

FROM RESEARCH TO INDUSTRY

cea tech

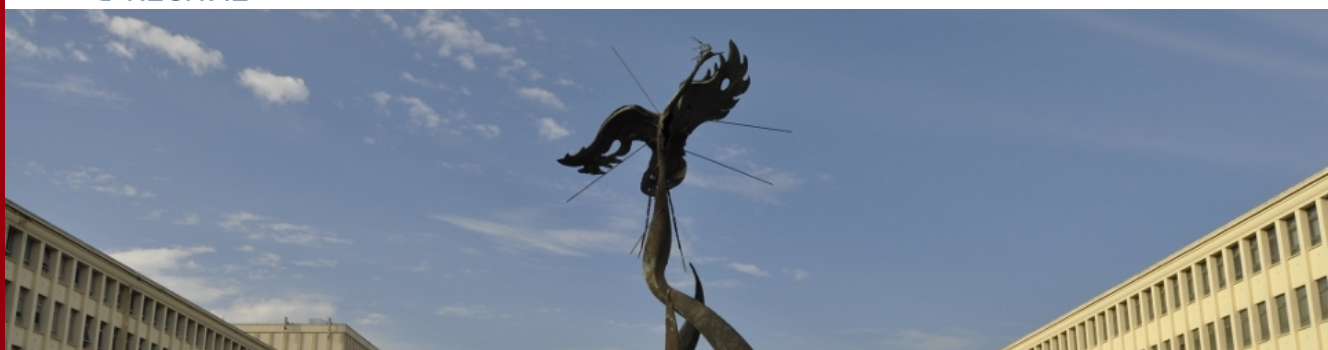
Méthode faiblement supervisée pour l'extraction d'opinion ciblée dans un domaine spécifique

Romaric Besançon



TALN-RECITAL 2015 Caen 22-25 Juin

list



digiteo

Contexte

- Extraction d'opinion
 - au niveau du texte
 - Trouver la polarité de l'opinion d'un texte
 - méthodes lexicales ou statistiques ; classifieurs généraux, robustes
 - opinion ciblée
 - Trouver la polarité de l'opinion sur un objet
 - Trouver la caractéristique sur laquelle porte l'opinion

NOTES:

Graphisme : **18/20**

Gameplay : **17/20**

Scénario : **15/20**

Bande son : **18/20**

Durée de vie : **19/20**

NOTE GENERALE: 17/20

Good location, terrible food

Great Graphics, Poor Story and Solid Gameplay

Note des commentaires

Basée sur 1291 commentaires

8

Répartition des notes



État de l'art – Approches existantes

- Approche non supervisée ascendante
 - Extraction des cibles d'opinion (aspects)
 - Classification de l'opinion sur ces cibles
 - Mesures d'association entre des termes d'opinion et des caractéristiques [Popescu & Etzioni, 2005]
 - Analyse locale (au niveau de la phrase) :
Intégration de relations syntaxiques, d'analyse de co-référence [Qiu et al., 2011; Cataldi et al., 2013]
 - Modélisation dans des modèles génératifs probabilistes (*Topic models*) [Moghaddam & Ester, 2013; Xueke et al., 2013; Titov & McDonald, 2008]
- Approche supervisée ascendante
 - Extraire les opinions et caractéristiques de façon non supervisée
 - Lier ces caractéristiques aux caractéristiques cibles
 - *SemEval Aspect-based Sentiment Analysis* [Pontiki et al., 2014]

Approche proposée

- Utiliser la connaissance des cibles d'opinion pour superviser une extraction d'opinion ciblée en utilisant des classifieurs d'opinion généraux
- Une approche à base de segmentation pour les documents longs
 - (1) Retrouver les portions de texte relatives à ces caractéristiques visées
 - (2) Attribuer une opinion à ces portions de texte
 - (3) Dédire une opinion globale sur chacune des caractéristiques
 - Moyenne des opinions sur chaque portion de texte

Illustration de l'approche proposée

- Domaine des jeux vidéo
- Articles critiques

November 13, 2007 Home > Game Reviews > Verdict

Discuss : Related Articles

Pro Evolution Soccer 2008

The best PES to date - Including the PS3 version?



