



# **To retrieve Emotion-oriented Messages from News**

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# MOTIVATION

People's emotions/thoughts are affected by word-using of news.

Is it possible to detect the words containing “emotion” component? If yes, how?

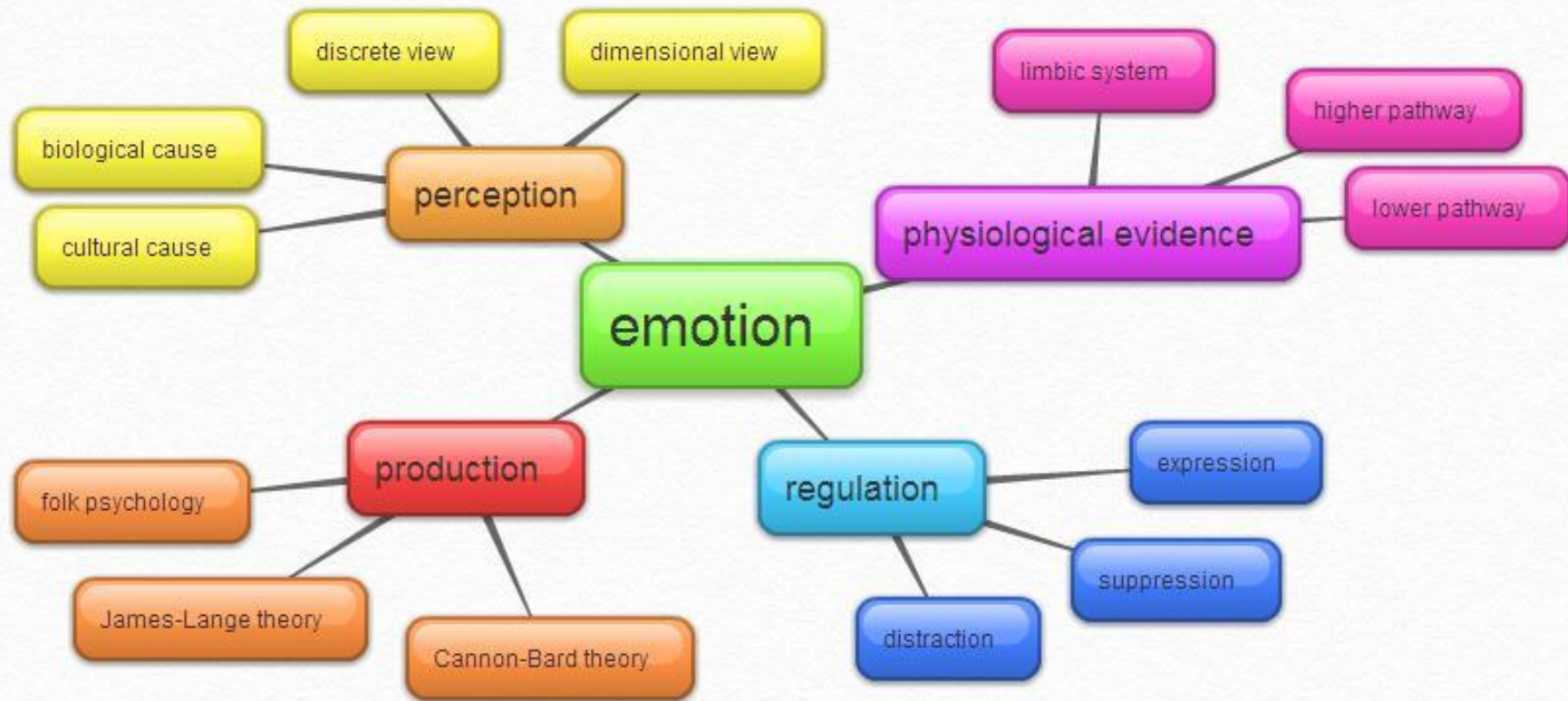
記者彭夢竺／台北報導

你的筆記型電腦是用聯想的嗎？行政院消

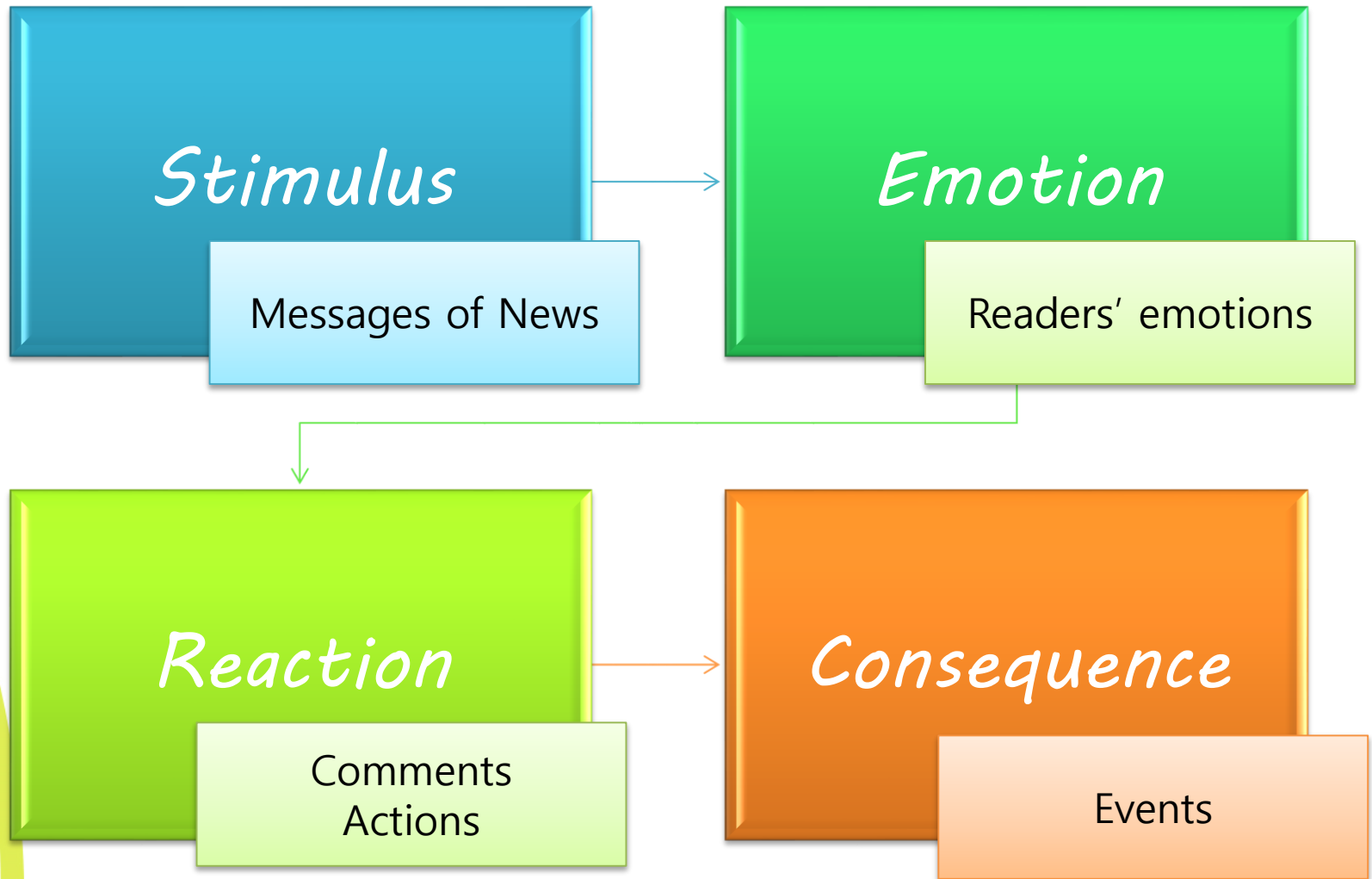
商品外觀及相關資訊標示位置圖(照片)

