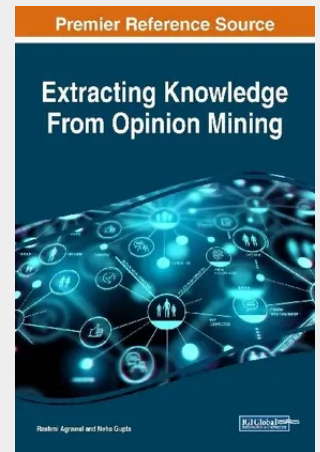


Extracting Knowledge From Opinion Mining

Data mining techniques are commonly used to extract meaningful information from the web, such as data from web documents, website usage logs, and hyperlinks. Building on this, modern organizations are focusing on running and improving their business methods and returns by using opinion mining. Extracting Knowledge From Opinion Mining is an essential resource that presents detailed information on web mining, business intelligence through opinion mining, and how to effectively use knowledge retrieved through mining operations. While highlighting relevant topics, including the differences between ontology-based opinion mining and feature-based opinion mining, this book is an ideal reference source for information technology professionals within research or business settings, graduate and post-graduate students, as well as scholars.

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