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By Stuart McAndrew

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7.5	8.0	9.0	8.5	6.0	8.5

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- Articles critiques
- Cibles d'opinion
 - Graphisme
 - Son
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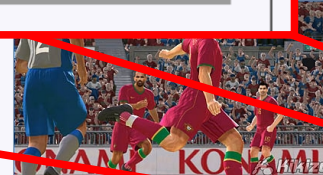
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Texte initial

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Segmentation de texte

Segmentation thématique indépendante de la tâche

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s1

s2

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s7

Attribution d'une opinion à chaque segment

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s1 POS

s2 POS

s3 NEG

s4 POS

s5 POS

s6 NEG

s7 NEG

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Black eyes and broken noses aside, the dive usually will get you booked and is in fact difficult to put into play successfully. About the only time it's worth while is if you're surrounded by defenders and you think you're about to lose the ball anyway. It was a brave decision to include a "cheat" like this in the game, however as nancy footballers the world over continue to act like they have a shattered ankle every time an opponent stands on their laces, I think it's a good addition to the franchise.

Graphically, PES 2008 is still not the visual feast that FIFA is on the next-gen consoles, and although it looks nice in its high definition sheen, it still resembles its PS2 predecessors. On the other hand, character animations are one of PES' strongest points, and players move around the field and deal with the ball much like their overpaid real life counterparts. Commentary is handled well by Jon Champion and Mark Lawrenson, and the crowds really build up atmosphere as play progresses. Unfortunately the crowd looks absolutely terrible - a blocky, two dimensional representation which feels like sandpaper on your eyes when you see it.

Presentation from the main menu is hardly the most exciting or inviting set up I've ever seen either. We're treated to a billboard from the side of one of the pitches, which is every bit as static as the goal posts in the game. Game modes scroll on the billboard as you flick between them, much like the PES 2008 adverts scroll across billboard on the current televised Champion's League and UEFA cup matches.

Gameplay is the classic fast paced PES action, with individual skills doing as much damage to an opponent's offence as a good build up of passing play amongst the team will do. AI is again improved with this year's outing; players make sensible runs into open space and passing the ball through seems a good deal easier this year. Shooting is also much more forgiving than the last couple of editions, which saw the ball fly over the crossbar if you held down the shoot button for a millisecond too long. In PES 2008, hitting a screaming 40 yard shot into the top left corner isn't too much harder than a tap in from the 5 yard line.

Defence is handled well too, and bookings for particularly vicious tackles are the norm, but you'll never feel unfairly handled by the referee. The first time I saw the dive being used by the computer I was screaming my head off at the ref, only to discover Henry was the man facing the yellow card after some limp limb shenanigans to try and claim a penalty. PES 2008 should be the finest instalment in series yet, and once again it puts realism and engaging gameplay to deliver an experience that only the lack of officially licensed teams detracts from. For PES purists, this is something they're very used to and editing options allow you to update the players and clubs yourself.

So, it looks like PES should be the player's choice again this year for football, however there is a major flaw. The game (on the PS3) suffers slowdown so bad you could consider it broken. This is particularly prevalent when watching replays, but if you have a midfield tussle with more than six players on screen, the game slows down like a Sunday pub game after a heavy Saturday night. I can't even understand how this possible on the PS3, especially as the PS2 and Xbox 360 versions don't suffer the same problem.

The online mode of the game is so lag ridden that even folks playing on Xbox Live will feel like they've got the PS3 version. Konami is working on patches to improve these issues, but their current recommended solution for the PS3 version is to play it with high definition output over an HDMI cable. I was playing through an HDMI cable and still experienced this, so anyone with a PS3 on a standard TV is going to have serious issues with the game, for the time being at least.

Pro Evolution Soccer 2008 really is the best game in the series so far, however Konami has done itself absolutely no favours with the broken PS3 version. I'm also bemused as to why they decided to go with the billboard main menu screen, which bears all the charisma of a burst ball. Graphics could be better, but as I said the player animations are superb and tussles as defenders force attackers off the ball are a shining example of this. Konami has built and refined a superb engine to play the beautiful game on, but some more polish on the presentation and graphics would be appreciated for those of us who moved our much loved PS2's to the cupboard over a year ago.

s1	POS	Gameplay
s2	POS	Graphics
s3	NEG	Presentation
s4	POS	Gameplay
s5	POS	Gameplay
s6	NEG	Gameplay
s7	NEG	Graphics

Attribution d'une opinion à chaque caractéristique

The best PES to date - including the PS3 PS3 version?