序號第四碼至第十碼符合召回型號者·即屬於本次召回之

# WHAT IS EMOTION?



# THE CONNECTION WITH EMOTION



# THE CONNEC

□ Infectiousness of emo

→ 寂寞 **恐** 影響健康 更有早

□ Colorization of lingu

→ **殺** 童嫌疑人 **微笑** 表示不

□ Association of lexico

→ **可怕**、**疑似**: 你會產生什

□ Lexicon-based sentim

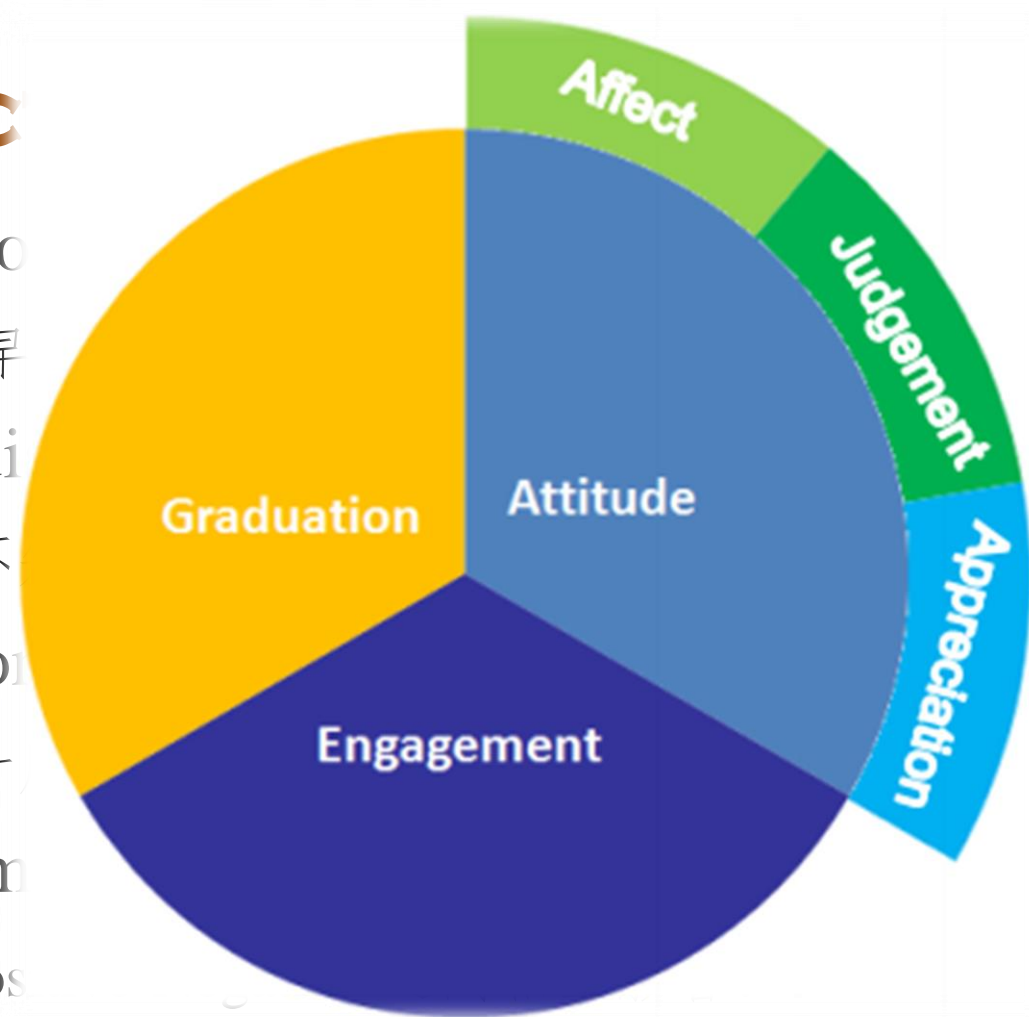
→ 情緒詞彙極性標記 / Pos

□ Cognitive appraisal theory

→ Affect: in/security, un/happiness, dis/satisfaction

Engagement: modals of probability, expectation...

Graduation: intensity



# ANALYSIS OF EMOTION-ORIENTED SIGNALS OF NEWS



# EMOTION-ORIENTED SIGNALS

## □ What are they?

-- 惡意、疑似、根本、懷疑、竟然、從來沒有、針對、嚴重、要求、不平、疏失、驚、恐、竟！...

## □ How do they act?

-- 「市場驚見冒牌貨！」

→ 什麼事都要「驚」一下

-- 「鼻塞過敏別輕忽 恐怕影響注意力」

→ 身體不舒服當然無法專注，不用「恐怕」也知道

## □ Why are they so eye-catching?

## □ How do they affect people's emotion?

## □ Could people be well aware of their own emotion?

# METHOD

Yahoo心情  
新聞分類  
(火大)

標記  
關鍵字

重複比例高  
之關鍵字丟  
入  
ptt\_corpus

檢視推文  
情緒成分  
是否呼應





# OBSTACLES

- ❑ How to narrow down the scope of the study?
- ❑ How to double-check the emotion-oriented words since the comments below are filled with nonsense at times?
- ❑ From what perspective can the comments be analyzed ?
- ❑ How to avoid the interplay between contexts and lexica?