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	Titolo	A Practical Guide to Sentiment Analysis / / edited by Erik Cambria, Dipankar Das, Sivaji Bandyopadhyay, Antonio Feraco
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	ISBN	3-319-55394-1
	Edizione	[1st ed. 2017.]
	Descrizione fisica	1 online resource (VII, 196 p. 16 illus., 7 illus. in color.)
	Collana	Socio-Affective Computing, , 2509-5706 ; ; 5
	Disciplina	006.35
	Soggetti	Medicine Information storage and retrieval Applied linguistics Applied mathematics Engineering mathematics User interfaces (Computer systems) Statistics Biomedicine, general Information Storage and Retrieval Applied Linguistics Mathematical and Computational Engineering User Interfaces and Human Computer Interaction Statistics and Computing/Statistics Programs
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
	Nota di contenuto	Preface -- Affective Computing and Sentiment Analysis -- Many Facets of Sentiment Analysis -- Reflections on Sentiment/Opinion Analysis -- Challenges in Sentiment Analysis -- Sentiment Resources: Lexicons and Datasets -- Generative Models for Sentiment Analysis and Opinion Mining -- Social Media Summarization -- Deception Detection and Opinion Spam -- Concept-Level Sentiment Analysis with SenticNet -- Index.
	Sommario/riassunto	This edited work presents studies and discussions that clarify the

challenges and opportunities of sentiment analysis research. While sentiment analysis research has become very popular in the past ten years, most companies and researchers still approach it simply as a polarity detection problem. In reality, sentiment analysis is a 'suitcase problem' that requires tackling many natural language processing subtasks, including microtext analysis, sarcasm detection, anaphora resolution, subjectivity detection and aspect extraction.   In this book, the authors propose an overview of the main issues and challenges associated with current sentiment analysis research and provide some insights on practical tools and techniques that can be exploited to both advance the state of the art in all sentiment analysis subtasks and explore new areas in the same context. Readers will discover sentiment mining techniques that can be exploited for the creation and automated upkeep of review and opinion aggregation websites, in which opinionated text and videos are continuously gathered from the Web and not restricted to just product reviews, but also to wider topics such as political issues and brand perception. The book also enables researchers to see how affective computing and sentiment analysis have a great potential as a sub-component technology for other systems. They can enhance the capabilities of customer relationship management and recommendation systems allowing, for example, to find out which features customers are particularly happy about or to exclude from the recommendations items that have received very negative feedbacks. Similarly, they can be exploited for affective tutoring and affective entertainment or for troll filtering and spam detection in online social communication.