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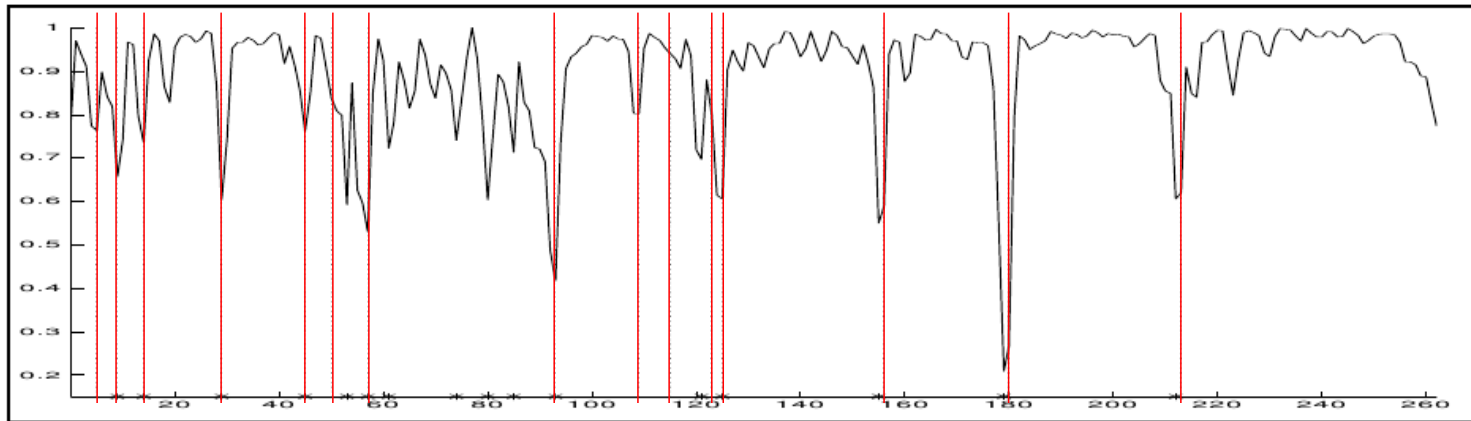
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Gameplay POS
Graphics POS
Presentation NEG
OVERALL POS

1. Segmentation de texte
2. Attribution d'une opinion à chaque segment de texte
3. Attribution d'une caractéristique à chaque segment de texte
4. Attribution d'une opinion à chaque caractéristique

1. Segmentation de texte

- méthode *LCSeg* [Galley et al., 2003]
- Trouver les changements de thèmes par les ruptures de chaînes lexicales



- Comparaison avec une segmentation en phrases

2. Attribution d'une opinion à chaque segment de texte

- Classifieur statistique d'opinion au niveau du texte
 - BoosTexter
 - SVM
- Entraîné sur un corpus annoté en opinion positive/négative au niveau du texte
- Pré-traitement minimal
 - Formes de surface
 - N-grams de mots
 - Utilisation d'anti-dictionnaires (*stoplists*)

3. Attribution d'une caractéristique à un segment de texte

- Connaissance disponible minimale : le nom de la caractéristique
- Enrichissement automatique
 - Par voisins sémantiques
 - Obtenus par **thésaurus distributionnels** [Ferret, 2010]
 - Obtenus par **représentations lexicales distribuées** (*embeddings*) word2vec [Mikolov, 2013]

poids d'association, pour une caractéristique c et un terme t

$$w(c, t) = \begin{cases} \text{distance entre les profils de co-occurrences} \\ \text{distance entre les représentations distribuées} \end{cases}$$

