

Chapter 20 Machine Learning Approaches for Opinion Mining: A Study

Nilamadhab Dash and Shreela Dash

Dept. of CSE, Centurion University of technology and Management, Odisha, India

Abstract:

Opinion mining, or sentiment analysis, is a text analysis technique that uses computational linguistics and natural language processing to automatically identify and extract sentiment or opinion from within text (positive, negative, neutral, etc.). Sentiment analysis can process thousands of pages, comments, emails, or surveys in just minutes for real-time results. Or you can perform opinion mining over time to see how sentiment classification rises or falls. The main emphasis of this chapter is to discuss about the machine learning methods used for opinion mining.

Key Words: Opinion Mining, Sentiment analysis, Machine Learning

1. Introduction:

Sentiment analysis also called opinion mining, is the field of computational study that analyses people's opinions, sentiments, evaluations, appraisals, attitudes, and emotions towards entities such as products, services, organizations, individuals, issues, events, topics, and their attributes. Opinions expressed in a set of source documents about an object need to be mined, by extracting attributes of the object from the review comments and determining whether the opinions are positive, negative or neutral. The rapid growth in the communication technology has led to easy access of information. There is a swift increase in the usage of mobile devices in all the fields. Private and Government sectors also aim to enable qualify education for all the students through mobile device. It because popularized the pedagogical methods such as learning through mobile devices. Various mobile learning systems