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# Smarter Sentiment Analysis

- Discovering what people think about different aspects of products/services
- Summarising consumer reviews and people's opinions in general
- Product/service comparison (e.g. MacBook Pro vs. Microsoft Surface Pro)

## Industry Benefits

Gain insight from unstructured data

Improve products/services

Discover consumer needs

Transferable across domains and languages

## Use Cases

Consumer review analysis

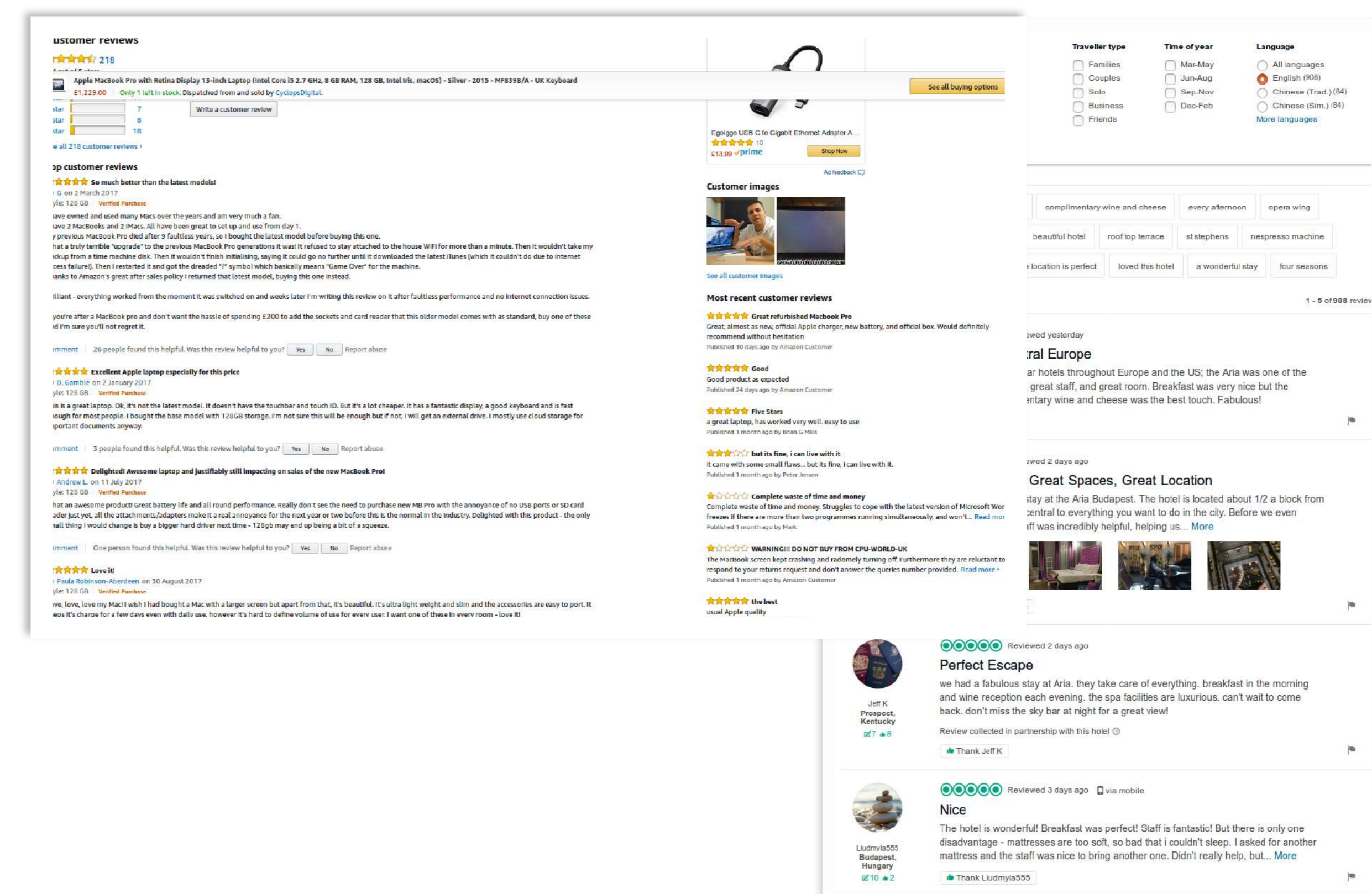
Social media analysis

Opinion summarisation

Competitor analysis

## Industry Challenge: Understanding opinionated texts containing people's opinion and sentiment

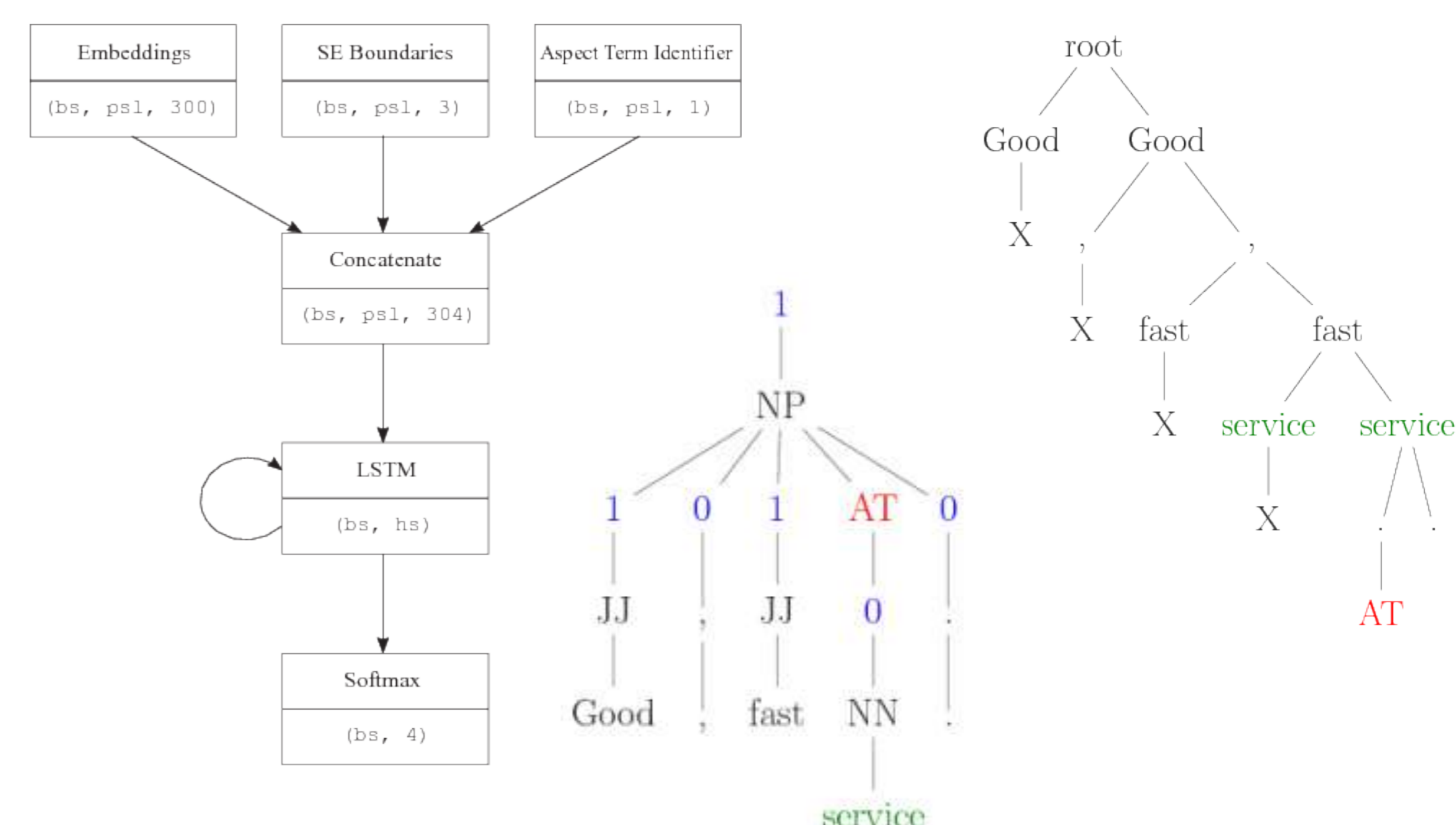
- A large volume of consumer opinion exists in free text
- Natural language processing is a difficult subfield of artificial intelligence
