

**Information Studies** 

# Sentiment and Stress Analysis with Senti/TensiStrength

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## Sentiment Strength Detection in the Social Web with *SentiStrength*

Detect positive and negative sentiment *strength* in short informal text

- Does not rely on standard grammar and spelling
- Uses nonstandard emotion expression forms from the social web (e.g., :-) or haaapppyyy!!!)
- Classifies positive 1 to 5 AND negative -1 to -5 sentiment

Thelwall, M., Buckley, K., & Paltoglou, G. (2012). <u>Sentiment strength detection for the social Web</u>. *Journal of the American Society for Information Science and Technology*, 63(1), 163-173

Thelwall, M., Buckley, K., Paltoglou, G., Cai, D., & Kappas, A. (2010). <u>Sentiment strength detection in short informal text</u>. *Journal of the American Society for Information Science and Technology*, 61(12), 2544-2558.

## SentiStrength Algorithm - Core

- List of 2,489 positive and negative sentiment terms and strengths (1 to 5), e.g.
  - ache = -2, dislike = -3, hate=-4, excruciating -5
  - encourage = 2, coolest = 3, lover = 4
- Sentiment strength is highest in sentence; or highest sentence if multiple sentences



## Extra rules (total: about 20)

spelling correction	nicce -> nice			
booster words alter strength	very happy			
negating words flip sentiments	<b>not</b> nice			
repeated letters boost sentiment/	+ve niiiice			
emoticon list	:) =+2			
exclamation marks count as +2 unless -ve hi!				
repeated punctuation boosts sent	timent good!!!			
Negativity ignored in questions	u h8 me?			
sentiment idiom list	shock horror $= -2$			

Online as <a href="http://sentistrength.wlv.ac.uk/">http://sentistrength.wlv.ac.uk/</a>

## Tests against human coders on data sets of >1000 texts

Also correlates with eyebrows, feet, heart



SentiStrength agrees with typical humans as much as they agree with each other

Data set	Positive scores - correlation with humans	Negative scores - correlation with humans	
YouTube	0.589	0.521	
MySpace	0.647	0.599	
Twitter	0.541	0.499	
Sports forum	0.567	0.541	
Digg.com news	0.352	0.552	
BBC forums	0.296	0.591	
All 6 data sets	0.556	0.565	

1 is perfect agreement, 0 is random agreement

## Why the bad results for news and politics?

Irony, sarcasm and expressive language

- David Cameron must be very happy that I have lost my job because of Brexit.
- Your argument is a joke.

Used for light displays on the London Eye during the Olympics
 10 commercial users; available in 6-18 languages

THE

## Who's gonna win SUPER BOWL XLVIII?

Tweet your answer to the daily question above with "WhosGonnaWin and watch the Empire State Building tonight to see if your team's color will take over.

NY/NJ Super Bowl XLVIII Week: Powered by the Most Powerful Network

Join The Action



#### **Empire State Building Lightshow**



#### AWD or 4WD Which is Better?

I have a Subaru Outback with All wheel drive. My sister has a Jeep with 4 Wheel drive. I'm curious is one better than the other? From what I've read 4WD is better for off roading but I thought Subaru (all wheel) was great at that! I've never had any problems driving my subaru in many different ... show more

☆ 4 following 📧 38 answers

#### Answers



Rating 4WD: Maximum torque goes to all wheels simultaneously. Can be toggled on or off in most cases. AWD: Your car computer decides the appropriate amount of torque that goes to each wheel. Stays ( Newest

4WD is better for off road. If you are not using it for off roading, get AWD. Reason being: With 4WD Oldest traction on the road because all wheels are turning at the same speed. When turning, the inside whe down to maintain traction. With good old 4WD, your car is working against that. Therefore you lose traction on the road, especially at higher speeds. AWD is a lot newer. It gives you better control and traction. It does this by determining how much torque goes where. AWD isn't just rip off of 4WD. Quite the contrary. AWD is the "smarter" version of 4WD. It's the best of both worlds in my opinion, plus better performance in some vehicles than RWD would have been. Yahoo! Answers

Benjamin Nagy · 10 hours ago



-Answer ranking<sup>comment</sup>

Relevance V

4wd can be turned on or off. That means you only use it when you have to. Awd is always on . That means its on even when you have no use for it .

