Abstract

Opinion mining and sentiment analysis is rapidly growing area. There are numerous e-commerce sites available on internet which provides options to users to give feedback about specific product. These feedbacks are very much helpful to both the individuals, who are willing to buy that product and the organizations. An accurate method for predicting sentiments could enable us, to extract opinions from the internet and predict customer’s preferences. There are various algorithms available for opinion mining. Before applying any algorithm for polarity detection, pre-processing on feedback is carried out. From these pre-processed reviews opinion words and object on which opinion is generated are extracted and any opinion mining technique is applied to find the polarity of the review. Opinion mining has three levels of granularities: Document level, Sentence level and Aspect level. In this paper various algorithms for sentiment analysis are studied and challenges and applications appear in this field are discussed.
1. Jiawei Han, Micheline Kamber and Jian Pei, “Data mining Concepts and Techniques”, Third Edition, Morgan Kaufmann Series in Data management Systems
13. Wei yuan Li, Hua Xu, "Text-based emotion classification using emotion cause extraction", ELSEVIER, 2013

Index Terms

Computer Science Algorithms
Keywords

Sentiment Analysis, Opinion Mining, Web Content, Machine Learning.