



# Sentiment in real world data

## A collection of examples

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# The ugly ones that we've solved

- Citigroup Allows leniency for Victims of Foreclosure.
- I loveeeeeeeee my evo.
- I have an iPhone, but I am not really feeling very happy about the iPhone.
- In my opinion right now Apple is making money on a smart marketing strategy, but not an innovative product.
- Evo is the ferrari of phones
- The iPhone is my fav

# The ones we haven't solved

- It was awesome - for the week that it worked.
- i thought i saw a preview for that on mtv movie awards which was a joke
- Sentiment analysis on short content (e.g. Tweets) lacks sufficient context for accurate judgments.
- I don't get why they call it the droid incredible
- That backflip was so sick.

# Where do we go next

- Comparative sentiments

“I have an LG, and my brothers have Samsungs, but my is way better than theirs.”

“Coke is so much better than Pepsi”

- Multi-axis sentiment

- Strength of language used on one axis
- Magnitude of sentiment

- Improved Product / Brand recognition