

ABSTRACT

Master thesis: 75 p., 14 fig., 26 tabl., 2 appendixes, 4 sections, N sources.

The aim of this work is the development of a software module designed to evaluate the emotional response to news using comments, as implementation of the application to demonstrate the capabilities of the module. The thesis analyzes concepts, approaches and methods of sentiment analysis.

The results of the thesis:

- the modification of algorithm for analysis of the sentiment of the news comments as short, emotionally colored texts with changing vocabulary is proposed;
- the proposed modification of the classifier is implemented;
- a chat bot with a user-friendly interface is created

Novelty of work:

- principally new approach of using sentiment analysis is proposed: analysis of emotional response to the news by their comments and further sending of news via chat-bot;
- the usage of own approaches to the decision of problems of compression of images is substantiated.

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, determining the attitude of the audience of certain sites to certain news, personalization of the news sector.

NATIVE LANGUAGE PROCESSING, SENTIMENT ANALYSIS, NAÏVE BAYES CLASSIFIER, SVM, SEMI-SUPERVISED LEARNING.