caractéristique associée au segment $s = \{t_1, \dots, t_k\}$

$$caract(s) = \underset{c}{argmax} \sum_{t_i \in s} w(c, t_i)$$

4. Attribution d'une opinion à chaque caractéristique

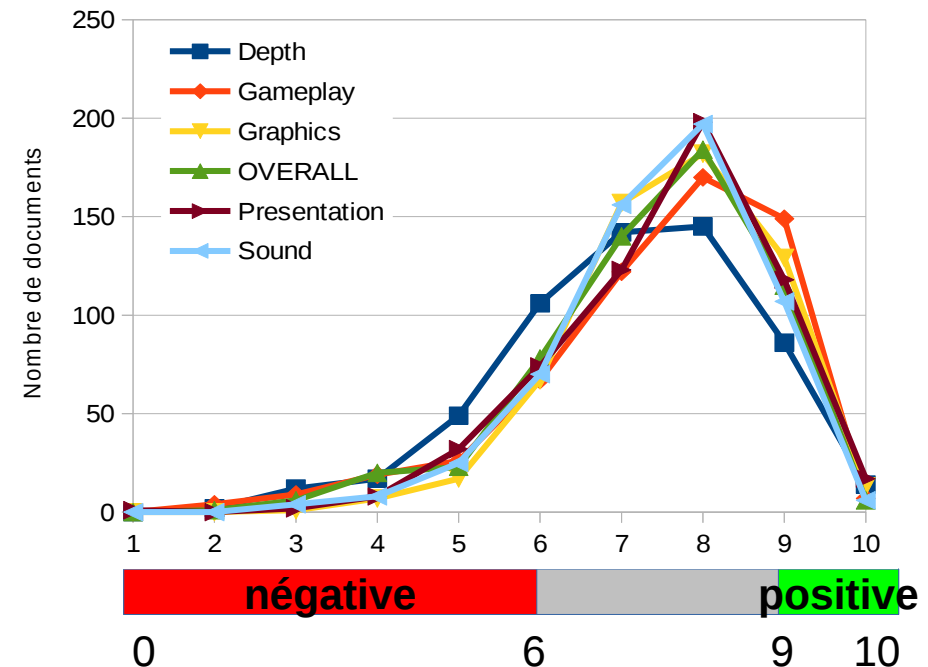
- Score d'opinion attribué par le classifieur à chaque segment s
 $w_{opinion}(\text{pos}, s) / w_{opinion}(\text{neg}, s)$
- Score d'opinion pour une caractéristique c attribué comme moyenne des scores attribués à l'ensemble $S(c)$ des segments associés à cette caractéristique

$$\text{opinion}(c) = \begin{cases} \text{positive} & \text{si } w_{opinion}(\text{pos}, c) > w_{opinion}(\text{neg}, c) \\ \text{négative} & \text{si } w_{opinion}(\text{neg}, c) > w_{opinion}(\text{pos}, c) \end{cases}$$

$$\text{avec } w_{opinion}(x, c) = \frac{1}{|S(c)|} \sum_{s \in S(c)} w_{opinion}(x, s)$$

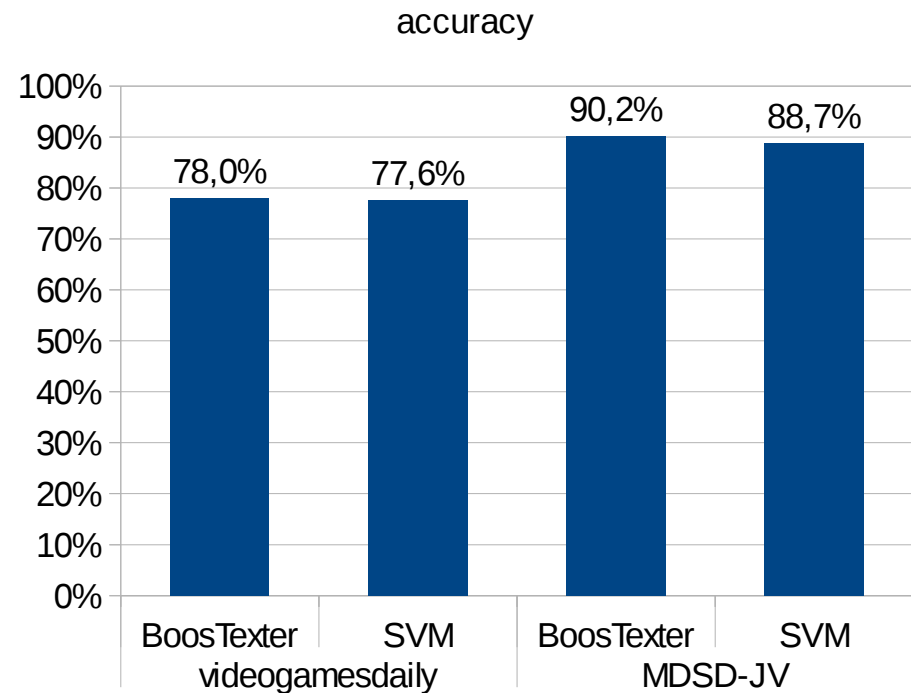
Évaluation

- Corpus d'opinion général
 - *Multi-Domain Sentiment Dataset* (MDSD) [Blitzer et al., 2007]
 - 38000 critiques Amazon de divers domaines
 - Sous-partie sur les jeux vidéo
 - MDSD-JV : 1229 critiques de jeux vidéo
- Corpus annoté en opinion ciblée dans le domaine des jeux vidéo
 - Archives du site *videogamesdaily.com*
 - 573 critiques extraites
 - Notes entre 0 et 10
 - 1148 annotations positive / négative sur les différentes caractéristiques



