

# Preface

We are happy to present these carefully selected research projects in the area of social media analysis that are organised into seven chapters. The chapters are diverse enough to provide the reader with insights into current research directions. However, owing to the importance of sentiment analysis in social media, there are six chapters that provide the readers with different techniques in this continuously growing area. The other chapter provides an important research direction on how to detect newsworthy topics from social media websites.

Erik Tromp and Mykola Pechenizkiy in the chapter “[Pattern-Based Emotion Classification on Social Media](#)” adopt Plutchik’s wheel of emotions model and their long-standing rule-based emotion detection method to classify a variety of emotions on social media. Carlos Martin, David Corney and Ayse Goker in the chapter “[Mining Newsworthy Topics from Social Media](#)” provide the reader with a number of information retrieval and data mining techniques that are able to identify newsworthy contents in social media websites. Gizem Gezici, Berrin Yanikoglu, Dilek Tapucu and Yücel Saygın in the chapter “[Sentiment Analysis Using Domain-Adaptation and Sentence-Based Analysis](#)” motivate sentence-based sentiment analysis as opposed to the lexicon-based approach adopted in a large number of sentiment analysis techniques. In the chapter “[Entity-Based Opinion Mining from Text and Multimedia](#)”, Diana Maynard and Jonathan Hare prove empirically how multimedia can help resolve the ambiguity of opinion. Such multimodal approach has growing interest with all major social media websites providing means of using multimedia in the users’ posts. Aminu Muhammad, Nirmalie Wiratunga and Robert Lothian in the chapter “[Context-Aware Sentiment Analysis of Social Media](#)” argue that local and global contexts can enhance the performance of sentiment analysis, which has been experimentally proven. In the chapter “[Case-Studies in Mining User-Generated Reviews for Recommendation](#)”, Ruihai Dong, Michael P. O’Mahony, Kevin McCarthy and Barry Smyth combine topic detection and sentiment analysis for filtering useful reviews and product recommendation. Zheng Yuan and Matthew Purver in the chapter “[Predicting Emotion Labels for Chinese Microblog Texts](#)” provide experimental work on predicting emotion in a Chinese

microblogging website, namely Sina Weibo using n-gram features, of which higher orders proved to be useful in enhancing the prediction of the emotion.

This volume can serve the audience from both academia and industry, looking for new advances in the area of social media analysis. We hope that the presented chapters open up opportunities for future research.

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