

OpeNER

OpeNER Ent-it-UP A Live Service for Sentiment Analysis on Media Contents

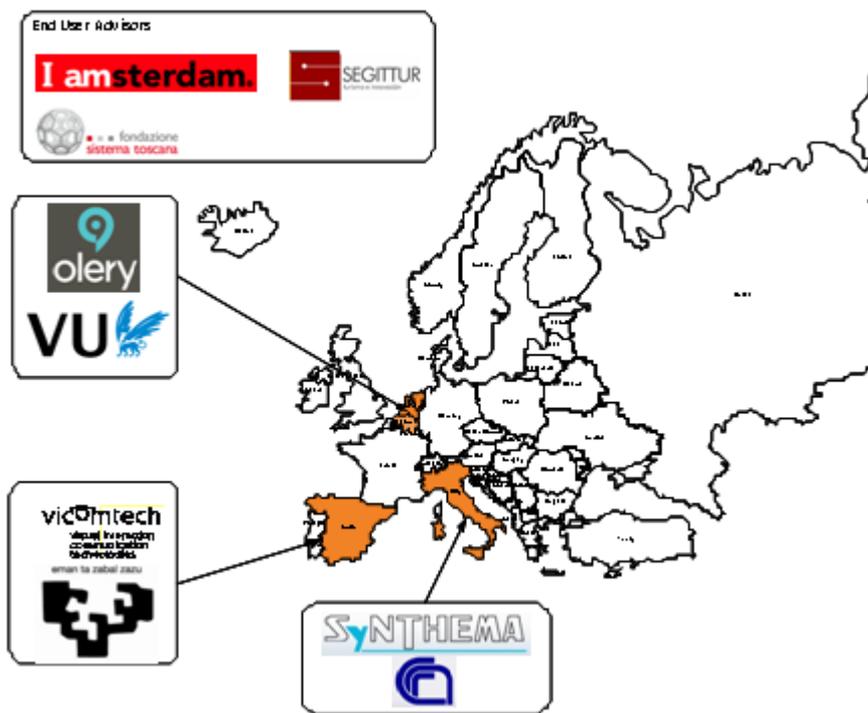
Sentiment Analysis Symposium 2014

Federico Neri

SYNTHEMA^{RL}_{CS}
LANGUAGE & SEMANTIC TECHNOLOGIES

Research Project

- OPENER is an **EU funded** project (2 years project, only 3% of proposals funded, budget of 3.35M\$)
- 6 participants from 3 EU countries
- **Tripadvisor, Segittur, iAmsterdam** and **Fondazione Toscana** as end-users



Project Rationale

- Customer reviews and ratings on the Internet are increasing their importance in the evaluation of products and services for potential customers. In certain sectors, it is even becoming a fundamental variable in the purchase decision.
- Consumers tend to trust the opinion of other consumers, especially those with prior experience of a product or service, rather than company marketing.
- Sentiment Analysis and Opinion Mining are nascent fields of research, development and innovation. The goal is always broadly the same: to know “Who” is speaking about “What”, “When” and in “What sense”.
- These factors have led to a burgeoning industry with a plethora of companies offering Sentiment Analysis services in Social Media.

Project Objectives

provide enterprise and society with base technologies for **Cross-lingual Named Entity Recognition, Linking and Sentiment Analysis**

- Repurposing of existing language resources and generation of **multilingual sentiment lexicon** with cultural normalisation and scales, and an extension lexicon for the tourism sector in **6 languages** (*Spanish, Dutch, German, Italian, English and French*)
- Development of **tools** for Named Entity Recognition and Semantic Analysis which by leveraging multilingual resources such as Wikipedia and Linked Data
- **Validation** of the project results, principally in the tourism sector, with leading SMEs in the sector and the support of several stakeholders as part of the End User Advisory Board

Here it is just an example



Pysiu
Brussels, Belgium

Top Contributor

★ 105 reviews

🌐 Reviews in 79 cities

🏆 138 helpful votes

“Too much of an average hotel for such a high price!”

●●●○○○ Reviewed May 14, 2009

Nothing special really. Comfortable and clean but very boring decor in comparison to other NH hotels. I stayed in NH in Brussels and Zurich and I really liked them because of their modern and stylish design and big rooms. This one was just like any other hotel. Basic rooms with basic and dull decor - bit disappointing. The customer service was average. The rate was very expensive and I still had to pay for Internet and 20 euros for breakfast!!! It was good but way overpriced! The best thing about the hotel was the location - city center, 2min from a metro stop.

Over all there was nothing wrong with my stay but nothing stood out either.

Stayed May 2009, traveled on business

●●●○○○ Value

●●●○○○ Location

●●●○○○ Rooms

●●●○○○ Cleanliness

●●●○○○ Service

Was this review helpful? Yes

[Problem with this review?](#)

[Ask Pysiu about NH Berlin Mitte](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

NER Analysis

Nothing special really. Comfortable and clean but very boring decor in comparison to other **NH hotels**. I stayed in **NH** in **Brussels** and **Zurich** and I really liked them because of their modern and stylish design and big rooms. This one was just like any other hotel. Basic rooms with basic and dull decor - bit disappointing. The customer service was average. The rate was very expensive and I still had to pay for Internet and **20 euros** for breakfast!!! It was good but way overpriced! The best thing about the hotel was the location - city centre, 2min from a metro stop.