Évaluation de la classification d'opinion générale

- Validation croisée sur les deux corpus du domaine des jeux vidéo
- Entraînement / test sur différents corpus



		testé sur	
		videogamesdaily	MDSD-JV
appris sur	videogamesdaily	77,98%	52,62%
	MDSD-JV	66,67%	90,16%
	MDSD	77,98%	83,73%

- Termes pertinents (BoosTexter) sur le corpus Jeux Vidéo

work minutes what#was rent repetitive
bought#game cannot didn't boring nothing
believe waste was don't 360 not#much#fun
money gave poor completely not horrible
unless look needs why returned worst i#got
terrible

note music also never liked light d rocks variety
different knows live 7 amazing must own
if#you#don't love inside shooter ps2 enough
close side who best fun better#than well
original

- Termes pertinents (BoosTexter) sur le corpus général

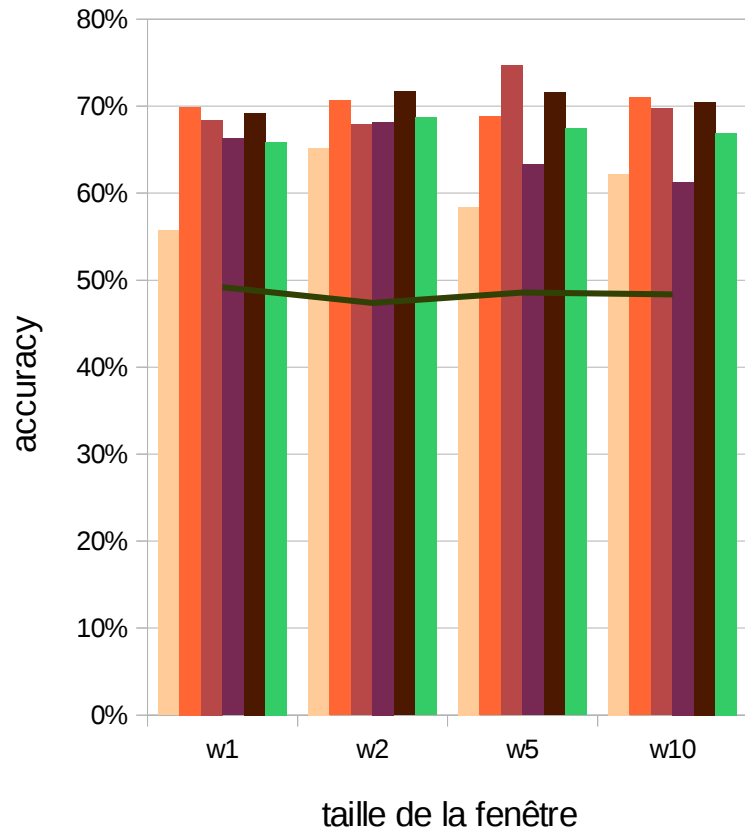
waste not#buy return bad disappointing
money broke useless boring not#worth
worst junk way#too horrible ok returned
beware nothing poorly poor disappointed
not#good not#recommend unfortunately
disappointment awful don't#buy not your#money
terrible

great solid wonderful easy favorite my#only love
highly job pleased not#too delicious perfectly
perfect excellent better#than great#product
amazing awesome i#like price best loves fun
grill not#disappointed nice comfortable you#not enjoy

