

SentiMo

Fine-Grained Sentiment Analysis and Emotion Analysis

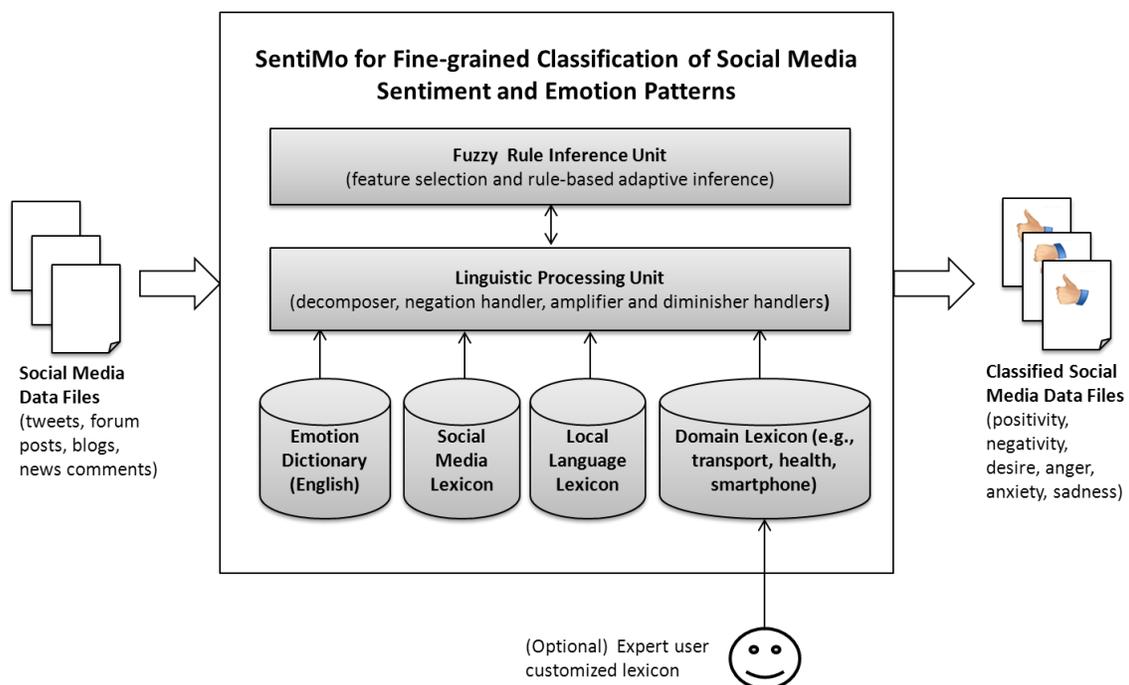
SentiMo is a fine-grained sentiment and emotion analysis tool that offers an advanced linguistic analysis for both formal and informal English language in the form of text

TECHNOLOGY OVERVIEW

What does it take to harness social media for good use and commercial value? New digital and social media offers firms a bigger, richer, closer-to-real-time data source of consumer and public insights than conventional means. Despite significant potentials, 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 often require large, high-quality training databases to be effective. In contrast, lexicon-based approaches typically lack the capability to handle semantic ambiguity. As humans express their attitudes and opinions very differently in different linguistic groups, social contexts and topic domains, existing methods face a common challenge to be effective without investing significant time in manual labeling and correction.

SentiMo is a patent-pending, fully in-house-developed system that automatically classifies a social media text into *six sentiment categories* (positive, negative, neutral, mixed-positive, mixed-negative, mixed-neutral), and recognizes *six common emotions / affective states* (satisfaction, happiness, excitement, sadness, anxiety and anger). SentiMo incorporates a *comprehensive coverage of English lexicon*, emoticons, social media and Internet slangs. It also features *linguistic processors* such as negation handler, amplifier and diminiser handlers to handle the semantic ambiguity of words in different contexts.



