

Sentiment Analysis

- ▶ Subjectivity, Polarity, and Strength
- ▶ Sentence or Text
- ▶ Lexical (Semantic) or Machine Learning (Corpus-based)
- ▶ Semantic Orientation (SO)

SA in a New Language

- ▶ Build new resources?
- ▶ Adapt existing ones?
- ▶ Machine Learning?
- ▶ Machine Translation?

The English SO Calculator

Dictionaries

- ▶ 2,257 adjectives, 1,142 nouns, 903 verbs, and 745 adverbs,
- ▶ 177 intensifiers, includes multi-word expressions
- ▶ Hand-ranked, committee-reviewed SO of between 5 and -5
- ▶ Taken from multi-domain Epinions Corpus, Polarity Dataset, General Inquirer

Contextual Valence Shifters

- ▶ Negation: shift instead of switch (e.g. *not terrible* -5 ± -1 instead of -5 ± 5)
- ▶ Intensifiers as Percentage Modifiers (e.g. *very* = +25%, *extraordinary* = +50%)
- ▶ Irrealis blockers (e.g. modal *would* in *it would be good*)
- ▶

Adapting SO-CAL to Spanish

Dictionaries

- ▶ Translated English SO Dictionaries
 - ▷ Google
 - ▷ Spanishdict.com [Introduction](#)
