Sentic Computing

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Keywords

AI, KR, NLP, HCI, big social data analysis, concept-level opinion and sentiment analysis, biologically inspired opinion mining, social media marketing, affective common-sense reasoning

Abstract

Sentic computing is a multi-disciplinary approach to sentiment analysis at the crossroads between affective computing and common-sense computing, which exploits both computer and social sciences to better recognise, interpret, and process opinions and sentiments over the Web. In sentic computing, whose term derives from the Latin *sentire* (root of words such as sentiment and sentience) and *sensus* (intended both as capability of feeling and as common-sense), the analysis of natural language is based on affective ontologies and common-sense reasoning tools, which enable the analysis of text not only at document-, page- or paragraph-level, but also at sentence-, clause-, and concept-level. In particular, sentic computing involves the use of AI and Semantic Web techniques, for knowledge representation and inference; mathematics, for carrying out tasks such as graph mining and multi-dimensionality reduction; linguistics, for discourse analysis and pragmatics; psychology, for cognitive and affective modeling; sociology, for understanding social network dynamics and social influence; finally ethics, for understanding related issues about the nature of mind and the creation of emotional machines. For more information, please visit `http://sentic.net`

Speaker

ERIK CAMBRIA – 康文涵 (*cambria@nus.edu.sg*) received his BEng (2005) and MEng (2008) with honours in Electronic Engineering, from the University of Genova, and his PhD (2011) in Computing Science and Mathematics, following the completion of an industrial Cooperative Awards in Science and Engineering (CASE) research project born from the collaboration between the University of Stirling, the MIT Media Lab, and Sitekit Solutions Ltd. Today, Erik is a research scientist at the National University of Singapore (Cognitive Science Programme, Temasek Laboratories). His interests include AI, Semantic Web, KR, NLP, affective and cognitive modelling, HCI, and e-health. He is editorial board of Springer Cognitive Computation, invited speaker/tutor in many international venues, e.g., WWW13, and chair of several conferences, e.g., Brain Inspired Cognitive Systems (BICS), symposia, e.g., Extreme Learning Machines (ELM), and workshop series, e.g., ICDM SENTIRE and KDD WISDOM. Erik is a fellow of the Brain Sciences Foundation, the Chinese Academy of Sciences, the National Taiwan University, Microsoft Research Asia, and HP Labs India. He also serves the Embassy of Italy in Singapore as coordinator of the Group of Italian Researchers in Singapore (GRIS).