

ABSTRACT

Bachelor's thesis: 76 p., 21 fig., 19 tabl., 2 appendixes, 19 sources.

The topic of the research is “Evaluation of emotional reaction to the news using comments”.

The aim of this work is the development of architecture and description of the principles of a software product designed to evaluate the emotional response to news using comments. Concepts, approaches and methods of sentiment analysis connected with ranging by emotional power are analyzed, review of existing system was made.

The work results:

- System of assessment of emotional response architecture was proposed;
- Software (website), which conducts the evaluation of the emotional response to news using comments was implemented.

New results:

- Principally new approach of using sentiment analysis is proposed: analysis of emotional response to the news by their comments;
- Justified usage of authors own approach of sentiment analysis.

Results of this work can be used for assessment users emotional reaction on the news, topics, evaluation of certain sites auditory opinion on the news, which along with the information about the auditory of this sites leads to new knowledge about social groups reactions on the news.

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