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It's sometimes challenging even for human beings to analyze sentiments and it often happens that two people would differently categorize a sentence as having positive or negative sentiment. If we know this, it's not surprising that machines also struggle with this and that sentiment analysis is one of the most difficult tasks in natural language processing (NLP). With all the language inconsistencies such as grammar-related issues, context-dependent meanings, or subjectivity issues, it is clear that data scientists have a tough task when designing algorithms for sentiment analysis. Let's have a look at some of the most common challenges sentiment analysis faces. Context Even for human beings, it's sometimes quite difficult to analyze and properly understand a sentence or a piece of text without a broader context. Sentiment classification hugely depends on the context because the same text can be interpreted as having positive sentiment in one context or negative sentiment in some other. Let's consider a survey question: "What are the main advantages of our product?" For example, the answer might be: "Speed and price." In this case, these two words would have a positive sentiment. But if the question was: "What are the main disadvantages of our product?" These two words would obviously have negative sentiments. Here we can see how context can influence polarity. This matter can be improved by thorough data preprocessing and post-processing. Unfortunately, in real-time situations, these processes are still not fully automated and humans are often required to intervene. Ambiguity and Sarcasm People sometimes use positive words to convey irony and sarcasm. For example, "I love this product, it's terrible!" might be difficult to recognize irony and sarcasm and properly understand it if it's difficult for people then sure it's not easy for machines to detect it. For example, if we have a look at customer feedback on an e-commerce website. The filter would great, took me only half an hour to find what I was looking for. This is obviously feedback coming from an unsatisfied customer expressing their negative sentiment using irony. However, for the words "works great!" and "took only" the sentiment is positive so this review could be wrongly interpreted by a sentiment analysis system as bearing positive sentiment. This is why sarcasm and irony present big challenges for machine learning techniques. Subjectivity If we divide all texts into subjective and objective, then subjective would be the ones that contain and express certain sentiments, whereas objective express only some facts without containing any sentiment. If we look at the following sentences as an example: The car is reliable. The car is black. The first sentence contains the word "reliable" which definitely has positive sentiment, while the second sentence simply states the fact about the color of the car which gives it a neutral sentiment. Idioms, Colloquialisms, and Slang Although some of these might be included in a machine learning algorithm and consequently recognized and interpreted properly, these words and phrases usually pose a huge obstacle to perform sentiment analysis. For example, idioms such as "break a leg" or "bite the bullet" might be quite confusing for a sentiment analysis system. Also a colloquialism such as "lemon" meaning "purchase that is unreliable and has many problems" can be a very challenging one to be processed by an algorithm. Since sentiment analysis tools usually work with formal language, slang can also be very challenging to interpret. For example, it's unlikely that an algorithm would properly interpret "salty" as describing "someone who gets upset or angry over something minor". Gen Z slang words really pose a huge challenge for sentiment analysis. Emojis Texts published on social media often contain emojis and these can significantly influence the final sentiment of the text. That's why preprocessing should be used to identify and transform them into words. There are two main ways to do this: Westerners use a combination of one or two characters and a bit longer combination of characters Eastern emojis are made of. List of emojis and their corresponding unicode can be found online and can be very helpful in the preprocessing phase. Comparison Another challenge of sentiment classification is posed by comparison often used in texts, especially in customer feedback. It might be difficult to determine how exactly customers feel if you come across a review like this: The new one is faster than the ones they had before. If we don't know whether the "ones before" were fast enough, we can't really judge if the "new one" can be labeled with a positive, negative, or neutral sentiment. Negation In order to properly classify a sentence, understanding negation is crucial for any sentiment analysis model. For people, it's quite obvious that "good" and "not good" are completely opposite, but for machines, it is necessary to be trained on which words can be combined with negations so that they can classify them accurately. Neutrality Besides tagging textual data as positive and negative, a sentiment analysis model needs to be trained to recognize neutral sentiment as well. Usually, objective texts that we've mentioned above are classified as neutral. Also, irrelevant information can be tagged as