

# Linguistic Analysis of Emotions in Online News Comments - an Example of the Eurovision Song Contest

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## Aim of the study

- linguistic differences between positive and negative comments
- news about the Eurovision song contest

## Motivation

Emotions in language

strong connection between the emotions and their social manifestations (Mygovych, 2013)

Emotions in online comments

opinion expression independently of the official media content

Emotions within the Eurovision song contest

evocation of polarised emotions

## Analysed material

- 70 comments from the Janes corpus v0.4 (Fišer et al., 2016)
  - source: national television and radio online news portal RTV Slovenija
  - topic: the Slovenian representative in the finals of the Eurovision song contest

# Methodology

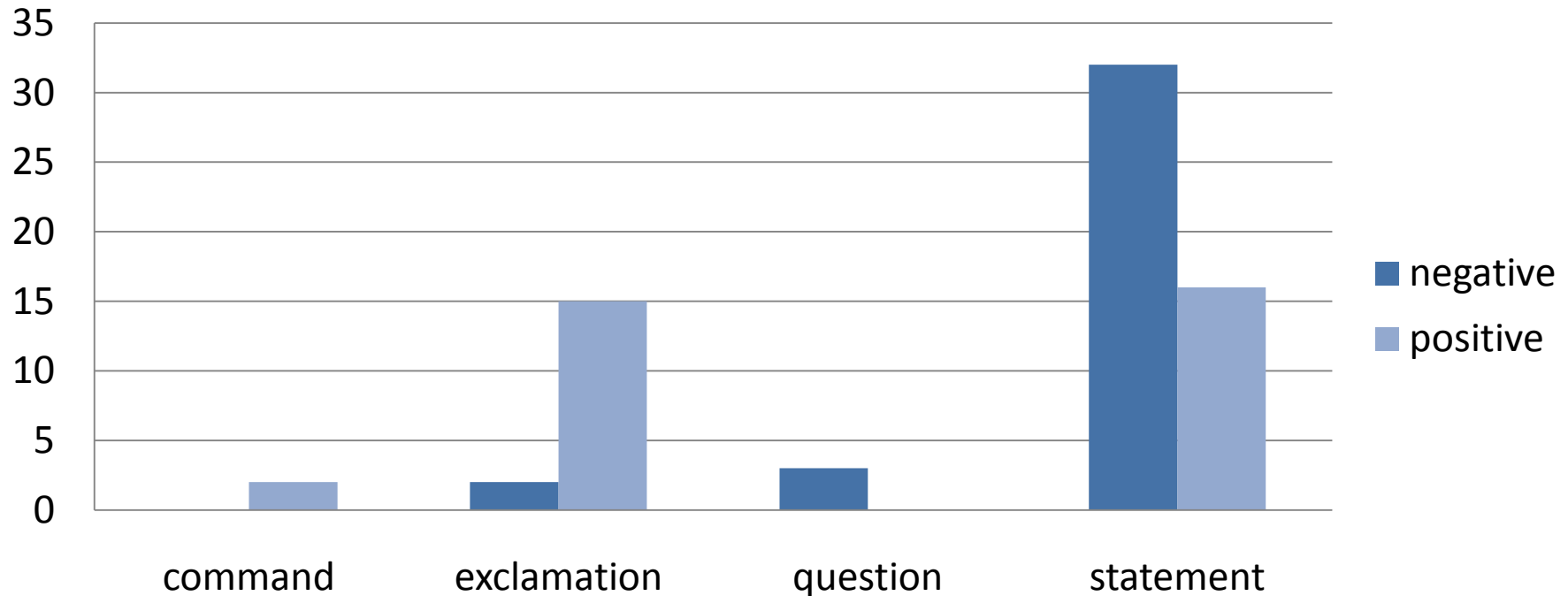
- sentiment category (positive, negative)
- syntax
  - sentence type (statement, exclamation, question, order)
  - sentence structure (simple, complex)
- vocabulary characteristics
- orthography (formal, informal)



