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Evaluation of resource creations accuracy by using sentiment analysis

Mohamad Hardyman Barawi*, Yet Yong Seng

Universiti Malaysia Sarawak, Kota Samarahan, 94300, Malaysia

Abstract

Opinionated texts in various social media can be further processed using sentiment analysis to generate a sentiment polarity reading. This reading shows the general public view toward a product for both developer and user. However, the task is difficult due to the dynamic changes in these texts. The purpose of this paper is to evaluate the capability of existing dictionaries (resource creations) to analyse the opinionated comments from an online learning video.

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1. Introduction

As online technology has become more available to all lately, there are more people partaking in the internet to not only for searching information, but providing information. Such information which is generated from the public user constitutes more than 50 % of the information on the web [3]. In report [7] define user-generated content (UGC) as a consumer-generated media (CGM), which refers to any material created and uploaded to the Internet by non-media professionals consists of many opinions/views from the public consumer where it could be very useful for production review. For instances, a comment left on ebay.com, a personal tutorial video uploaded to YouTube, or an individual's profile on Facebook. However, as UGC data amount is very large, it could take a long time to read manually each comment. To deal with this problem, scientists in the field of computer science and natural language processing have work out to develop a system that could read and analyse the UGC in a more automated way. One of those applications is known as sentiment analysis.

In UGC, there are many private states information which could representation the thought of users. Private state is a state that is not open to objective observation or verification [8], it is the subjective views of a person which opposed to objective facts. For example, a user could make a comment: "The display of the new Samsung S4 is very clear." The term "clear" is very subjective, the meaning of "clear" varies from person to person. Thus, to analyse these sentiment from a large data of comment, a specific technique is needed.

* Corresponding author. Tel.: +6082-581553; fax: +6082-581567
E-mail address: bmhardyman@fcs.unimas.my