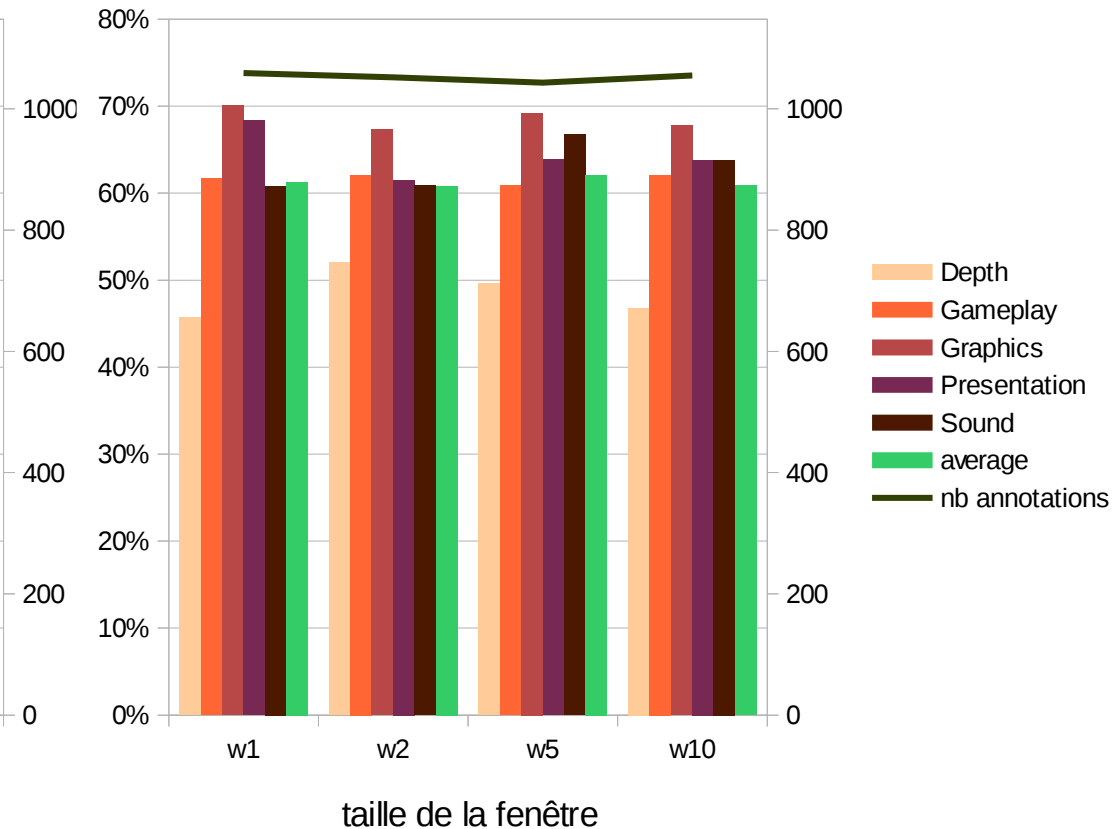
Évaluation de la classification d'opinion ciblée

