

Emotional Analysis for Text Search Queries on Internet

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Abstract : The goal of this study is to analyze if search queries carried out in search engines such as Google, can offer emotional information about the user that performs them. Knowing the emotional state in which the Internet user is located can be a key to achieve the maximum personalization of content and the detection of worrying behaviors. For this, two studies were carried out using tools with advanced natural language processing techniques. The first study determines if a query can be classified as positive, negative or neutral, while the second study extracts emotional content from words and applies the categorical and dimensional models for the representation of emotions. In addition, we use search queries in Spanish and English to establish similarities and differences between two languages. The results revealed that text search queries performed by users on the Internet can be classified emotionally. This allows us to better understand the emotional state of the user at the time of the search, which could involve adapting the technology and personalizing the responses to different emotional states.

Keywords : emotion classification, text search queries, emotional analysis, sentiment analysis in text, natural language processing

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