

## 2nd Workshop on Sentiment Analysis where AI meets Psychology (SAAIP 2012)

- A collocated event at COLING 2012, IIT Bombay, Mumbai, India

December 15, 2012

Call for Papers: <http://saaip.org/>

Submission Deadline: September 30, 2012

Keynote Speaker: Professor J. R. Martin, Department of Linguistics, University of Sydney

Keynote Topic: Appraisal: a functional linguistic perspective on evaluation

### Objectives

In recent times, research activities in the areas of Opinion, Sentiment and/or Emotion in natural language texts and other media are gaining ground under the umbrella of subjectivity analysis and affect computing. The reason may be the huge amount of available text data in the Social Web in the forms of news, reviews, blogs, chats and even twitter. Though Sentiment analysis from natural language text is a multifaceted and multidisciplinary problem, in general, the term “sentiment” is used in reference to the automatic analysis of evaluative text. Research efforts are being carried out for identification of positive or negative polarity of evaluative text and for development of devices that recognize human affect, display and model emotions from textual contents. Techniques from Artificial Intelligence play important roles in these tasks.

The main four aspects of the sentiment analysis problem are Object identification, Feature extraction, Orientation classification and Integration. The existing reported solutions or available systems are still far from being perfect or fail to meet the satisfaction level of the end users. The main issue may be that there are many conceptual rules that govern sentiment and there are even more clues (possibly unlimited) that can convey these concepts from realization to verbalization of a human being. Human psychology may provide the unrevealed clues and govern the sentiment realization. The important issues that need attention include how various psychological phenomena can be explained in computational terms and which AI concepts and computer modeling methodologies will prove most useful from the psychologist's point of view.

In addition to Question Answering or Information Retrieval systems, Topic-sentiment analysis is being applied as a new research method for mass opinion estimation (e.g., reliability, validity, sample bias), psychiatric treatment, corporate reputation measurement, political orientation categorization, stock market prediction, customer preference or public opinion study and so on.

In recent times, regular research papers continue to be published in reputed conferences like ACL, EMNLP or COLING. The Sentiment Analysis Symposiums are also drawing the attention of the research communities from every nook and corner of the world. There has been an increasing number of efforts in shared tasks such as SemEval 2007 Task#14: Affective Text, SemEval 2013 Task#14: Sentiment Analysis on Twitter, TAC 2008 Opinion Summarization task, TREC-BLOG tracks since 2006 and relevant NTCIR tracks since 6th NTCIR aimed to focus on different issues of opinion and emotion analysis. Several communities from sentiment analysis have engaged themselves to conduct relevant conferences, e.g., Affective Computing and Intelligent Interfaces (ACII) in 2009 and 2011 and workshops such as “Sentiment and Subjectivity in Text” in COLING-ACL 2006, “Sentiment Analysis – Emotion, Metaphor, Ontology and Terminology (EMOT)” in LREC 2008, Opinion Mining and Sentiment Analysis (WOMSA) 2009, “Topic-Sentiment Analysis for Mass Opinion Measurement (TSA)” in CIKM 2009, “Computational Approaches to Analysis and Generation of Emotion in Text” in NAACL 2010, Workshop on Computational Approaches to Subjectivity and Sentiment Analysis (WASSA) in ECAI 2010, ACL 2011 and ACL 2012, FLAIRS 2011 special track on “Affect Computing”, Sentiment Elicitation from Natural Text for Information Retrieval and Extraction (SENTIRE 2011 and SENTIRE 2012), EMOTION SENTIMENT & SOCIAL SIGNALS (ES<sup>3</sup> 2012) in the satellite of LREC 2012, Practice and Theory of Opinion Mining and Sentiment Analysis in conjunction with KONVENS-2012 (PATHOS-2012), Workshop on Intelligent Approaches applied to Sentiment Mining and Emotion Analysis (WISMEA, 2012), Workshop on “Issues of Sentiment Discovery and Opinion Mining (WISDOM, 2012) and a bunch of special sessions like Sentiment Analysis for Asian Languages (SAAL, 2012), Brain Inspired Natural Language Processing (BINLP, 2012), Advances in Cognitive and Emotional Information Processing (ACEIP, 2012) and so on.