neutral but with the risk of making noise that can harm the sentiment analysis performance. Human Annotator Accuracy In order to perform sentiment analysis properly, tools need data annotated correctly. The performance of sentiment analysis tools depends on the training data they used. If the data isn't accurate, a sentiment analysis system won't provide reliable results. As we've already mentioned, it quite often happens that two human annotators make different decisions and label data differently. Inter-annotator agreement measures this consistency by determining if two or more human annotators make the same decisions. As for now, the results are relatively low when it comes to sentiment analysis. So in order to achieve accurate sentiment analysis it's necessary first to improve human annotator accuracy. Founded2004HeadquartersFarmington, Aspect-based analysisThe advanced form of text analytics look at sentiment associated with different aspects of a product or service, and during natural language processing, it automatically assesses sentiment to specific topics. Machine learning is part of what makes this possible. Sentiment analysis APIAn Application Programming Interface (API) is a bridge between two applications that allows them to interact. It essentially allows them to speak to each other in order to perform complex tasks. So, for example, if you're using a social media app on your phone an API is the tool that allows you to interact with it on that interface. A sentiment analysis API like Meltwater's will provide you with all the sentiment data you need.Bag-of-words approachThis model allows for looking at words in terms of their structure in NLP. So instead of looking at the grammar of a sentence, it can be used to pull out words that match tags and can help ascertain how often a word or sentiment type appears.For social, marketing, communications and PR professionals, understanding your audience gives you the necessary context to create meaningful campaigns and prevent impending crises. As our primary task lies in engagement, persuasion and reputation management, sentiment analysis should be at the cornerstone of every content-based strategy. With conversations around brands happening primarily on social media, you have no choice but to stay on top of emerging trends in the virtual world. Plus, there's the added benefit of the rich psychographic and behavioral data you'll come across along the way. How your brand responds to an impending crisis could make or break your reputation. However, as we've touched on, most teams don't have the time or resources for opinion mining and running sentiment analyses, manually — and even if they did, it still wouldn't yield very accurate results. It takes time to filter various pieces of text, identify the type of sentiment associated with those texts, organize the data according to relevant criteria and finally produce a meaningful report.This is why it's important to use AI-powered sentiment analysis tools, to achieve a more efficient and insightful outcome. These make use of data science techniques, using algorithms that identify sentiment from a large dataset almost instantaneously. Also, the artificial intelligence (AI) technology that facilitates these actions in marketing is constantly improving and combining with machine learning, has become a powerful mechanism for understanding human emotion online.How Sentiment Analysis With AI WorksAI uses natural language processing (NLP) with a natural language API and machine learning techniques to automatically detect the sentiment of published text. NLP converts human language into a dataset that machines can understand. Machine learning then takes over to classify the text after it's been processed. Data patterns are identified in order to make meaningful predications as the software continuously "learns". It's trained to classify sentiment from text into different categories based on association (one method).One practical application of how AI works can be seen in the buzz about UK's most popular tabloid newspaper, Metro, wrongly captioning the names of two members of the Little Mix girl group. Needless to say, this conversation ended up on Twitter.Source: TwitterOnce the public realized the mistake, the story began to take a life of its own under the #DoBetter hashtag, with social media users demanding an apology, particularly for mistaking two women from racial minorities for one another. The newspaper had to quickly apologize for the mishap.With AI-based sentence-level sentiment analysis, Metro would have been automatically alerted in real-time, as soon as mentions began to increase in number and sentiment began to shift. In addition, they could also identify any other secondary issues that arose and aim to address them to avoid a future crisis.As shown in the Metro example, one negative opinion of your brand can create an online storm that includes both an aspect of opinion and emotion. Regardless, it can be quite difficult to recover from, even if expertly managed by the best of PR teams. This is because of the ability of a negative tweet, for example, to go viral within a few minutes.By using sentiment analysis tools to monitor how your audience feels, your organization can control the emotions and conversations around your brand more effectively. This way you won't be responding reactively by trying to douse flames at short