Abstract

Sentiment analysis and classification is a prominent research topic in academics as well as in industrial field. Since each customer reviews text always state emotion about a target domain, sentiment classification is a highly domain dependent task and present study considered the reviews from heterogeneous domains. Generally researchers classify the customer review with positive, negative and neutral sentiments but a positive review can be highly positive and a negative review can be highly negative, so sentiment analysis about a review can be more effective if a sentiment scale is also defined for such greater degree of positivity or negativity. We defined a framework to classify heterogeneous product reviews with degree of polarity on a sentiment scale of range -2 to 2. For each review, an intermediate form is calculated using sentiment vectors which is further processed to calculate the sentiment polarity magnitude and similarity of reviews.


Index Terms

Computer Science  
Information Sciences

Keywords

Sentiment Vector, Intermediate Form, Sentiment Polarity Magnitude.