



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

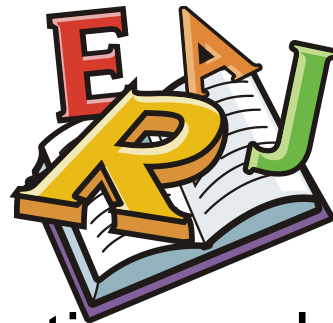


- Provide topic description as follows:
 - Topic: swine flu
 - Question: what negative prospects were discussed about swine flu, which began in Mexico?
 - Polarity: negative
 - Opinion type: prospect discussion
 - Keyword: swine flu, Mexico
- Evaluate the accuracy of answer extraction for opinion question 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



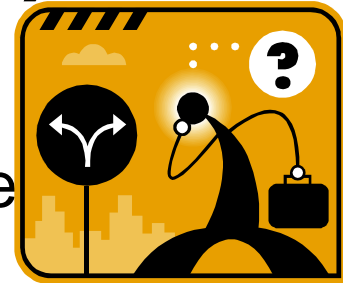
- Japanese copyright law was revised.
 - The revised copyright law was accepted in the national Diet in Japan on June 17th, 2009 and will be in effect from January 1st, 2010.
 - The copyrighted works could be recorded in the media as necessary for information analysis.
- ICWSM 2009 multilingual blog 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 1st and October 1st, 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



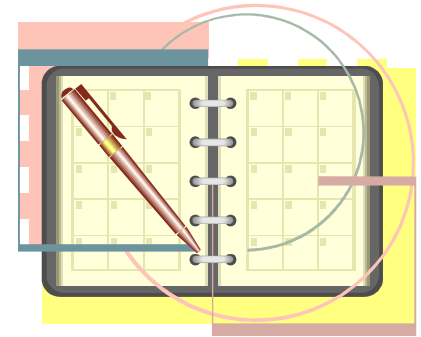


Outline

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



Schedule



- Close CFP: June 30th, 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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[http://ntcir.kde.ics.tut.ac.jp/moat
/index.php/MOAT](http://ntcir.kde.ics.tut.ac.jp/moat/index.php/MOAT)