notice, but can more methodically manage your brand perception on a day-to-day basis. Manage your reputationLike it or not, your reputation is one of the most valuable assets your business has. As Warren Buffet once said: "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." The online world has millions of individuals continuously speaking out about companies and their products and services. These discussions mainly happen on social networks, e-commerce and product review sites, blogs, and other discussion forums.You can control the narrative much better with both detailed and overall sentiment analysis, making sure your brand is seen in a positive light.Tip: Learn more about brand reputation measurement.Monitor customer feedbackWhen it comes to products and services or your ability to provide a good customer experience, consumers are bound to have an opinion. If they have a negative experience in particular, there is a good chance that it will be shared online, usually social media.Sentiment analysis helps you track reviews, on Google Business directories or individual product/service pages, and identifies the tone of the sentiment. Using this tool, your brand can address the complaints. On the other hand, positive experiences that are shared can give valuable feedback on what you are doing right, and provide extra marketing collateral.Tip: Take a look at the top social listening tools, the best social media monitoring tools, and the top social media management tools on the market.Prevent a crisisCrises usually occur when we least expect them, and with no contingency plan in hand too. With regular or constant sentiment analysis, you're better prepared.A dissatisfied customer voicing their negative opinion about your brand on social media can quickly get support by peers. Even worse, media outlets can pick up on negative sentiment before you do and before you know it, you're trending online and the news. Sentiment analysis can alert you as soon as a potential crisis is lurking which allows you to address it in time.For researchMedia monitoring tools filter trillions of datapoints, coming from the billions of Internet and social media users on a daily basis.You can draw valuable insights from a large dataset on specific industry topics, consumer preferences, product features and competitors. One of the best parts about this is that the information is publicly available while accessing it from the comfort of your office (or couch, if you're part of the work-from-home crew). This will, in turn, allow you to create more meaningful PR and marketing campaigns. With tools like the Meltwater sentiment analysis API, sentiment analysis and other media monitoring solutions, you can cut out the need for endless filtering and hours spent creating reports and other forms of strategic documentation.Moving away from document-based sentiment analysis to sentence-based sentiment is a more accurate way to gain useful marketing insights. This means each sentence in an article or post is evaluated individually and gets its own sentiment score (positive, negative, neutral communication). For the document-based sentiment, the sentiment is then calculated based on the sum of sentence sentiment.Once you understand the value of sentence-level analysis as part of your KPIs, you can begin to drastically affect decision-making in your organization and make it an important part of your media analysis.However, the major innovation of the new sentiment comes with the customer feedback loop. Meaning every time a customer overrides a sentiment score in the platform, we feed this data back into our models to help retrain and improve its accuracy. I doing so, our analysis becomes more powerful. Let's look at an example. Let's say you were looking at sentiment analysis in it's earlier forms. You might see that your audience sentiment was negative because media intelligence used to analyze it at an overall level. However, after the updates, you might find that the same text was determined to have positive sentiment. Why? Because when you analyze it at sentence-level, you get a more accurate reading which is then combined to give you a more accurate reading overall. Today, media monitoring software like Meltwater's has this ability, thanks to advancements in technology. Now it is time to adopt this technology in your social media planning. In doing so, you can create a sentiment analysis system that affects everything you do in marketing.The Future of Sentiment AnalysisAs our model, and the technologies we use, continues to grow, our world-class data science team is continuously seeking new and intuitive ways to help improve sentiment analysis. One example is "Entity Based Sentiment". This seeks to determine the sentiment of certain people, companies, or other entities within a document, adding a new context of data interpretation to help drive brand-related conversations online. In time, global adoption of this technology will allow advertisers, marketers and PR professionals alike, the opportunity to monitor positive and negative sentiment as a norm. The sooner you can adopt this technology and gain a competitive edge, the sooner you can improve your social media management, identify new opportunities, improve your content, manage your reputation and understand what you're doing right with your consumers. 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