8 Entity types: :

- *Person*
- *Organization*
- *Location*
- *Date*
- *Time*
- *Money*
- *Percent*
- *Misc*

Co-references Analysis

Nothing special really. Comfortable and clean but very boring decor in comparison to **other NH hotels**. I stayed in **NH** in **Brussels** and **Zurich** and I really liked **them** because of **their** modern and stylish design and big rooms. **This one** was just like any **other** hotel. Basic rooms with basic and dull decor - bit disappointing. The customer service was average. The rate was very expensive and I still had to pay for Internet and **20 euros** for breakfast!!! It was good but way overpriced! The best thing about **the hotel** was **the location** - city centre, 2min from a metro stop.

Linking Analysis

Nothing special really. Comfortable and clean but very boring decor in comparison to **other NH hotels**. I stayed in **NH** in **Brussels** and **Zurich** and I really liked **them** because of **their** modern and stylish design and big rooms. **This one** was just like any **other** hotel. Basic rooms with basic and dull decor - bit disappointing. The customer service was average. The rate was very expensive and I still had to pay for Internet and **20 euros** for breakfast!!! It was good but way overpriced! The best thing about **the hotel** was **the location** - city centre, 2min from a metro stop.

http://en.wikipedia.org/wiki/NH_Hoteles

http://es.wikipedia.org/wiki/NH_Hoteles ...

<http://en.wikipedia.org/wiki/Brussels>

<http://en.wikipedia.org/wiki/Zurich>

<http://en.wikipedia.org/wiki/Euro>

http://dbpedia.org/page/NH_Hoteles

Sentiment – Opinion Detection

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Named entities:

- this NH hotel →
- NH Brussels
- NH Zurich

Properties:

- décor
- design
- room
- clean (hygiene)
- service
- rate
- Internet
- breakfast
- location
- metro (transport)

Sentiments:

- nothing special really
- comfortable and clean
- boring
- really liked
- modern and stylish
- big
- just
- basic and dull
- bit disappointing
- average
- 2min from a metro stop

Scenario

Luca is the **Managing Director** of the marketing area of **Touristic Association** that aims at promoting Emilia-Romagna territory (venues, events, accommodations) over **traditional media** (i.e.TV) and over **new media** (i.e. social networks, blogs, microblogs, etc).

He's interested in monitoring **online reputation**, investigating the way people perceive Bologna and Emilia-Romagna.

Thus Luca exploits OpeNER system by running a query with “Bologna” as keyword .

The system will exploit an OpeNER database where (NER & SA) annotated transcriptions of TV programs are stored, presenting analytics (timelines, charts, conceptual-clouds, networks of concepts) for keyword “Bologna” and its evidences....

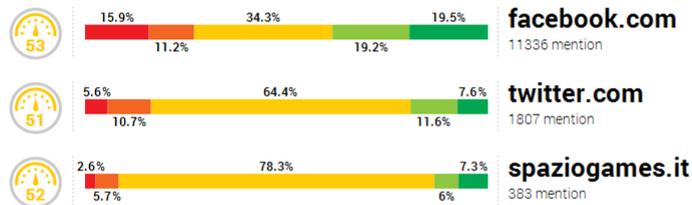
OpeNER: Ent-it-UP!



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Sentiment generale delle fonti più autorevoli

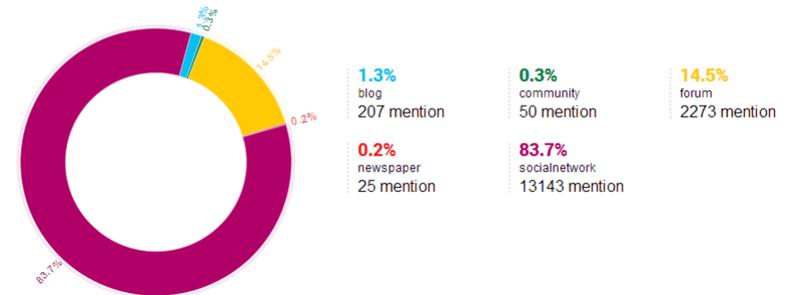
● Molto Negativo ● Negativo ● Neutro ● Positivo ● Molto Positivo



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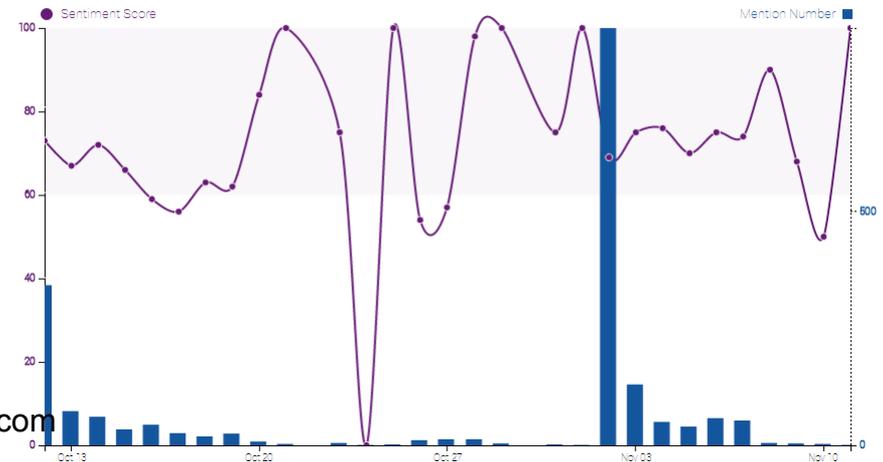
Raggruppamento per tipologia di fonte

Stampa



Trend Sentiment generale / Buzz

Stampa





SYNUOSA

know why

MILAN

PISE

LONDON

CURITIBA