

S-Sense: An Opinion Mining Tool for Market Intelligence

Choochart Haruechaiyasak* and Alisa Kongthon
Speech and Audio Technology Laboratory
National Electronics and Computer Technology Center (NECTEC)
choochart.har@nectec.or.th*, alisa.kon@nectec.or.th

Today most companies typically deploy market intelligence as a tool for gaining insightful understanding of their products, customers and competitors. The traditional market survey is often carried out through voluntary questionnaires or focus group interviews. The drawback of such approach is due to the limited number of participated customers and the controlled environments including the survey questions and time frame. A recent trend in market intelligence is to utilize online opinion resources such as review sites, forums, discussion groups, blogs including various social networking websites. An in-depth analysis of these opinionated contents could help the companies evaluate the success of an advertising or new product campaigns and identify the customer preferences towards the product and/or service.

We propose *S-Sense* (Social Sensing), a feature-based opinion mining tool for summarizing natural language customer reviews written in the Thai language. The approach in S-Sense consists of two following tasks:

1. Identifying features of an object, topic or event from each sentence upon which the reviewers expressed their opinion.
2. Determining whether the opinions regarding the features are positive or negative. The results are summarized and presented in a user-friendly graphical display.

The feature-based opinion mining could provide users with better perceptions related to opinions on a particular topic. Two case studies on hotel reviews and mobile services in Thailand are presented to illustrate the capability of the tool.

Keyword: Opinion mining, sentiment analysis, market intelligence