Kucuktunc, O., Cambazoglu, B.B., Weber, I., & Ferhatosmanoglu, H. (2012). A large-scale sentiment analysis for Yahoo! Answers,

Proceedings of the 5th ACM International Conference on Web Search and Data Mining.

## Sentiment search filters

lysis2 - [dad: 394741 matches found out of 17461560 (2.3%)	(word ID = 593)]
	(10/0/10 - 555)]
Analyse Networks Data Subprojects About	
to match all words; AND/OR priority IGNORED: processing is left to r ring Co-word comparisons	right Boolean Search (or) Next More help
<ul> <li>ID of first item to show</li> <li>2013.7.28 First date to show</li> <li>Base Results to show</li> <li>Hide #tags and @s</li> <li>Hide duplicates (v. slow)</li> <li>Hide duplicates (v. slow)</li> <li>Hide tweeters (case sensitive)</li> <li>s only from this Tweeter/feed ID</li> <li>Select alternative subproject</li> </ul>	Advanced Search Tips AND - results must match the part of the query to the left of AND and the term to the right OR - is the default and is ignored () - brackets can be used in conjunction with AND for more complex Boolean searches - (minus) before term excludes all matches of the query to the left of the term also matching the term (e.g., put -term at query end to exclude matches containing term). "" - quotes ensure that the exact phrase in quotes matches the search (slow) 3 <= +ve sentiment <= 5 1 <= -ve sentiment <= 5
can a proud dad get a shout out for his daughter jenny wedding tod my dad is in a super mad mood and he all sassy and has a terrible a to start tonight me and my dad watch it every year me to a chinese for tea to cheer me up love i hope you wouldnt dad lol and yea i know i might come out there to dy love each other very much dad we we did is fuck to talk to my dad eatest person to walk the face of this	attitude dad stop you can't get mad at me after Name: #TRIGMI®\$\$\$ \$\$#BMB

### TensiStrength

 Like SentiStrength but lexicon uses stress-related terms
 Goal: detect stressed travellers from their social media posts
 Contrasts stress with relaxation

http://sentistrength.wlv.ac.uk/TensiStrength.html

Thelwall, M. (2017). TensiStrength: Stress and relaxation magnitude detection for social media texts. *Information Processing & Management*, 53(1), 106–121.

### Stress/relaxation terms

Late, delayed, didn't work, nervous wreck, late for
 The train is very late. (1, -5)
 Sleep, peaceful, a walk, on time
 I went to sleep (4, -1)

## Evaluation TensiStrength [top] /SentiStrength [bottom]

Corpus	Tweets	Corr.	Exact	Within 1	MAD
Common short	608	0.505	327 (53.9%)	555 (91.4%)	0.552
words		0.511	328 (54.0%)	551 (90.8%)	0.562
Emotion terms	619	0.419	302 (48.9%)	552 (89.3%)	0.633
~		0.467	274 (44.3%)	529 (85.6%)	0.715
Insults	180	0.329	97 (54.2%)	168 (93.9%)	0.531
~		0.422	76 <mark>(</mark> 42.5%)	155 (86.6%)	0.726
Opinions	476	0.452	271 (57.1%)	437 (92.0%)	0.518
~		0.506	232 (48.8%)	424 (89.3%)	0.636
Stress terms	655	0.377	239 (36.5%)	517 (79.1%)	0.893
~		0.385	300 (45.9%)	571 (87.3%)	0.682
Transport	528	0.457	273 (51.8%)	473 (89.8%)	0.594
~		0.451	276 (52.4%)	464 (88.0%)	0.605
All combined	3066	0.444	1512 (49.3%)	2705 (88.3%)	0.642
~		0.471	1489 (48.6%)	2698 (88.0%)	0.647
All combined	3066	0.465	950 (31.0%)	2845 (92.8%)	0.660
(unrounded)		0.495	932 (30.4%)	2837 (92.5%)	0.664

### Performance overview

 TensiStrength has reasonable accuracy
 TensiStrength only slightly better than SentiStrength – despite many differences

Machine learning works better than
 TensiStrength – by detecting stressful
 contexts as well as expressions of stress