Bill/O Gates/O sold/O nearly/O 8/O million/O shares/O of/O Microsoft/ORGANIZATION over/O the/O past/O two/O days/O./O NEW/LOCATION YORK/LOCATION -LRB-/OCNNMoney/O-RRB-/O For/O the/O first/O time/O in/O Microsoft/ORGANIZATION's/O history/O,/O founder/O Bill/PERSON Gates/PERSON is/O no/O longer/O its/O largest/O individual/O shareholder/O./O In/O the/O past/DATE two/DATE days/DATE,/O Gates/O has/O sold/O nearly/O 8/O million/O shares/O of/O Microsoft/ORGANIZATION -LRB-/OMSFT/ORGANIZATION,/O Fortune/O 500/O-RRB-/O,/O bringing/O down/O his/O total/O to/O roughly/O 330/O million/O./O That/O puts/O him/O behind/O Microsoft/ORGANIZATION's/O former/O CEO/O Steve/PERSON Ballmer/PERSON who/O owns/O 333/O million/O shares/O./O Related/O:/O Gates/O reclaims/O title/O of/O world/O's/O richest/O billionaire/O Ballmer/PERSON,/O who/O was/O Microsoft/ORGANIZATION's/O CEO/O until/O earlier/DATE this/DATE year/DATE,/O was/O one/O of/O Gates/O'/O first/O hires/O./O It/O's/O a/O passing/O of/O the/O torch/O for/O Gates/O who/O has/O always/O been/O the/O largest/O single/O owner/O of/O his/O company/O's/O stock/O./O Gates/O now/O spends/O his/O time/O and/O personal/O fortune/O helping/O run/O the/O Bill/ORGANIZATION &/ORGANIZATION Melinda/ORGANIZATION Gates/ORGANIZATION foundation/O./O The/O foundation/O has/O spent/O $/MONEY28.3/MONEY billion/MONEY fighting/O hunger/O and/O poverty/O since/O its/O inception/O back/O in/O 1997/DATE./O

Textual Entailment Features for Machine Translation Evaluation



Source: S. Pado, M. Galley, D. Jurafsky, and C. Manning. 2009. Textual Entailment Features for Machine Translation Evaluation. Proceedings of WMT 2009. http://www.nlpado.de/~sebastian/pub/papers/wmt09_pado.pdf

自然語言處理與資訊檢索研究資源

http://mail.tku.edu.tw/myday/resources/

淡江大學資訊管理學系
(Department of Information Management, Tamkang University)
自然語言處理與資訊檢索研究資源
(Resources of Natural Language Processing and Information Retrieval)

1. 中央研究院CKIP中文斷詞系統
   授權單位：中央研究院詞庫小組
   授權金額：免費授權學術使用。
   授權日期：2011.03.31。
   CKIP: http://ckipsvr.iis.sinica.edu.tw/

2. 「中央研究院中英雙語詞網」(The Academia Sinica Bilingual Wordnet)
   「中央研究院中英雙語詞網」(The Academia Sinica Bilingual Wordnet)，
   授權「淡江大學資訊管理學系」(Department of Information Management, Tamkang University)學術使用。
   授權單位：中央研究院，中華民國計算語言學學會
   授權金額：「中央研究院中英雙語詞網」(The Academia Sinica Bilingual Wordnet)國內非營利機構(1-10人使用) 非會員：NT$61,000元，
   授權日期：2011.05.16。
   Sinica BOW: http://bow.ling.sinica.edu.tw/

自然語言處理與資訊檢索研究資源

http://mail.tku.edu.tw/myday/resources/

3. 開放式中研院專名問答系統 (OpenASQA)
   授權單位：中央研究院資訊科學研究所智慧型代理人系統實驗室
   授權金額：免費授權學術使用。
   授權日期：2011.05.05。
   ASQA: http://asqa.iis.sinica.edu.tw/

自然語言處理與資訊檢索研究資源

http://mail.tku.edu.tw/myday/resources/

4. 哈工大資訊檢索研究中心(HIT-CIR)語言技術平臺

語料資源

哈工大資訊檢索研究中心漢語依存樹庫〔HIT-CIR Chinese Dependency Treebank〕

哈工大資訊檢索研究中心同義詞詞林擴展版〔HIT-CIR Tongyici Cilin (Extended)〕

語言處理模組

斷句 (SplitSentence: Sentence Splitting)

詞法分析 (IRLAS: Lexical Analysis System)

基於SVMTool的詞性標注 (PosTag: Part-of-speech Tagging)

命名實體識別 (NER: Named Entity Recognition)

基於動態局部優化的依存句法分析 (Parser: Dependency Parsing)

基於圖的依存句法分析 (GParser: Graph-based DP)

全文詞義消歧 (WSD: Word Sense Disambiguation)

淺層語義標注模組 (SRL: hallow Semantics Labeling)

資料表示

語言技術置標語言 (LTML: Language Technology Markup Language)

視覺化工具

LTML視覺化XSL

授權單位：哈工大資訊檢索研究中心(HIT-CIR)

授權金額：免費授權學術使用。

授權日期：2011.05.03。

HIT IR: http://ir.hit.edu.cn/

Opinion Spam Detection

Opinion Spam Detection

- Opinion Spam Detection: Detecting Fake Reviews and Reviewers
  - Spam Review
  - Fake Review
  - Bogus Review
  - Deceptive review
  - Opinion Spammer
  - Review Spammer
  - Fake Reviewer
  - Shill (Stooge or Plant)

Source: http://www.cs.uic.edu/~liub/FBS/fake-reviews.html

Opinion Spamming

- Opinion Spamming
  - "illegal" activities
    - e.g., writing fake reviews, also called shilling
  - try to mislead readers or automated opinion mining and sentiment analysis systems by giving undeserving positive opinions to some target entities in order to promote the entities and/or by giving false negative opinions to some other entities in order to damage their reputations.