**SLO: *Držim pesti!***  
**ENG: *Fingers crossed!***

Sentiment	positive
Sentence form	exclamation
Sentence structure	simple
Vocabulary	/
Orthography	standard

## Syntax - sentence form



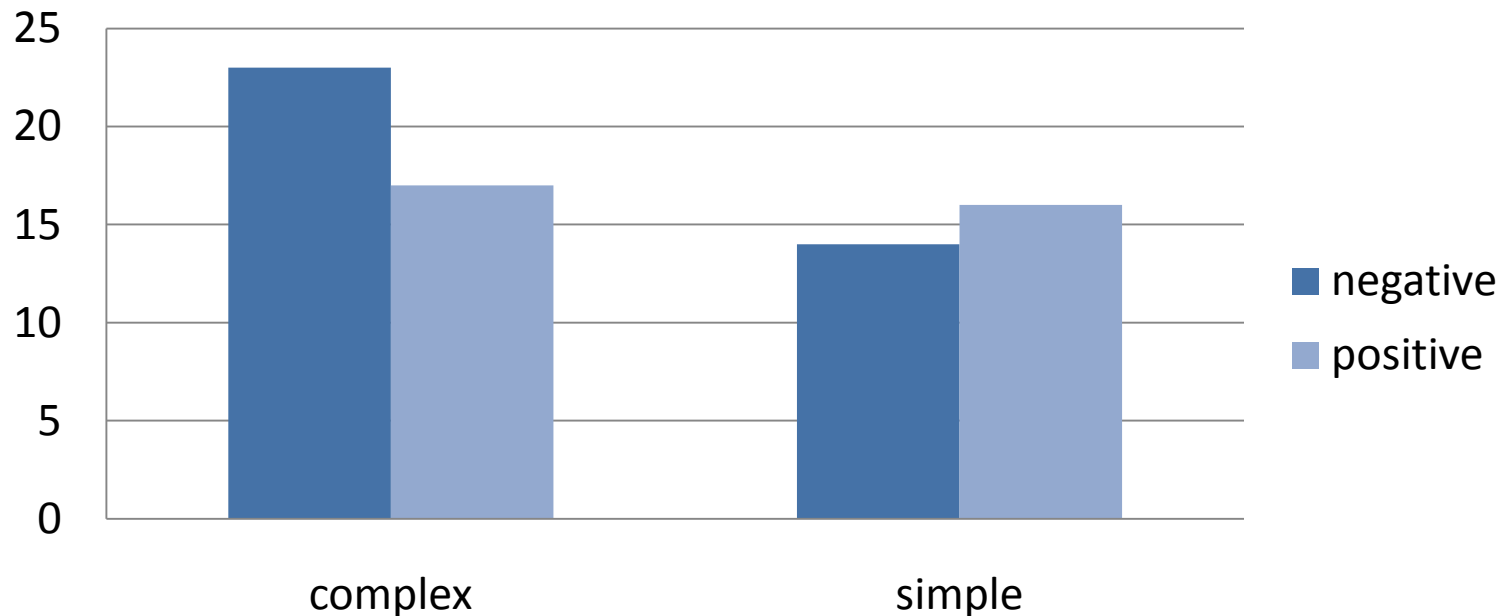
Negative comments: statements (86%)

*Ne, ne bo. / No, it won't.*

Positive comments: similar share of statements (48%) and exclamations (45%)

