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Feedback and Emotion Polarity Extraction from Online Reviewer Sites

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Abstract— This research proposed collection of words and dictionary lookup based reviewer content emotion positive-negative polarity estimation technique from text. The restaurant review comments, feedback, notes, discussion and forum board data was obtained from various restaurant review web sites, blogs, forums and rating sites. The collection-bag of words and dictionary search of positive and negative words was constructed. In the next processing stage, the polarity of reviewed emotions was predicted using a bag of words and dictionary representing positive and negative emotions. The processing and estimation accuracy was examined and checked using the test data, by categorizing the split-tokenized test content into positive and negative reviews and positive and negative emotions and then was compared with human intervened annotation. The prediction results showed 81% accuracy in case of positive reviews and 83% accuracy in case of negative reviews.

Keywords— Review polarity, emotion recognition, positive and negative reviews, positive and negative emotions, bag of words, dictionary, semantic analysis, sentiment analysis.

I. INTRODUCTION

There has been meteoric rise in the number of blogs, reviews, comments, message boards, social network portals and web sites in general on the internet. It is important to analyze this text data for several useful applications such as determining the success of a business, customer trends, marketing, advertisement campaigns and spam filtering. This research focuses on two aspects of sentiment analysis on a restaurant review website. First aim is to estimate the polarity of the comments (positive review vs negative review). The second aim is to estimate the polarity of emotions of the reviewer between negative emotions (angry, frustrated, disappointed, dissatisfied and Positive emotions (happy and content).

II. METHOD

Data Collection: We collected 788 comments from various restaurant review sites. A panel of 2 annotators was created to manually annotate each comment as positive and negative review. Additionally, each comment was also annotated with positive and negative emotion. In case of conflicting annotation, a third annotator was used to resolve the conflict.

Feature Definition: A bag of words representing positive review was created. For instance, the collection of positive review words was {great, delicious, fantastic, fresh, best, awesome, tasty, good, friendly, healthy, nice}. Similarly, a collection of words representing negative reviews was created {horrible, terrible, bad, smell, awful, nasty, bad, slow, ridiculous, sloppy, degrade, sucks, yucky, disgusting, crap, mean, rude, dirty}. Each review was then analyzed for the presence of these words and the frequency of the words was recorded. The second feature was constructed by counting the presence of contradictory phrases such as {even though, but, although, on the contrary, nevertheless, even then, even if, in spite of}. The third feature was constructed by counting the frequency of distance between the words representing the positive and negative words within the same review. The same method was used to create feature vectors for emotion polarity recognition.

Training: The feature vector was used to train an SVM classifier using radial basis function as the kernel. The slack variable was optimized and set to 0.2. The data was divided into 60% training and 40% test data. The classifier was trained using 2-fold cross validation. The classifier was also evaluated against a test data set from another restaurant review website that was not used in the initial training. The same method was applied to train the classifier for the emotion analysis.

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III.RESULTS

Automatic polarity estimation

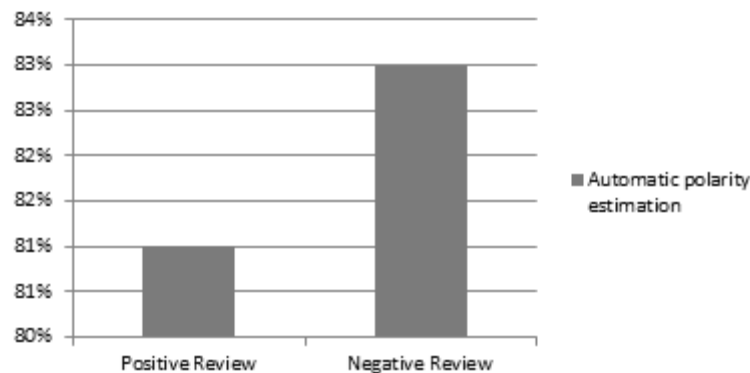


Fig. 1. Review polarity recognition accuracy

The positive review recognition accuracy was lower compared to the negative review recognition accuracy. This was because the number of negative words was higher and had better discriminatory power compared to the collection of positive review words.

Automatic emotion estimation

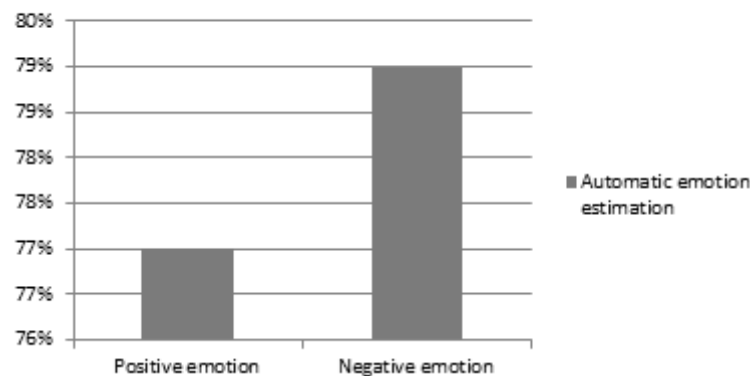


Fig. 2. Emotion polarity recognition accuracy

The negative emotion recognition accuracy was 79% and positive emotion recognition accuracy was 77%.

IV.CONCLUSIONS

The automatic classification of positive vs negative restaurant review comments showed more than 80% accuracy. The accuracy degraded by 2% when the analysis was performed on the test data for polarity of positive and negative emotions. This was because the bag of words did not contain some of the words found in the test data. In addition, the language used in some of the restaurant reviews was colloquial and abbreviations. This introduced many misclassifications. There was also difference in grammar and positioning of the contradiction phrases. Future scope would include evaluation between international reviews so that subtle difference between US English and UK English is captured.

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