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TOOL OF THE INTELLIGENCE ECONOMIC: RECOGNITION FUNCTION OF REVIEWS CRITICS. *Extraction and linguistic analysis of sentiments*

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Abstract: This paper describes the part of recommender system designed for movies' critics recognition. Such a system allows the automatic collection, evaluation and rating of critics and opinions of the movies. First the system searches and retrieves texts supposed to be movies' reviews from the Internet. Subsequently the system carries out an evaluation and rating of movies' critics. Finally the system automatically associates a numerical mark to each critic. The goal of system is to give the score of critics associated to the users' who wrote them. All of this data are the input to the cognitive engine. Data from our base allow making correspondences which are required for cognitive algorithms to improve advanced recommending functionalities for e-business and e-purchases websites. Our system uses three different methods for classifying opinions from reviews critics. In this paper we describe the part of system which is based on automatically identifying opinions using natural language processing knowledge.

1 INTRODUCTION AND ISSUE

With the growth of Web, e-commerce has become very popular. A lot of website offer online sales or give the possibilities for rating objects online, for example the movies. While peoples like to check out the recommendations of others users before creating their own opinions those predictions become very useful for the customers. To predict the potential choice Recommender System were created (RS). RS allows people to do the choice without any personal knowledge of alternatives. Algorithms for suggestion are based on the experience and the opinion of other users. It is helpful to find recommendations from people who are familiar with the same problem, who have done their choice in the past, whose perspective we value, or who are recognized experts (Tarveen and Hill, 2001).

RS provides correspondences between the users which have similar profile. A new user has to create his profile. The RS will suggest a new limited choice based on the similar taste of other users. RS proposes the choice to the user which is based on correspondences between the users' tastes. The credibility of the result of RS can not depend on

commercial reasons because it could make people distrustful. The efficacy of such system depends of the data's quality and quantity. For this reason presented system furnishes the users' profiles which are necessary for algorithms of cognitive engine. The main goal of the developed system is to collect a huge base of reviews critics and automatically associate marks which express sentiments of the writer. For each critic we associate a new mark and a user profile. The result of this treatment is creation of user's profiles database. Our system is based on statistic and semantic representation of documents. Our work is divided on extraction and filtering the opinion from the text and on assignment the mark to subjective sentences. The extraction and information filtering consists of the identification of quite precise information in a text in the natural language and its representation in a structured form (Panzenza, 1997).

The relative failure of the generic systems comprehension is well-known today. It should however be recalled that these systems resulting from work of automatic treatment of the languages of years 1980 really made it possible to explore this generic approach

of the comprehension of text.. This is pushing a large numbers of researchers to describe natural languages in the same way as formal languages. Maurice Gross (Gross, 1997) undertook with his team of the LADL (French Laboratory for Linguistics and Information Retrieval) the exhaustive examination of simple sentences of French, in order to have reliable and quantified data on which it would be possible to make rigorous scientific experiments. To exploit the linguistic knowledge an application Unitex was created at LADL (Paumier, 2003). Unitex is an environment of enhancement used to build formalized descriptions to broad coverage of natural languages and apply them as texts of important size in real time. Unitex treat in real time the texts of several mega-bytes for the indexing of morpho-syntactic reasons, the search for set phrases or semi-fixed phrases, and the production of agreements and the statistical study of the results.

Another way to automatically express an opinion from the text is a use of classifier. The statistics methods suppose that descriptions of the objects of the same class are divided by respecting a specific structure of the class. Learning methods based on an example are often used in information's research on a large group of text. Problems consist in constituting a representative corpus of the field which we operate, and to find the rules or to constitute an operational model of this corpus. This model makes the system able to predict the behaviour to adopt when a new candidate arrives to classification. There was a lot of research in classification of reviews to positive and negative like the works of Turney, Littman, Dave, Lawrance, Pang, Lee. Classifiers identify the well-known classes to which belong the objects. The classifiers' performance depends of the model for each class of a base learning (Turney and Littman, 2003), (Wiebe et al., 2004).

2 LINGUISTIC RESOURCES

The linguistic resource to achieve the information retrieval and extraction are as follows: dictionaries, networks of the recursive transitions (local grammar, tables of lexicon-grammar.

The digital dictionaries employed by Unitex use formalism of DELA . Numeric dictionaries describe both the simple words and the complex words of a language. Dictionaries associate the word with a lemma and a series of grammatical, semantical and inflexional codes.

Grammar is a representation of linguistic phenomena by recursive transitions (RTN), formalism close to that of the finite state automaton. Many studies

have highlighted the adequacy of automats on linguistic problems. A transducer with a finite number of states is a graph which represents a whole of entry sequences, and associates sequences produced as an output. Generally a grammar represents sequences of words and produces linguistic information like the information on the syntactic structure.

A local grammar (Kamp, 1981) is an automaton representation of the linguistic structures which is difficult to formalize in lexicon-grammar tables or numeric dictionaries. The local grammars, represented in the forms of graphs, describe elements which concern the same syntactic or semantic field. The linguistic descriptions grouped together in the form of local grammars are used for a large variety of automatic processes applied to the text. Thus various methods of lexical clarification were developed to implement grammatical constraints described before using this type of graph.

The corpora of text are represented by automats, in which each state corresponds to a lexical analysis. The linguistic phenomena are represented by local grammar, and are then translated into finite state automaton in order to be easily confronted with the corpora of text.

