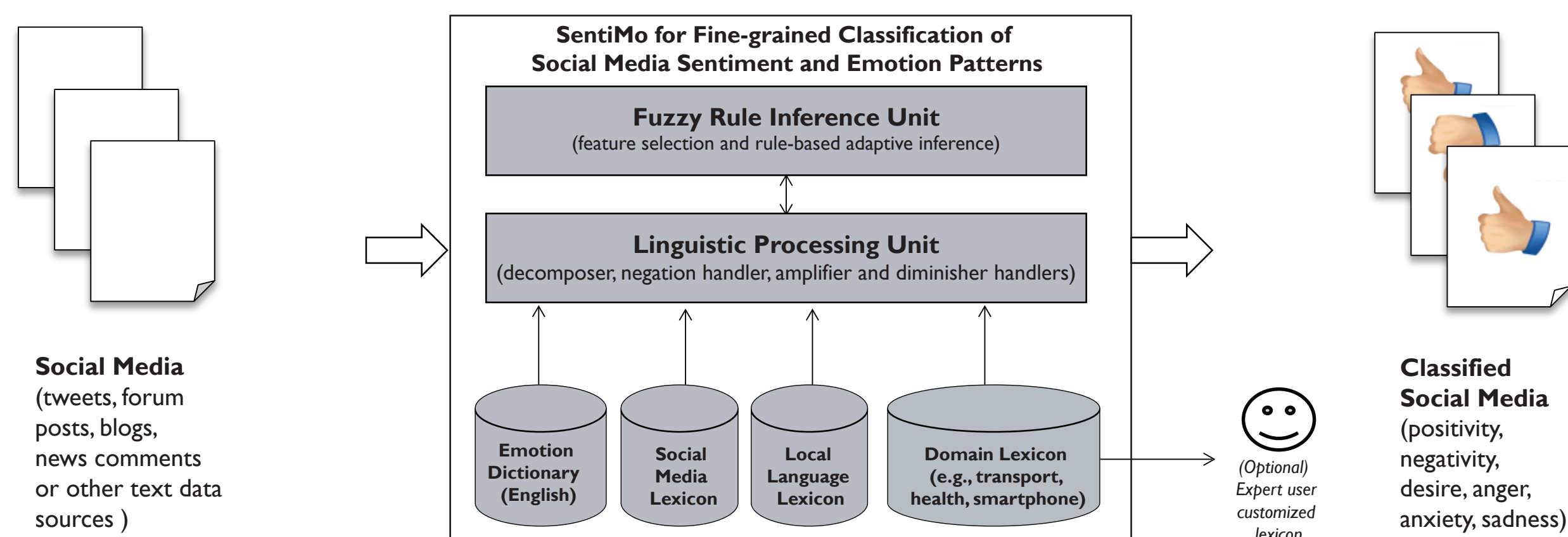


SENTIMO

SENTIMENT ANALYTIC TOOL FOR WORD-BASED SOCIAL MEDIA



I) Methodology of SentiMo

CHALLENGES

Social media has a vast amount of publicly available user-generated content, which offers firms a bigger, richer, closer-to-real-time data source of consumer insights than conventional means. Despite significant potential in harnessing consumer insights from social media, there are still technical challenges in finding an accurate, yet cost-effective sentiment classification method that is applicable for real-world multi-domain contexts.

Conventional sentiment analysis techniques using learning-based methods, such as Support Vector Machines (SVM) and Naïve Bayes (NB) typically require large high-quality training databases to be effective. Further, Lexicon-based approaches typically lack the capability to handle semantic ambiguity. As humans express their attitudes and emotions very differently in different linguistic groups and social contexts, topic domains, and individual situations, the existing methods face a common challenge when trying to apply this onto other domains without investing significant time to manually correct the labelling of a large database. In other words, the conventional sentiment analysis will result in delays during configurations and may even fail to perform if new data/patterns that fall out of the training domain emerge.

OUR SOLUTION

The SentiMo invention is a social adaptive fuzzy similarity-based classification method that automatically classifies a twitter post (tweet) into sentiment categories (positive, negative, neutral and mixed) as well as identifying their prevailing emotion categories (e.g., desire, satisfaction, anger, sadness, and anxiety).

HOW IT WORKS

The method is embedded within an end-to-end social media analysis system that has the capability to collect, filter, classify, analyze and display a descriptive and predictive analytic dashboard for a given concept.

APPLICATIONS

- Day-to-day brand and product surveillance
- Anomaly event detection
- Early warning system of hidden crisis
- Market sensing for consumers' undiscovered pain points
- Forecasting of sales
- Deeper, psychographic-level profiling of key influencers

