



***Making sense of the
revolution:
Web sensing and
text analytics***

Alkis Papadopoulos
COO



Opinion Mining

Do you **Care**
about the
opinions
of your
customers?

Outline

Technology and Scientific Approach

Use Case: Brand Positioning


Conclusion



Uncover detailed, actionable information about emotional responses to brands and services by extracting opinions and sentiments from online, consumer-generated content.

We call it **opinion mining**.

Possible Applications



Track opinions about brands and products on the web

Compare appreciation of competitive products on the web

Tie into existing corporate CRM / Groupware systems to apply same concepts / sentiment analysis to other corporate data streams

Existing Extraction Methods

Machine-learning techniques

Corpora are required and assembled per vertical/topic

Inferences made based on occurring concepts

Lexical approaches

Parsers and text extractors coupled with knowledge representation dictionaries, for targeted vertical/topic keyword extraction

Combined approach HotGrinds

Unsupervised learning techniques using taxonomies and ontologies

Parsers and extractors tightly coupled with ontologies and taxonomies

Knowledge Resources Used

SEMANTIC

3M categories in our stock library

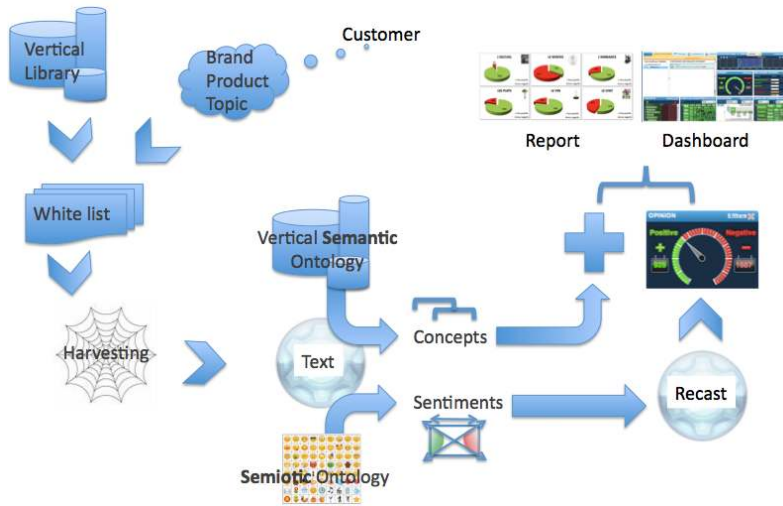
800K categories packaged in 250 verticals

SENTIMENT

500 nuances of sentiments

Unique model to discriminate **+** / **-**

Workflow



Presidentes vs. Corona

How do they score?



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Use Case: Brand Positioning / PR

- **User Satisfaction Study: What liked/didn't like?**
- **What dimensions are consumers using to evaluate products?**
- **For which categories do consumers use the most emotive language?**



Presidentes

- **Connoisseur audience**
- **Sophisticated evaluation**
- **Large diversity of dimensions**
- **Mild emotions**
- **Negatives:**
 - Weak social context
 - Moderate enthusiasm
 - No strong, key driver

Corona

- **Corona is a popular beer: Enjoyed by the general public, and suited to its taste**
- **Unsophisticated and limited dimensions**
- **Polarized opinions**
- **Huge fans vs. Aggressive opponents**
- **Negatives:**
 - Racism
 - Raucous context

Summary

Focus on social networks
Automated text mining
Sentiment analysis



Smart grouping of topics
Recasting of opinions
Cross-analysis of topics

Opinion Mining

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To learn more



hotgrinds.com

Alkis Papadopoulos
alkis@hotgrinds.com

HotGrinds UK

Dean Eighteen

dean@hotgrinds.com