

University of Haifa
Information and Knowledge Management
Sentiment Analysis
Course number: 218.5221
Instructor: Ossi Mokryn
omokryn@univ.haifa.ac.il

Seminar Overview and Objectives

The objective of this seminar is to provide students with the understanding of the fundamentals of text analysis with an emphasis on content mining and classification.

Graduate of this course will have knowledge in

- IR basic models
- Evaluating IR systems
- Classification
- Text and opinion mining

Methodology

Lectures are given in Hebrew, using slides that are in English. The purpose is twofold: familiarize the students with the technical terminology, and with the style in the textbooks.

Lectures are supplemented by

- In-class discussions
- In-class exercises
- Final work

Grades

1 Final homework: 70%

Participation in class: 30%

Attendance is mandatory and missing hours will effect the class participation grading.

Homework

Submission is allowed and even encouraged *in pairs*, to promote collaboration between the students. Please do not split the work but rather work on it together. **Submitting Homeworks:**

All homeworks must be submitted via the Moodle system. Math calculations must be submitted via Excel.

Additional Materials (Optional)

1. [Web data Mining - Exploring Hyperlinks, Contents and Usage Data](#), By Bing Liu, Second Edition, Springer, July 2011, ISBN 978-3-642-19459-7. Chapters 5, 6, and 11. If you follow the link you can get to Liu's [new book on sentiment analysis and opinion mining](#), out of which chapters 1, 2, and 3 are relevant.
2. [As we may think - Bush Vannevar, July 1945, The Atlantic](#). Chapter 6 in particular.

Schedule:

First day: VSM model; Evaluation, Naive Bayes

Second day: Learning and classification utilizing Naive Bayes, sentiment analysis.