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| Sommario/riassunto | Opinion mining is on the way to becoming a real industry, just as strategic as that of polls. The promises made are impressive: the computing power of computer tools would make it possible to follow all the evolutions of opinion on the web in real time, whatever the volume. Moreover, the linguistic processing capacities would make it possible to detect the tones of all the verbatims collected, thanks to the so-called "sentiment analysis" methods. The state of the art of commercial and technological offers presented in this book takes account of this effervescence but also underlines its excessiveness, by taking care to distinguish the real results from the sometimes misleading promotional slogans. he book written by researchers from the medialab of Sciences Po, a laboratory specializing in the processing of the masses of data available on the web for the social sciences, also makes it possible to situate the interest of these new technical means for research, in the context of of what are now called "digital humanities". Finally, anxious to allow each reader to take in hand these tools, certainly powerful but with very real limits of validity, the authors describe step by step all the phases of a project mobilizing the methods of opinion mining, specifying the pitfalls. and the imperatives |

of intervention of human expertise, always necessary. Largely illustrated, this book should encourage researchers, public opinion and marketing professionals as well as computer scientists and specialists in "web studies" to exchange views in order to advance these common tools.