TOWARD DEVELOPING A MINING OPINION MODEL: CONCEPTUAL FRAMEWORK

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ARTICLE DETAILS

ABSTRACT

Opinion mining or as called sentiment analysis, its study of public opinions, attitude, emotions, sentiment towards specific issues or targets computationally. People most likely prefer to discuss and express their own opinion or feeling publicly behind the PC screen through social media net- works such as twitter, Facebook, flickers…etc. This huge amount of opinions or sentiments that travel though social media networks everywhere give us important indicator to understand human behaviour and how it's can predict the use satisfaction. Opinion mining/sentiment analysis consider one of the most active research sector in natural language processing, data mining, information retrieval, and Web mining. Recently, many re- searches have spread to wide spectrum areas like business and management sciences, political sciences and social sciences. This paper review will have proposed initial mining opinion model that would be first stage in improving recommendation and supporting system quality. This paper design as following, section one: An introduction, section two: method and the applied theories, section three an initial mining opinion model proposal, last section is the conclusion.

KEYWORDS

1. INTRODUCTION

One of the social media feature keys, it is accessible, ease use, and people can express their own opinion anytime and from any part of the world. That made it a good source for capturing huge amounts of the public opinion. However, not all comments are useful or true, some are lower quality comments or fake.

This issue encourages many researches to work on analysing/mining the valuable information from these comments (opinion) and detecting the quality of information. Some researchers, found out the comments or review could be more helpful when consumer writes it in more descriptive way [1]. Some researcher uses it to measure the quality of social media content (opinions), we can't look only on content itself but the content-holder (consumer) who wrote it as well [2].

Opinion and sentiment (review, feedback or comments… etc) have an important characteristic called subjective. This subjectivity could come from different sources: First is the experiences, people in general have different experiences and it's cause different opinions. Second, ideologies and interests are quite common to be different from one person to another. Due to these differences, the experiences, views, interests and ideologies of large amount of people can study and test to predict an overall or summary of actual public trend [3].

2. METHOD AND APPLIED THEORIES

The integrated theories of IS Success, theory of planned behaviour (TPB), used to con- struct the conceptual methods, in social media site such as Facebook, twitter, blogs [4,5]. Etc., the opinion or sentiment can define as

information or content. According to IS Success theory information quality found as one of the affect factors to user satisfaction, intention to use and system usage. While theory of planned behaviour (TPB) helps to understand human behaviour and how to predict this behaviour change. The Conceptual proposal model:
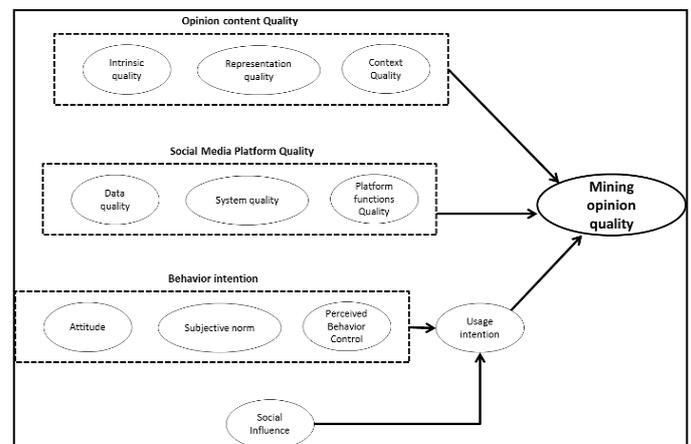

Figure 1: A Mining Opinion Model: Conceptual framework

3. CONCLUSION

This research work tried to come out with conceptual framework for mining opinion model by employed the integrated theories of IS Success, theory of planned behaviour (TPB), to build the initial conceptual proposed model which will be the first steps of research work in improving recommendation and supporting system quality.

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