

Researchers design a tool to measure in real time opinions posted on social networks

LOCATION: Jaén

DURATION: 1'27"

SUMMARY: The Smart Systems Information Access team from the University of Jaen is working on developing a tool to measure, in real time, opinions posted on social media covering any topic. It is one of the first Spanish measurements and is trying to incorporate all the complexity of the language in its analysis, including aspects such as irony and sarcasm.

VTR:

In this lab at the University of Jaen one of the first spanish tools for gauging opinions, on any topic, has been created. Based on comments posted on social networks.

LUIS ALFONSO UREÑA

Head Researcher

SINAI Group

"We can analyse these opinions using human language technologies, the processing of natural language, that is to say, using advanced techniques, not just key words, but analysing and trying to understand the text."

The software captures in real time each message that is posted on a social network and qualifies it as positive, negative or neutral. This allows for obtaining reliable assessments.

SALUD JIMÉNEZ

Research intern

SINAI Group

"What's interesting is that we can see the evolution of that opinion over time. Before the premiere of a film, we can see the opinion people have, and subsequently we can see the opinion they had."

LUIS ALFONSO UREÑA

Head Researcher

SINAI Group

"On the basis of this type of analysis being able to predict, experiments have already been done, for example, to predict who's winning a political debate, who's winning a competition, according to people's opinions."

Being the first software in Spanish, it tries to incorporate its own language resources to specify the analysis of the comments.

SALUD JIMÉNEZ

Research intern

SINAI Group

"Spanish is quite a tricky language, we can find simple negatives, double negatives, even the use of irony or sarcasm."

The Smart Sytems Information Access team from the University of Jaen has lead the project, with state finance, which includes other researchers from the Universities of Alicante and Seville.

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