



CARA

Base Technology for Mining Opinions from Customer Reviews

CARA enables accurate prediction of the sentiment of consumer opinions in online reviews. This flexible solution can help you capture the voice of the customer and identify detractors and promoters.

Available to License





Market Opportunity

Sentiment analysis is a well-established tool for mining opinions from customer reviews and social media content. However, the quality of automatic sentiment judgements varies with the product category and type of media, so that automatic sentiment analysis often underperforms. There is a need for a flexible solution to provide sentiment analysis of user-generated content that can: adapt to new product categories; and deal with irregular language usage such as abbreviations, ungrammaticality, and sarcasm, which make online reviews difficult to analyse automatically. CARA meets this market need.

Technology Highlights

CARA is a toolchain for training a sentiment predictor. It works by combining lexical and machine learning approaches and integrating them with user-generated content processing tools from the ADAPT Centre. When tuned to and tested on laptop and restaurant reviews, CARA has recorded best-in-class performance in international shared task competitions.

In addition to offering increased accuracy in sentiment analysis, CARA is easy to use and provides a convenient entry point for building solutions. Built-in tooling also makes it fully adaptable to new domains.

Applications

- **Track customer reviews:**
Know what people say
- **Detect unhappy customers:**
Fix issues earlier
- **Measure effect of actions:**
Set the right priorities
- **Identify detractors and promoters:**
Intervene and reward

IP Status

This technology is available to license from the ADAPT Centre for Digital Content Technology. Contact our commercial team for more information.

Commercialisation Contact

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