



# NTCIR-8 Multilingual Opinion Analysis Task (MOAT) First Round Table Meeting

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# Outline

- **NTCIR-8 Multilingual opinion analysis task**
  - **Task Design**
  - **New Challenge (1): Scenario-Based Evaluation**
  - **New Challenge (2): Cross-Lingual Opinion Analysis**
  - **New Challenge (3): Collaborative Annotation**
  - **Comments from participants**
- **Pilot Task**
- **Schedule**



# NTCIR-8 MOAT Task Design

- Continue four subtasks from NTCIR-6/7:
  - A. opinion judgment, B. polarity judgment, C. opinion holder identification, and D. opinion target identification
- Data: Newspapers from 2002 to 2005 (Japanese, English, and (simplified/traditional) Chinese)
- New Challenge
  1. Scenario-based evaluation using opinion question
  2. Cross-lingual opinion analysis (Q: English -> Extraction multilingual opinion)
  3. Collaborative annotation with participants





# New Challenge (1)

## Scenario-based evaluation

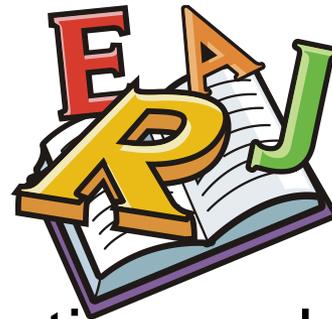


- Provide topic description as follows:
  - Topic: swine flu
  - Question: what negative prospects were discussed about swine flu, which began in Mexico?
  - Polarity: negative
  - Opinion type: prospect discussion
  - Keyword: swine flu, Mexico
- Evaluate the accuracy of answer extraction for opinion question from relevant documents sets. (combine subtask evaluations)



# New Challenge (2)

## Cross-lingual opinion analysis



- Provide English question and extract opinions from document sets in four languages (English, Japanese, Chinese (simplified/traditional))
- Clarify language-universal opinion property and language-dependent opinion property.
- Develop language adaptation technology by participants.



# New Challenge (3)

## Collaborative annotation



- Participants challenge opinion annotation.
  - Provide annotation site (tool) and manual by organizers.
  - Annotate the documents sets in three topics (known in previous before formal run).
  - While provide annotations by two assessors from organizers, provide annotations by one assessor from participants.
  - Check the agreements of annotation by discussing between organizers and participants.



# Comments:NTCIR-8 Multilingual Opinion Analysis Task





# Outline

- NTCIR-8 Multilingual opinion analysis task
- **Pilot Task**
  - **Blog task: overview**
  - **Blog task: task design (plan)**
  - **Yahoo! answers pilot task (in Japanese)**
  - **Comments from participants**
- Schedule



# Blog task: overview



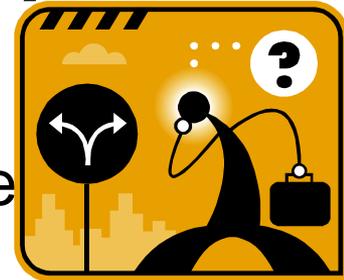
- Japanese copyright law was revised.
  - The revised copyright law was accepted in the national Diet in Japan on June 17th, 2009 and will be in effect from January 1st, 2010.
  - The copyrighted works could be recorded in the media as necessary for information analysis.
- ICWSM 2009 multilingual blog data
  - We obtained this data for NTCIR-8 MOAT use.
  - It contained 62 million multilingual blogs, and 2.6 million Japanese blogs, published between August 1<sup>st</sup> and October 1<sup>st</sup>, 2008.
  - Participants should obtain this data from ICWSM 2009 organizers.





# Blog task: task design (plan)

1. Opinion analysis task
  - Opinion/polarity judgment, and opinion holder identification subtasks.
  - Overload for newspaper and blog annotation.
  - Implement transform script for sentence units.  
⇒ Too much overload for organizers.
2. Recommendation task with Yahoo! answers.
  - With (discussion/consultation type) questions in Yahoo! Answers, recommend answer blogs.
3. Application-oriented task.
4. Cancel blog task.





# Yahoo! Answers pilot task

- Best answer estimation

- Best answer estimation using Yahoo! Answers second version data (in Japanese) , which will be provided in NII soon.





# Comments: Pilot task



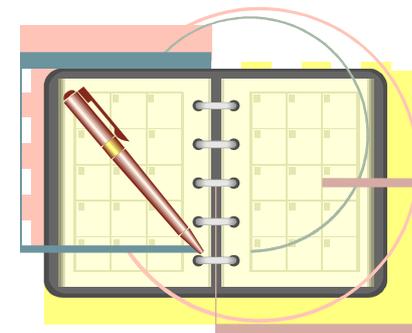


# Outline

- NTCIR-8 Multilingual opinion analysis task
- Pilot task
- **Schedule**



# Schedule



- Close CFP: June 30<sup>th</sup>, 2009
- **Collaborative annotation: July–Sep, 2009.**
- **Formal run: October-November, 2009.**
- Return evaluation results: January, 2010.
- Paper submission: March, 2010.
- NTCIR8 Meeting: June, 2010.



You are most welcome for participation.  
We are also looking for organizers in  
pilot task.

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/index.php/MOAT](http://ntcir.kde.ics.tut.ac.jp/moat/index.php/MOAT)