Since our first workshop in conjunction with the International Joint Conference on NLP (IJCNLP) in Chiang Mai, Thailand during Nov. 7-13, 2011 was quite successful (with 20 submissions and more than 30 participants from many countries), we are planning to conduct our next workshop in conjunction with the International Conference on Computational Linguistics (COLING) to be held in Mumbai, India, during Dec. 8-15, 2012.

Inspired by the objectives we aimed at in the first edition of the workshop, the warm responses and feedbacks we received from the participants and attendees and the final outcome, the purpose of the proposed 2<sup>nd</sup> edition of the Workshop on Sentiment Analysis where AI meets Psychology (SAAIP 2012) is to create a framework for presenting and discussing the challenges related to sentiment, opinion and emotion analysis in the ground of NLP.

This workshop aims to bring together the researchers in multiple disciplines such as computer science, psychology, cognitive science, social science and many more who are interested in developing next generation machines that can recognize and respond to the sentimental states of the human users. The workshop will consist of a set of invited talks and presentations of technical papers that will be selected after peer review from the submissions received.

## List of Topics

We welcome original and unpublished submissions on all aspects of sentiment analysis. Topics include, but are not limited to

- New models of sentiment: its origin in the speaker's goals and intentions, its signaling in the text, and its relationships to the objects in question
- Psychological models for sentiment analysis
- Topic-dependent/independent sentiment identification.
- Mass opinion estimation based on NLP and statistical models.
- Domain, topic and genre, language dependency of sentiment analysis
- Discourse analysis of sentiment
- Opinion, Sentiment, Emotion extraction, categorization and aggregation
- Sentiment corpora and annotation
- Sentiment lexicon
- Evaluation methodologies
- Applications of sentiment analysis specially in Social Networking
- Multimodal Sentiment Analysis
- Multilingual Sentiment Analysis

## Workshop Organizers

### **Sivaji Bandyopadhyay (Jadavpur University, India)**

Professor, Computer Science and Engineering Department  
Jadavpur University, Kolkata - 700032, India.

### **Manabu Okumura (Tokyo Institute of Technology, Japan)**

Professor, Precision and Intelligence Laboratory,  
Tokyo Institute of Technology, Tokyo, Japan.

## Contact person

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## Program Committee

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- Michael Zock, LIMSI-CNRS (France)

## Instructions to Authors

Three communication formats: full papers (14 A5 sized pages with any number of reference pages), short papers (8 A5 sized pages with any number of reference pages) and demo papers (6 A5 sized pages with any number of reference pages). Three presentation formats: Oral for full paper, Poster for short paper and Demo. Papers are in English. However, if an author so wishes he may add elements in another language (L2): a title, an abstract and keywords on the first page, and if s/he wishes, 2 pages (a synopsis) in L2, beginning on page 2. Such papers will have 14+2 (or 8+2, or 6+2) pages, plus any number of pages for reference.

AT SUBMISSION TIME, PLEASE ANONYMISE everywhere.

Papers must conform to official COLING 2012 style guidelines (LaTeX and Microsoft Word templates are available at <http://saaip.org/submission.html>).

Submission and reviewing will be on-line, managed by the START system. The only accepted format for submitted papers is PDF. Supplementary material- if any, in the form of tools or resources- must be in the form of a single .zip or a .tgz archive file with a maximum size of 10MB; otherwise there are no constraints on its format. Submissions, together with all supplementary material, must be uploaded on the START system by the submission deadlines; submissions after that time will not be reviewed. To minimize network congestion, we request authors to upload their submissions as early as possible (especially if they contain large supplementary material files).

Submission link: <https://www.softconf.com/coling2012/SAAIP07/>

## Important Dates

- Submissions Deadline: September 30, 2012
- Notification of Acceptances: October 31, 2012
- Camera ready submissions: November 15, 2012
- Workshop Date: December 15, 2012