*Srečno! / Good luck!*

## Syntax – sentence structure



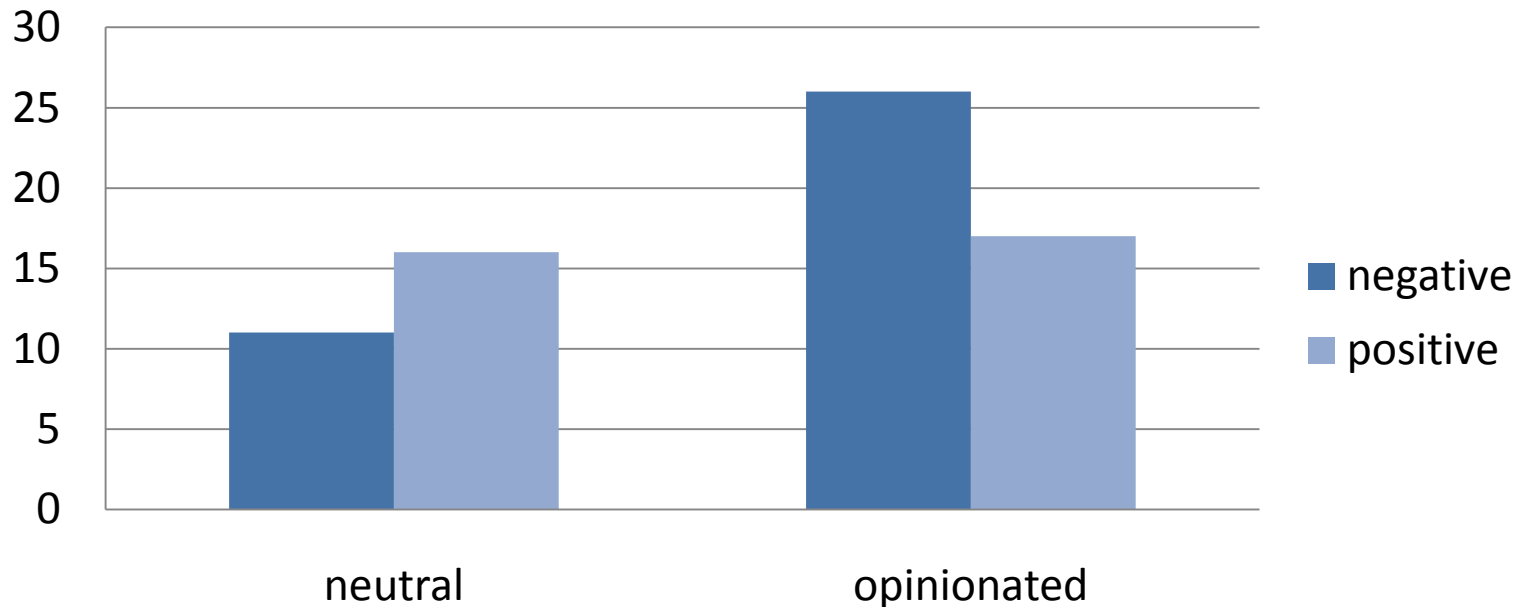
Negative comments: the majority of the sentences are complex (62%)

*According to our media, despite positive reviews, our songs were unsuccessful almost every year, and this year it won't be any different.*

Positive comments: nearly half of the sentences (49%) are simple

*I have a good feeling about this.*

## Vocabulary



Negative comments: mostly opinionated (70%)