Source: http://www.cs.uic.edu/~liub/FBS/fake-reviews.html

Forms of Opinion spam

- fake reviews (also called bogus reviews)
- fake comments
- fake blogs
- fake social network postings
- deceptions
- deceptive messages

Source: http://www.cs.uic.edu/~liub/FBS/fake-reviews.html

Fake Review Detection

- Methods
  - supervised learning
  - pattern discovery
  - graph-based methods
  - relational modeling
- Signals
  - Review content
  - Reviewer abnormal behaviors
  - Product related features
  - Relationships

Source: http://www.cs.uic.edu/~liub/FBS/fake-reviews.html

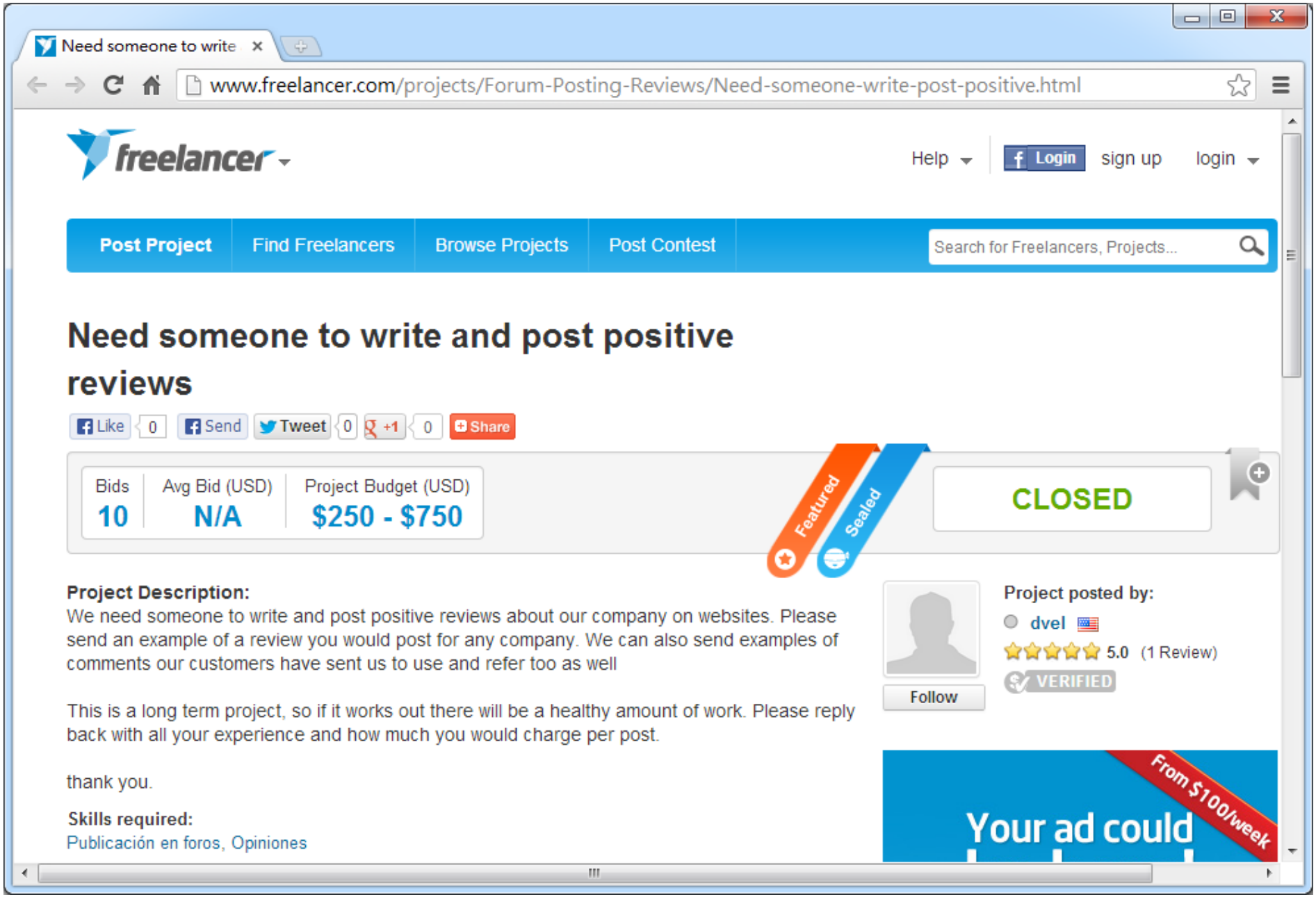
Professional Fake Review Writing Services (some Reputation Management companies)

- Post positive reviews
- Sponsored reviews
- Pay per post
- Need someone to write positive reviews about our company (budget: $250-$750 USD)
- Fake review writer
- Product review writer for hire
- Hire a content writer
- Fake Amazon book reviews (hiring book reviewers)
- People are just having fun (not serious)

Source: http://www.cs.uic.edu/~liub/FBS/fake-reviews.html

Source:http://www.sponsoredreviews.com/

Source: https://payperpost.com/



Source:http://www.freelancer.com/projects/Forum-Posting-Reviews/Need-someone-write-post-positive.html

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Summary

- Affective Computing and Social Computing
- Opinion Mining and Sentiment Analysis
- Social Media Monitoring/Analysis
- Resources of Opinion Mining
- Opinion Spam Detection

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