

Sentiment Analysis: An Enhancement of Ontological-Based Features Extraction Techniques and Word Equations

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Abstract : Online business has become popular recently due to the massive amount of information and medium available on the Internet. This has resulted in the huge number of reviews where the consumers share their opinion, criticisms, and satisfaction on the products they have purchased on the websites or the social media such as Facebook and Twitter. However, to analyze customer's behavior has become very important for organizations to find new market trends and insights. The reviews from the websites or the social media are in structured and unstructured data that need a sentiment analysis approach in analyzing customer's review. In this article, techniques used in will be defined. Definition of the ontology and description of its possible usage in sentiment analysis will be defined. It will lead to empirical research that related to mobile phones used in research and the ontology used in the experiment. The researcher also will explore the role of preprocessing data and feature selection methodology. As the result, ontology-based approach in sentiment analysis can help in achieving high accuracy for the classification task.

Keywords : feature selection, ontology, opinion, preprocessing data, sentiment analysis

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