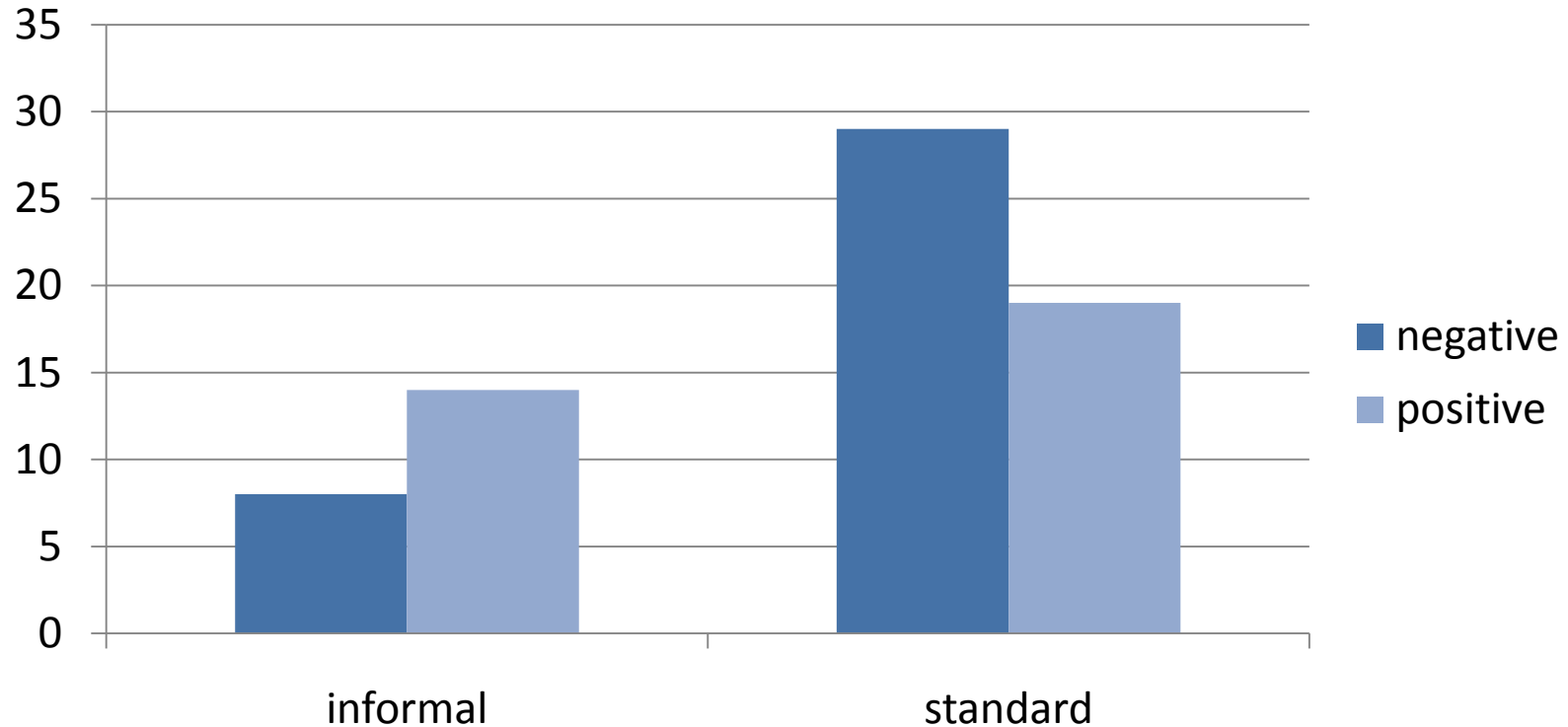
*davkopláčevalci (taxpayers), kuhna (inside deal), lajna (broken record)*

Positive comments: not topic-specific, usually express general support

*Srečno! (Good luck!), upam (I hope), podpiramo (we support).*



## Orthography



Negative comments: mostly standard orthography (78%)

Positive comments: informal features (42%)

pronunciation-based orthography (e.g. *dejmo* instead of *dajmo*), all-caps (e.g. *SHE WILL*), non-standard punctuation (e.g. *Dajmo klobasica!!!:)* / *Do it sausage !!!:)*, and emoticons (;)

## Summary

Positive comments	Negative comments
<p><b>Exclamations, Simple syntax</b> <i>Good luck!</i></p>	<p><b>Statements, Complex syntax</b> <i>As far as I heard, she did not fare well last night.</i></p>
<p><b>General vocabulary</b> <i>I hope, we support</i></p>	<p><b>Topic specific vocabulary</b> <i>taxpayers, inside deal, broken record</i></p>
<p><b>Informal orthography</b> <i>SHE WIILLLL!!!;))</i></p>	<p><b>Standard orthography</b></p>

## Discussion

The critical function of the negative comments:

- argumentation, not affect
- position of a reflective individual

## Further work

- wider range of highly opinionated topics
  - sports, politics, religion, product & service reviews
- fine-grained set of sentiments
  - support, cynicism, optimism, pessimism

Any comments are welcome ...

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