- Utilisation de voisins distributionnels

segments thématiques



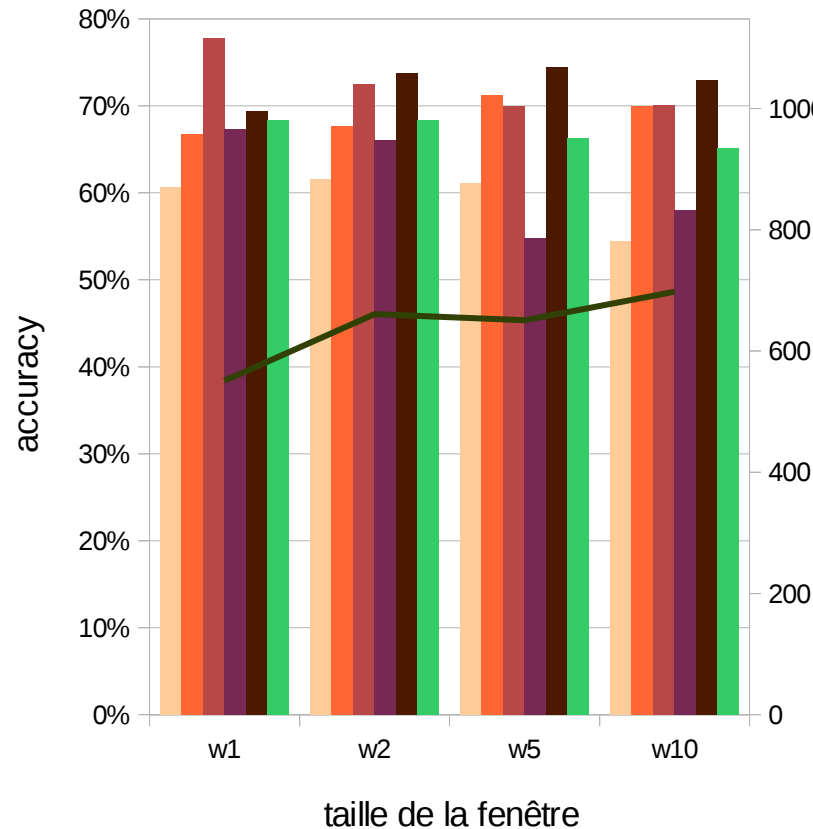
phrases



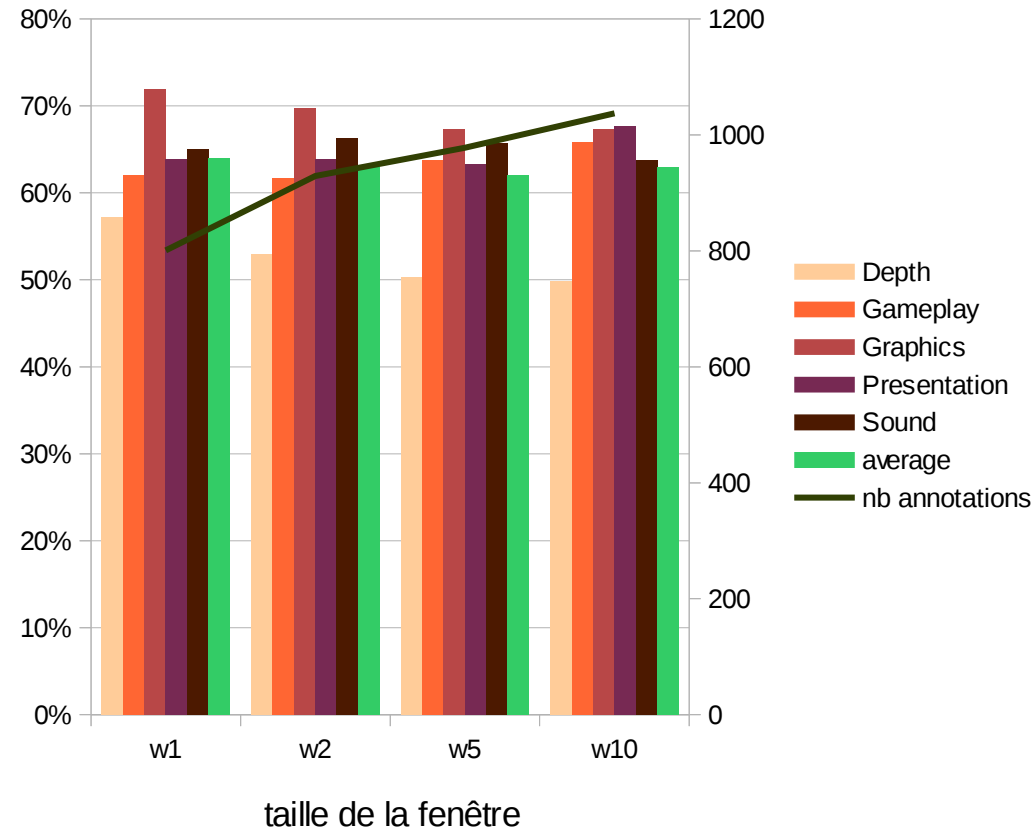
Évaluation de la classification d'opinion ciblée

