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Sentiment Analysis in Context

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ABSTRACT

Large and small companies alike find it more and more critical to follow what customers will say to them and about them. Some of that feedback may be under the company's control, through support centers for instance, or not, through blogs for instance. One of the first analyses necessary on this textual data is to separate positive from negative comments or, in other words, to detect the "sentiment" or "polarity" associated to a particular piece of text.

We examine how what makes a comment positive or negative actually depends, to a large extent, on the context in which this comment is made. For instance, a negative comment about a brand in general will be very different from a negative comment about a particular product. SAM (Sentiment Analysis Managers) attempts to provide a framework in which the polarity of text can be easily defined in the context of its intended use. We will discuss how context specific solution can be mixed with generic solutions.

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