

Sentiment in Situ: Measuring Automated Sentiment Analysis in the Native Language

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Introduction

- ❖ Sentiment analysis is the process of determining the type of emotions, opinions and attitudes that are conveyed in a piece of text.
- ❖ Translating a text from the native language into English using machine learning translation tools deteriorate the quality of sentiment analysis.
- ❖ In this study, Spanish Tweets on “immigration” were manually analyzed and categorized by a native Spanish speaker with words that reflected positive, negative and neutral connotation before being compared to the automatically translated and analyzed set of tweets.
- ❖ A major loss of meaning was discovered, calling into question how effectively we can communicate using translation tools and how accurate passive monitoring technologies can be.



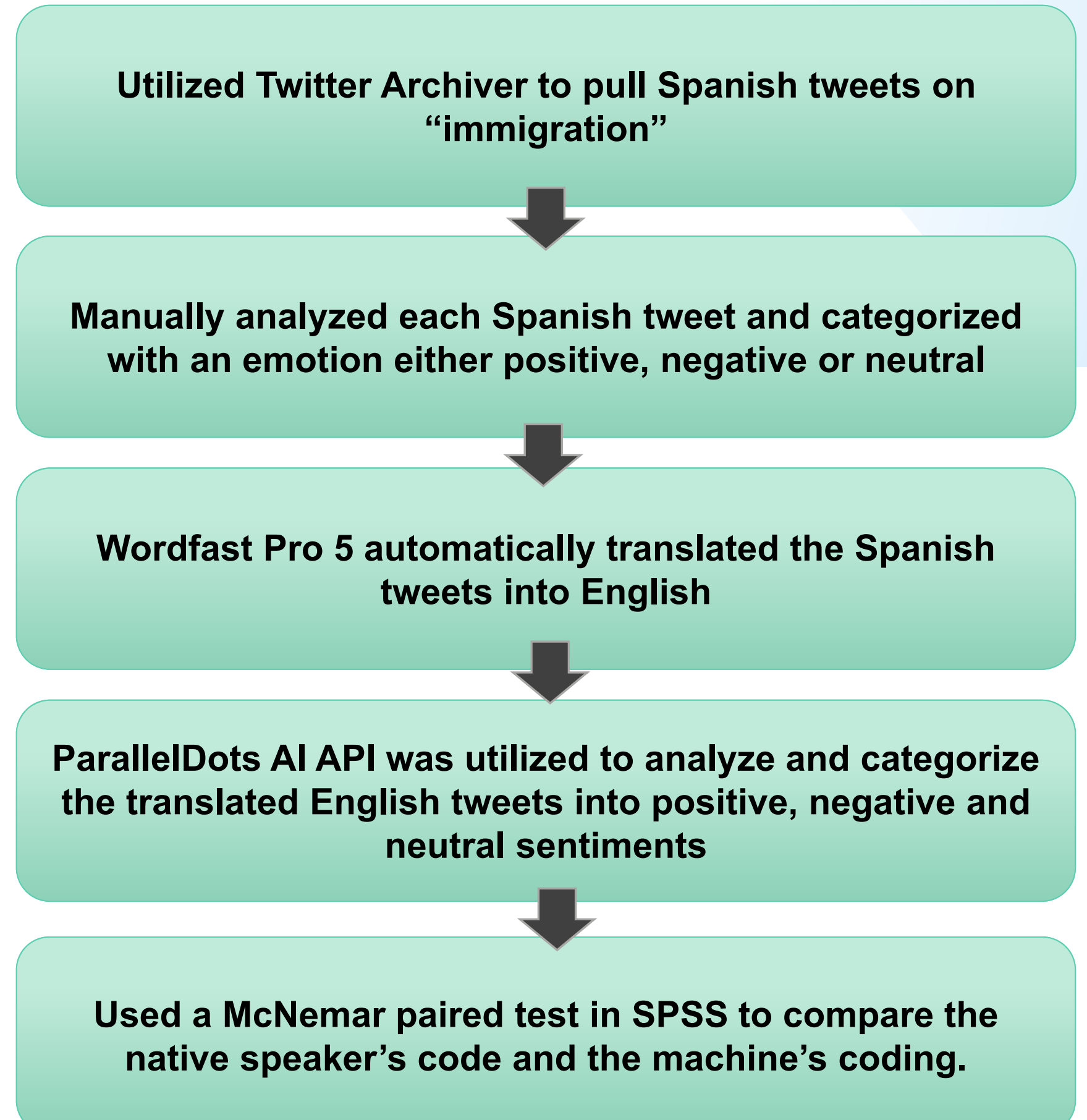
Conclusion

- ❖ The results demonstrate that the machine translation was not accurately portraying the sentiment that was in the original Spanish text.
- ❖ In addition, this study showed that translation software and machine language coding can be improved, which in turn can lead to new enhancements in technology and allow for more effective communication.

