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SENTIMENT ANALYSIS AND OPINIONS SUMMARIZATION ON SOCIAL MEDIA

Doctoral Degree

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1 Research Content

The emergence of web 2.0, which allows users to generate content, is causing a rapid increase in the amount of data. Platforms (e.g. Twitter, Facebook, and YouTube), which enable millions of users to share information and comments, have a high demand for extracting knowledge from user-generated content. Useful information to be analyzed from those comments are opinions/sentiments, which express subjective opinions, evaluations, appraisals, attitudes, and emotions of particular users towards entities. If we can build a model to detect and summarize correctly and quickly opinions from comments of social media, we can extract/understand knowledge about the reputation of a person, organization or product. This task raises some challenges due to the unique characteristics of social media text such as: i) comments may not be in well-grammar text; ii) social media text covers a variety of domains (e.g., phone, education) that requires a robust approach against domains; iii) comments may not be related to topics or spans.

The aim of this study is to obtain an effective method for identifying and summarizing opinions on social media. To this end, the research question is as follows: how to employ deep learning architectures to deal with the challenges of this task. As the advantages of deep learning are to self-learn salient features from big data, we expect an efficient result from this approach for opinions summarization.

2 Research Purpose

To answer the research question, we propose a framework with five subtasks as follows:

- Sentiment analysis - identifies the polarity (positive or negative or neutral) of a comment/review. We propose a freezing technique to learn sentiment-specific vectors from CNN and LSTM. This technique is efficient for integrating the advantages of various deep learning models. We also observe that semantically clustering documents into groups is more beneficial for ensemble methods.
- Subject toward sentiment analysis: determines the target subject which the comment gives its sentiment to or the comment contains spam. We propose a convolutional N-gram BiLSTM word embedding which represents a word with semantic and contextual information in short and long distance periods. Our model achieves strong performance and robustness across domains compared with previous approaches.
- Semantic textual similarity: measures the semantic similarity q_{ij} of two sentences i and j , which plays an important role in identifying the most informative sentences as well as redundant ones in summarization. We propose an M-MaxLSTM-CNN model for employing multiple sets of word embeddings for evaluating sentence similarity/relation. Our model does not use hand-crafted features (e.g., alignment features, Ngram overlaps, dependency features) as well as does not require pre-trained word embeddings to have the same dimension.
- Aspect similarity Recognition (ASR): identifies whether two sentences express one or some aspects in common. We propose this task to enhance the process of selecting salient text for summarization where a summarized review needs to cover all aspects as well as avoid redundancy. To facilitate the application of supervised learning models for this task, we construct a dataset ASRCorpus containing two domains (i.e., LAPTOP and RESTAURANT). We propose an attention-cell LSTM model, which efficiently integrates attention signals into the LSTM gates.

- **Opinions Summarization:** employs those signals above for ranking sentences. A concise and informative summary of a product e is generated by selecting the most salient sentences from reviews. Applying ASR relaxes the constraint of predefined aspects in conventional aspect-based opinions summarization.

According to the results, our summarization approach obtains significant improvement compared to the previous works on social media text. Especially, the proposed Aspect Similarity Recognition subtask relaxes the limitation of predefining aspects and makes our opinions summarization applicable in domain adaptation. Further research could be undertaken to integrate transfer knowledge at sentence level as well as multitask learning for opinions summarization.

Keywords: Sentiment Analysis, Opinion Mining, Opinions Summarization, Deep Learning, Aspect Similarity Recognition, Semantic Textual Similarity

Publications and Awards

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