

An introduction to sentiment analysis

The science and method
behind understanding emotion



LUMINOSO

What is sentiment analysis?

Multiple documents

Can't use it

Ever since the update the app freezes and causes a force reboot of my phone. There are no updates.

Annoyed

I loved this app in the beginning because of the pay and being able to track any activity. Lately whenever I try to log onto the app it doesn't let me get into my account I can't get past the busy college student who works for the bank. I need to pay bills and check my account. I find the issues that come with this app. Inconvenient.

Works okay sometimes...

Causes me to wait after trying to get in. This new software is not what I thought it would be better but nope. Good thing I'm getting a new phone soon.... Hope you guys fix this new update though.

Convenient App

This app is very convenient. I can use it on the go and need to check my account for a quick purchase. I also love the convenience of being able to do transfers on the go. This app is a lifesaver! « Show less

Love it

I really like this app, is very secure and convenient. Easy to use awesome feature to view your account activity, to pay bills to do no more buying stamps like the old app.

CHECK DEPOSITS DON'T WORK

When are you going to fix this?!

EVERYONE is having this problem. Stop telling me it's not my phone.

Great in the beginning

The work life balance is good, especially if you work from home. Time off is given when you need it. It was easy to start friendships as co-workers are easy to get along with. (we were all in the misery together). Like the headline says, XYZ is just not the place it used to be. The pay is horrible, the bonuses are even worse.

Completely Useless

Like so many other users, a recent update has made the app no longer works at all. It will either say there is no network connection, or it will completely freeze and reboot my phone. I have never seen such an invasive problem with an app before. And coming from one of the largest banks in the world? Their entire technical staff can't develop an app that works? This does not give me very much faith in them to efficiently and safely hold my money. I will be looking for another bank. « Show less

Doesn't work

Before the latest update I used this app everyday with no issue. Since I've updated it, I constantly get "no network connection available" or when it does open it just freezes my entire phone and shuts the phone off. I uninstalled the app and tried reinstalling and am having same issues. Every other app on my phone has a network connection and I'm using it in the same way. I always have where it worked prior to this update. It tells me it's not my phone- it's the app. Please fix soon. « Show less

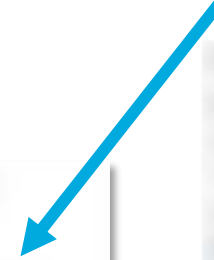
Since last update

I have not used the app since the last update. It worked fine prior to the update. The app works fast. Thanks for the update. I will open app again. (I was going to 5 stars.) « Show less

Simple

Love the app. very easy to use. I'm not sure why anyone would find it difficult to use!

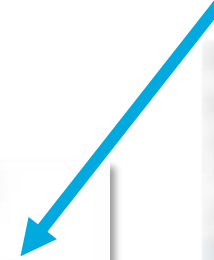
One document



Great in the beginning

The **work life balance** is good, especially if you work from home. Time off is given when you need it. It was easy to start friendships as co-workers are easy to get along with. (we were all in the misery together). Like the headline says, XYZ is just not the place it used to be. The pay is horrible, the bonuses are even worse.

One document



Great in the beginning



Positive document-level sentiment

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Document-based analysis vs. aspect-based analysis

Document-level sentiment analyzes feedback at the **highest** level.

This **tablet** is good, especially if you work and travel. **The screen** is a great size. It has easy-to-use **apps**. But the **sound quality** is horrible, especially for movies.

Aspect-level sentiment analyzes feedback at the **concept** level.

This **tablet** is good, especially if you work and travel. **The screen** is a great size. It has easy-to-use **apps**. But the **sound quality** is horrible, especially for movies.

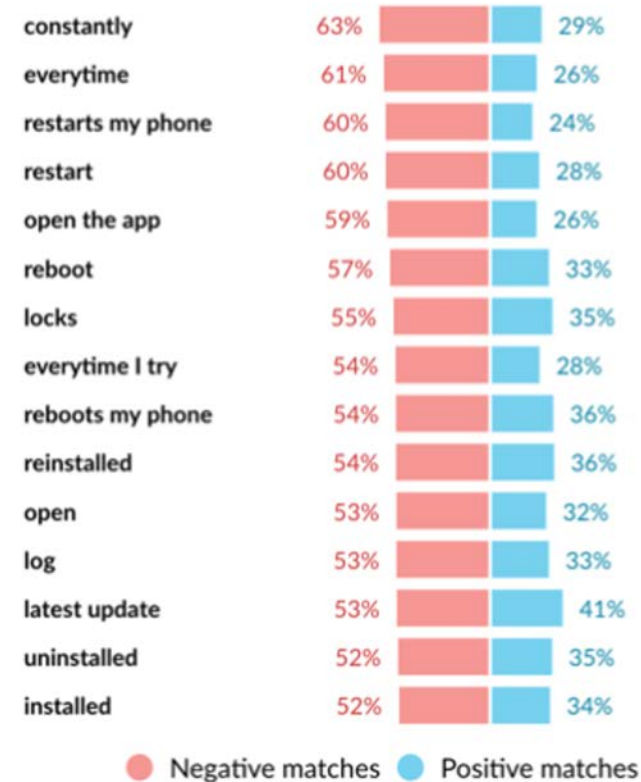
With sentiment analysis ...

- Automate
- Speed up
- Closely monitor
- Understand

... how people feel about your offerings.

What do people feel strongly about?

Some concepts like "constantly" (63% negative) and "everytime" (61% negative) appear in documents that reflect strong sentiment.



A sentiment lexicon is a list of words with assigned emotion scores.

Challenges in using a pre-existing sentiment lexicon

Pre-existing sentiment lexicons can't handle domain-specific information.

Challenges in creating your own sentiment lexicon

Sentiment lexicons vs. supervised learning models

sentiment lexicon

I used to love this app but now they have "improved" it it won't let me deposit checks. It just freezes my phone. I have uninstalled and reinstalled the app and it still doesn't work. Please fix this ASAP and then stop trying to "improve".

sentiment lexicon → transformer model

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Addressing bias in sentiment analysis

Q&A



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