OpinionCrawl: Sentiment Analysis API Specification

Rev. 1.3

Introduction

There is one main API method: GetSentiment. The set of its parameters and the format of results represent most common scenarios of usage that the authors have thought of. However, a number of custom versions of these methods are available as well. You may request a customization that fits your needs the most. In many cases, it will be made available to you at no additional charge.

We recommend that you use the examples as your starting point in familiarizing yourself with using the API and finding the parameters that are right for you.

The API supports SOAP and REST protocols (HTTP GET or POST).

GetSentiment method

If you use SOAP, you can review the schema at:
http://www.sensebot.net/svc/opinioncrawl.asmx

Description: The method returns an assessment of sentiment expressed in the source. The method takes as input either an HTTP URL of the source or a text string. If the URL is passed, it should refer to a page in HTML or TXT format (other formats are available as customizations).

Parameters (all mandatory):

Name	Type	Description	Comments
Username	string	API key	The API key that is created for you when you sign up for the API
allURLs	string, URL-encoded	Either a URL of the source document or page (starting with http://); or a string of text to be analyzed. The length of the string should fit into the overall maximum length of the query string.	The source has to be in HTML or text format
entities	string, URL-encoded	One or more entities to be considered as the target of the sentiment assessment (e.g., a company name). Can be a string; or several strings separated by comma. The parameter can also be empty. The parameter has to be URL-encoded.	
bSummary	string, the value is 0 or 1	Indicates whether a list of concepts extracted from the source needs to be returned (1) or not (0). The value is ignored unless specified in the user agreement.	

EXAMPLES: (Substitute *servername* with the actual server domain you are connecting to, and username with your API key).

Extract sentiment from URL:
http://*servername*/svc/OpinionCrawl.asmx/GetSentiment?userName=123
45&Entities=Lehman,mortgage&bSummary=0&allURLs=http%3A//
www.cnbc.com/id/20396802/Mortgage_Crisis_Widens_at_Accredited_HSB
C_Lehman

Extract sentiment from a text string:
http://*servername*/svc/OpinionCrawl.asmx/GetSentiment?userName=123
45&Entities=blackberry&bSummary=0&allURLs=I_love_my_blackberry.

Result format:

The result is returned as an XML document string. The elements include:
Main element:
entity
Nested elements:
name – the original 'entities' parameter (or the first value if multiple values were specified)
datestamp – date and timestamp of the analysis
overall – values can be: "positive", "negative", or "neutral"
mentions – total number of sentiment expressions
positive - number of positive sentiment expressions
negative - number of negative sentiment expressions
neutral - number of neutral sentiment expressions
bulltobear – ratio of positive to negative expressions
concepts – extracted semantic concepts (if bSummary is non-zero)
frequency – hardcoded value
category – hardcoded value

Example:

```
<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="http://sensebot.net/svc/">
<entity>
<name>obama</name>
<frequency>d</frequency>
<category>General</category>
<datestamp>09/01/2010 11:34:26 PM</datestamp>
<overall>negative</overall>
<mentions>1</mentions>
<positive>0</positive>
<negative>1</negative>
<neutral>0</neutral>
<bulltobear>0.00</bulltobear>
</entity>
</string>
```