Tables of lexicon-grammar are matrixes that outline the properties of all the simple verbs which are described by syntactic properties. Each word having almost unique behaviour, the tables give the grammar of each element of the lexicon, which is why they are called lexicon-grammar tables. With Unitex we can build grammar from such tables. The lexicon-grammar is a systematic description of the syntactic and semantic properties of the syntactic factors that is predicative verbs, nouns and adjectives. It is organized in groups of tables, which are associated with the syntactic category like full verbs, verbs supports, names, etc... A table corresponds to a particular syntactic construction and gathers all the words entering this construction. Currently lexicon-grammar is especially developed for the verbs and the predicative phrases (Tarveen and Hill, 2001) (Turney and Littman, 2003).

3 OVERVIEW OF GENERAL APPROACH

Our system has modular architecture. The principle tasks are: collecting the reviews from Internet, checking if the text found is a review, assigning a mark to the reviews and presentation of results. This paper is focused on the marking critic's module and more precisely of linguistic method of classifying the re-

views. We developed three different methods for assigning a mark to the reviews. These methods are based on different approach of corpus classification. For each method we developed a classifier which separately assign a mark. At the end we obtained three marks for one review which can be different. We use another classifier which will assign the final mark to the reviews based only on three marks get before from classifiers (Dziczkowski and Wegrzyn-Wolska, 2007a), (Dziczkowski and Wegrzyn-Wolska, 2007b).

The process of assignment of the mark into the critic is shown on figure 1.

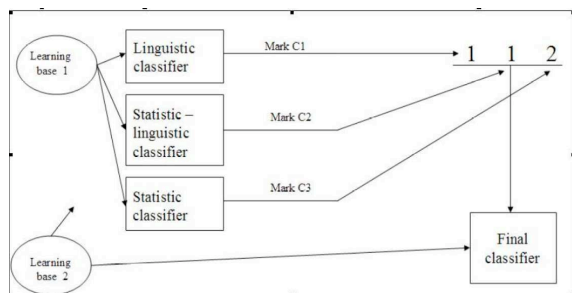


Figure 1: The process of mark assignment

For marking reviews we use three different approaches which are as follows:

- Linguistic classifier: For each sentence of reviews we assign a rule of grammar that expresses intensity of opinion.
- Statistic-linguistic classifier: Statistic researches on linguistic data for determine behaviour of reviews which have the same mark. The futures are for example: characteristic words, sentence length, corpus width, detection of negation, characteristics expressions, special and special punctuation. For entire corpus of reviews we calculate the distance of the characteristics of new reviews to the characteristics of the groups.
- Statistic classifier: Statistic research based on classifier of Bayes which is a categorizer of the probabilistic type founded on the theorem of Bayes.

The work presented in this paper is focused on the linguistic knowledge using linguistic resource described in section 2 (Cover, 1991), (Dave et al., 2000), (Pang and Lee, 2004), (Wang et al., 2003).

4 LINGUISTIC CLASSIFIER

To perform the critics marking we have to get a group of characteristic already evaluated - a learn-

ing base. On different website we can find film critics with the mark assigned (e.g. IMDB, Amazon). We used those data (critics, users, marks) to create our learning base. We use the scale of marking from 1 to 5. We regrouped all the critics by their mark. So we have obtained 5 different groups of film's critics: a group of critics with score 1, 2 ... 5. For each group we build a grammar. Grammar is based on learning base, which contain about 2000 sentence for each mark' group (Dziczkowski and Wegrzyn-Wolska, 2007b).

For this part we use a linguistic treatment which require lexicons and specialized grammar. The development of such resources is a long and tiresome task, which generally requires an expertise on the field approached and knowledge in data-processing linguistics like techniques of filtering, categorization of documents and extraction of information. Comprehension is seen as a transduction which transforms a linear structure, i.e. text (the linear structure) is transformed into an intermediate logico-conceptual representation, which is then used to make conclusions. The semantic analysis aims to produce a structure representing as accurately as possible, a unit of the sentence, with its meanings and its complexity; then it has to integrate all structures into a single textual structure. At the end, we obtain a logico-conceptual representation of the text (Altai, 1992), (Kamp, 1981), (Alshawi, 1992). Semantico-conceptual structures can be more or less broad, rich and complex and more or less ambiguous (Dziczkowski and Wegrzyn-Wolska, 2007a).

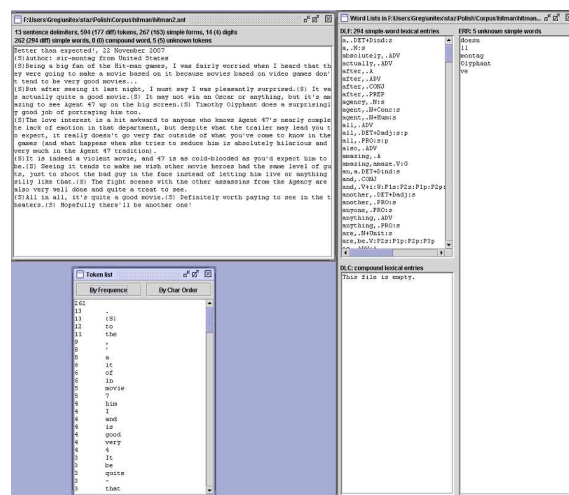


Figure 2: Linguistic resource : dictionaries.

This part of system was developed with Unix application, the example of linguistic resource used is

portant part of our work to improve the linguistic classifier. We obtained satisfying results, but it is necessary to specify that there remain several points to be improved. The solutions from the automatic information retrieval presented in this report give an image of the complexity of this field and highlight the need for making improvements and especially for opening several doors in the domain of research.

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