

Cambridge Elements

Elements in Corpus Linguistics
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Susan Hunston
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CONDUCTING SENTIMENT ANALYSIS

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Conducting Sentiment Analysis

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Abstract: This Element provides a basic introduction to sentiment analysis, aimed at helping students and professionals in corpus linguistics to understand what sentiment analysis is, how it is conducted, and where it can be applied. It begins with a definition of sentiment analysis and a discussion of the domains where sentiment analysis is conducted and used the most. Then, it introduces two main methods that are commonly used in sentiment analysis known as “supervised machine-learning” and “unsupervised learning (or lexicon-based)” methods, followed by a step-by-step explanation of how to perform sentiment analysis with R. The Element then provides two detailed examples or cases of sentiment and emotion analysis, with one using an unsupervised method and the other using a supervised learning method.

Keywords: corpus linguistics, lexicon-based, sentiment analysis, supervised machine-learning, unsupervised machine-learning

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