

## **Why is Sentiment Mining Getting Important?**

Sentiment Mining, or more commonly known as 'opinion mining', is an analytical method for assessing the expressed opinions in a content. This type of analysis is mostly used to assess opinion in surveys, reviews, emails, blogs and other types of web postings. The analysis can be used to have an idea of the sentiment behind content or even to determine the level of satisfaction of a product or service. It is significant to a research process to analyze results.

## **Internet in Relation to Sentiment Mining**

Sentiments found within web postings like comments, feedback or critique can provide useful indicators for many different purposes. What other people think has always been important to many people during decision making. The demand for information about opinion and sentiments is now towards an increasing trend since the growth of internet. With the introduction of web 2.0 the internet is now an excellent source of the voice of public.

With such a feasible facility available people feel encouraged to express their views or post reviews about products in forums, bulletin boards and news groups. According to a survey in US 81% of internet users have done online research for a product at least once and 20% of internet users research products on a typical day.

Whether it is for a consumption of a product or service or some information related to books, movies or politics people are looking for opinions continuously. Opportunities for providing opinions are increasing because of the internet. People are publishing their views through lots of resources like web forums, review sites, surveys and even social networking sites which can provide potential information to promulgators and readers.

## **Usage of Sentiment Mining**

Gaining importance in recent year is because of its wide range of applications. Now there are companies who are offering the service of sentiment or opinion mining services. The analysis is carried out through systems that identify what each sentence in some content is talking about.

Sentiment mining or opinion mining is widely used by companies to estimate the extent of their product acceptance. This allows them to determine strategies to improve the quality of their products and services. Reviews and opinions can be monitored to also gather information on how they can influence purchase decisions and intensity of complaints. Sentiment mining can also be used in other parts of business relating to marketing and sales efforts.

Another example could be found through social media where a lot of people express their views. For example, if on a forum many people are talking about fears in airline security; insurance companies can make use of this information by considering opportunities to sell a new service.

Sentiment mining can also be used by politicians or policy makers to analyze public sentiments related to their policies or public services. It has significant applications in review related

websites, business intelligence, scientific and technological monitoring, competitor surveillance and even government intelligence to monitor sources for hostile or negative communications.

### **Difficult but Significant**

Sentiment mining is a difficult process to carry out. Data miners use statistical algorithms or automated systems of sentiment mining to classify an opinion as positive, negative or neutral. There are even methods to classify opinions as subjective or objective in nature. These analyses can bring about lucrative source of unstructured information that can be useful to researchers related to any field. It is all about finding what people think and understanding the potential audience at a deeper level.