- Utilisation de représentations lexicales distribuées

segments thématiques

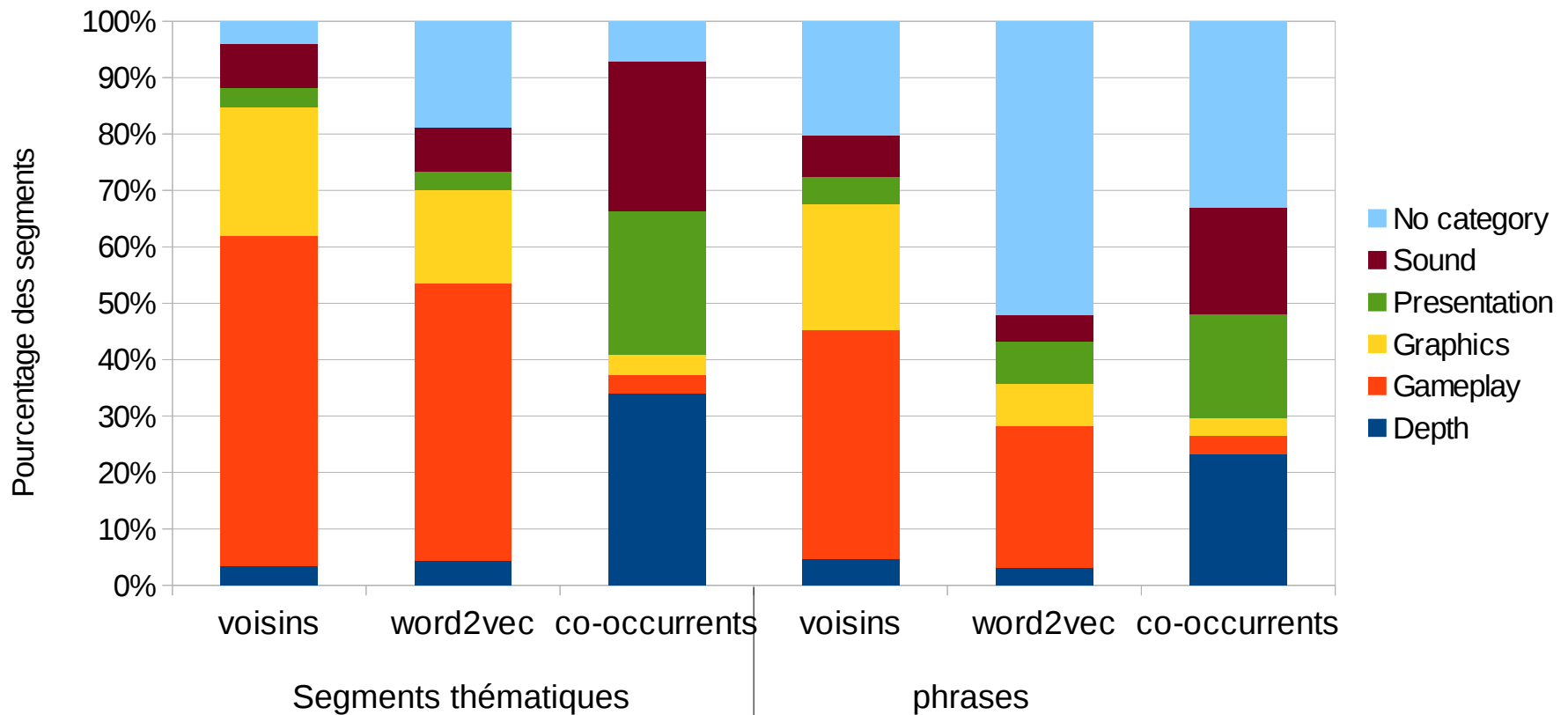


phrases



Évaluation de la classification d'opinion ciblée

- Répartition des attributions de caractéristiques aux segments
(fenêtre de taille 2)



Voisins sémantiques

- 10 plus proches voisins selon les différentes mesures

	voisins distributionnels	voisins word2vec
<i>Depth</i>	flavour, layer, ton, challenge, amount, something, scope, strategy, variety, backdrop	breadth, wealth, layer, originality, longevity, astounding, periphery, fidelity, limitless, several
<i>Gameplay</i>	experience, play, control, mechanic, combat, storey, storyline, action, predecessor, meat	subplot, game, shoehorned, sorely, mechanics, multiplayer, monotony, superficial, unoriginal, fundamental
<i>Graphics</i>	background, animation, texture, detail, game, environment, model, version, great, engine	horrendous, replayability, outdated, psx, pros, portrait, summary, integrated, youre, looker
<i>Presentation</i>	visual, package, highlight, prowess, mixture, flair, standpoint, tt, quality, acting	accompaniment, aural, markedly, fidelity, prowess, inspiring, blemish, assured, ditty, nxc
<i>Sound</i>	effect, voice, music, soundtrack, guncon, noise, lighting, chaos, robot, sublime	ambient, particle, narration, music, stereo, crisp, 5,1, echo, sharp, echoes

Conclusion

- Approche pour la détection d'opinion ciblée
- Approche descendante faiblement supervisée
 - Segmentation / classification des segments
- Information nécessaire minimale
 - Adaptation facile à de nouveaux domaines
- Résultats intéressants : 68,7 % de reconnaissance d'opinion ciblée
- Approche adaptée aux documents longs, avec des opinions variées selon les cibles

Perspectives

- Combiner les expansions sémantiques
- Intégrer des connaissances externes (lexiques d'opinion)
- Comparer avec une approche ascendante sur le même corpus