- Significant hand-labeled data is required for high quality sentiment analysis
- Fine-grained nature of consumer reviews:  
*"the food was great but the service was disappointing"*



## Our Solution: Aspect-based Sentiment Analysis System

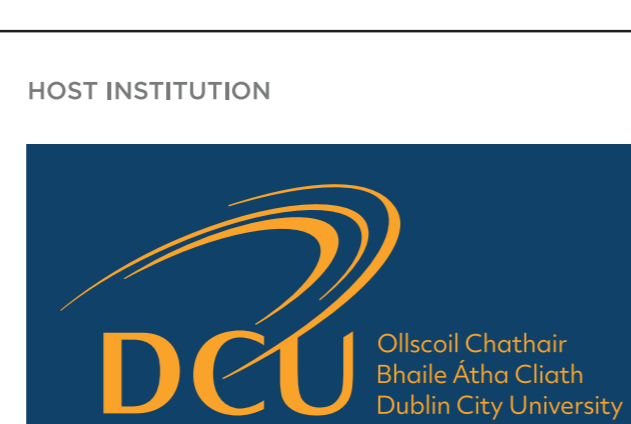
This system will use state-of-the-art artificial intelligence methods to discover sentiment towards different aspects of products/services in free text

- A sentiment analysis system for finding fine-grained opinions in consumer reviews
- A new hand-crafted data set labelled with sentiment expressions and clues
- Designing state-of-the-art machine learning models for high quality sentiment analysis
- Transferable technology to more general opinion mining from text (e.g. opinions about people, legislations, etc.)



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