Abstract: A Framework for Sentiment Analysis on Smartphone Application Stores

Jongheum Yeon¹, Dongjoo Lee², Jaehui Park¹ and Sang-goo Lee¹

¹ School of Computer Science and Engineering, Seoul National, Seoul 151-742, Republic of Korea
² Software Center, Samsung Electronics, Suwon, Republic of Korea
¹ {jonghm, jaehui, sglee}@europa.snu.ac.kr
² dj22.lee@samsung.com

Abstract

This paper presents a framework for extracting customer opinions from review comments of smartphone application stores based on sentiment analysis. We focus on constructing a sentiment dictionary, generating opinion units from the review text, and further determining the sentiment polarity of each discovered opinion unit. We extract opinion units by traversing a syntactic tree which is built from the text. Also, we take into consideration context-dependent sentiment, which indicates different polarities with respect to different features. Overall, the framework consists of four major components: lexicon recommendation module, dictionary management module, opinion unit detection module, and sentiment polarity decision module. These modules are implemented as a self-contained software package.

Acknowledgements

This work was supported by the National Research Foundation of Korea(NRF) grant funded