KEY FEATURES

1) Fine-grained Outputs

The technology automatically classifies a text message into **six sentiment categories** as well as identifying their prevailing **emotion categories** for deeper insights

2) Dual-level Analysis

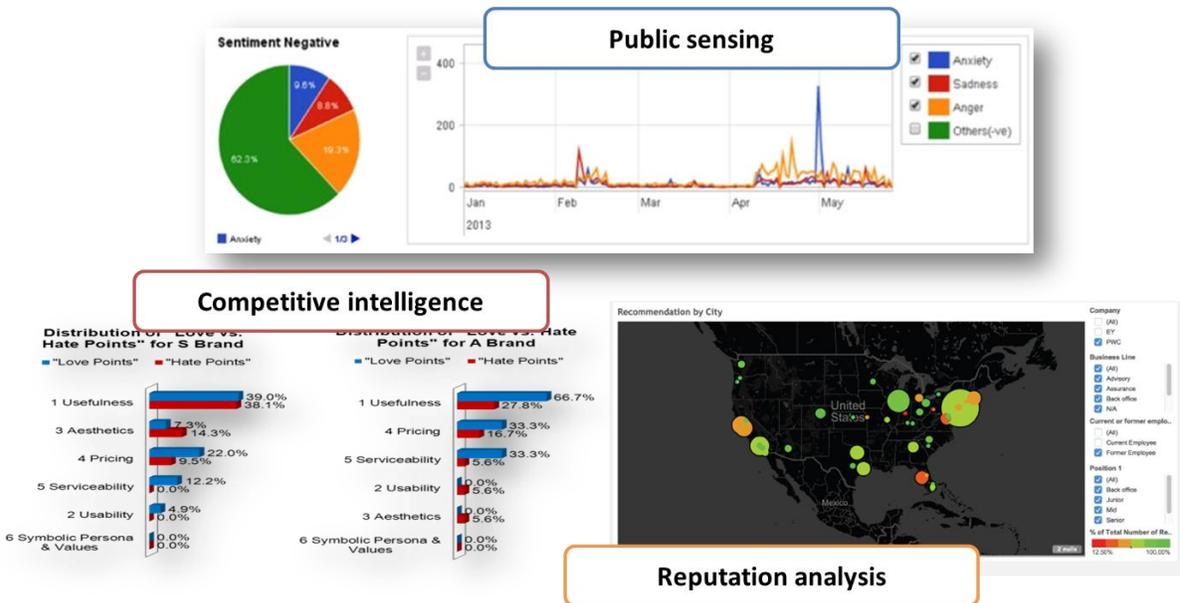
Handles both **message-level** sentiment analysis (as default output if object is unspecified) and **object-level** sentiment analysis (specific sentiment output toward a user-specified object)

3) Customisability

The knowledge-based technology contains **comprehensive lexicons** that allows user customisation to add/remove/modify specific words in the lexicons

APPLICATIONS OF FINE-GRAINED ANALYSIS

With fine-grained sentiment and emotion analysis, SentiMo has been applied in case studies including **public sensing** of commuter sentiments, comparing "love" vs. "hate" points of **competing consumer products**, and understanding **online brand reputation** across locations. More applications can be imagined and realized along the way.



AVAILABILITY

The SentiMo Java SDK is available for commercial licensing. A 30-day free user evaluation license of its API is also available. Visit www.sentimoplus.com for more details.

The screenshot displays the SentiMo web interface in three main sections:

- User Input:** A form with a text area containing the sentence "Shiok! 19 Singlish items added to the Oxford English Dictionary" and a "Submit" button.
- User Sentiment Data:** A table listing processed entries. The table has columns for Id, Sentence, Post Time, Status, and Output. All entries shown have a status of "Complete".
- Sentiment Analysis:** A detailed view for the first entry. It shows the original sentence, the sentiment ("Positive"), and emotion categories. The "Happiness" category is selected. Below, a table lists "Emotion Category" and "Feature Words":

Emotion Category	Feature Words
Positive	shiok
Happiness	shiok

CONTACT

For commercial enquiries and pricing information, please contact tech-offer@etpl.sg and indicate the subject as "SentiMo enquiry"

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