

1. Record Nr.	UNINA9910483489703321
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Titolo	Opinion Mining in Information Retrieval / / by Surbhi Bhatia, Poonam Chaudhary, Nilanjan Dey
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2020
ISBN	981-15-5043-3
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (119 pages)
Collana	SpringerBriefs in Computational Intelligence, , 2625-3704
Disciplina	006.312
Soggetti	Computational intelligence Machine learning Artificial intelligence Data mining Computational Intelligence Machine Learning Artificial Intelligence Data Mining and Knowledge Discovery
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1. Introduction to Opinion Mining -- Chapter 2. Opinion Score Mining System -- Chapter 3. Opinion Retrieval -- Chapter 4. Aspect Extraction -- Chapter 5. Opinion Classification -- Chapter 6. Opinion Summarization -- Chapter 7. Conclusions.
Sommario/riassunto	This book discusses in detail the latest trends in sentiment analysis, focusing on "how online reviews and feedback reflect the opinions of users and have led to a major shift in the decision-making process at organizations." Social networking has become essential in today's society. In the past, people's decisions to buy certain products (and companies' efforts to sell them) were largely based on advertisements, surveys, focus groups, consultants, and the opinions of friends and relatives. But now this is no longer limited to one's circle of friends, family or small surveys; it has spread globally to online social media in the form of blogs, posts, tweets, social networking sites, review sites and so on. Though not always easy, the transition from surveys to social media is certainly lucrative. Business analytical reports have

shown that many organizations have improved their sales, marketing and strategy, setting up new policies and making decisions based on opinion mining techniques. .
