

Abstract: Sentiment analysis or opinion mining is the computational study of people's opinions, sentiments, attitudes, and emotions expressed in written language. It is one of the most active research areas in natural language processing and text mining in recent years. Its popularity is mainly due to two reasons. First, it has a wide range of applications because opinions are central to almost all human activities and are key influencers of our behaviors. Whenever we need to make a decision, we want to hear others' opinions. Second, it presents many challenging research problems, which had never been attempted before the year 2000. Part of the reason for the lack of study before was that there was little opinionated text in digital forms. It is thus no surprise that the inception and the rapid growth of the field coincide with those of the social media on the Web. In fact, the research has also spread outside of computer science to management sciences and social sciences due to its importance to business and society as a whole. In this talk, I will start with the discussion of the mainstream sentiment analysis research and then move on to describe some recent work on modeling comments, discussions, and debates, which represents another kind of analysis of sentiments and opinions.