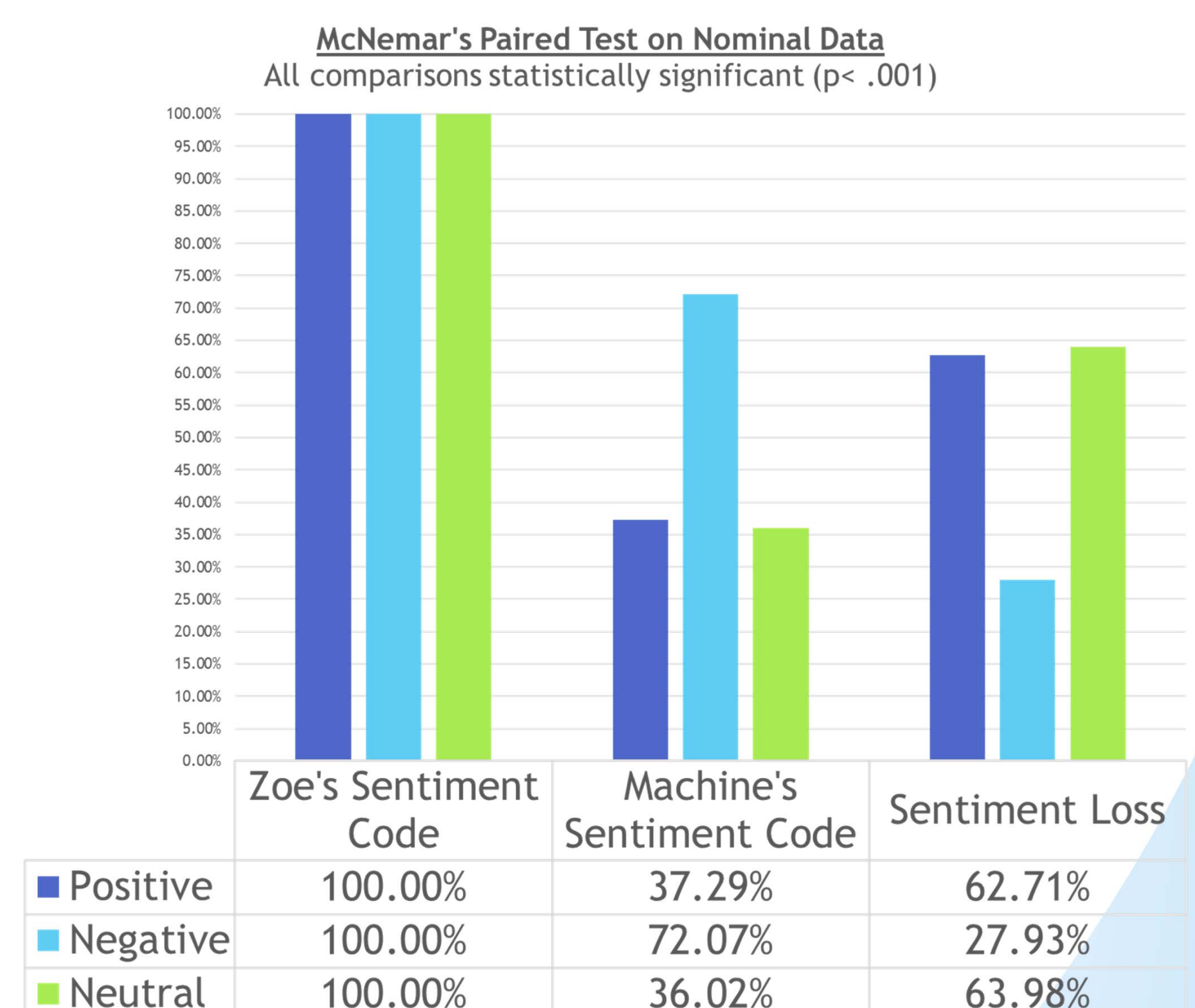
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Process



Results



References

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