

From Sentiment Analysis to Policy Preferences: A Methodological Comparison of Manual, Automatic, and Crowdsourced Internet Public Opinion Analysis

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Abstract

In recent years, there is a surging needs for analyzing public attention and opinion trend via massive data on the internet. However, the sentiment analysis to uncover public policy preference is implemented but unsatisfactory because the doubt about its accuracy to reveal public opinion. In this study, we built an online platform and invited unspecified net-citizens to identify policy positions from a policy called Free Economic Pilot Zones in Taiwan. Then, we compared the accuracy of policy preference analysis between manual, automatic and crowdsourced analysis approaches. Also, this study aims to discuss potential factors influence on public policy position analysis, and reflects the importance and problems of government management in policy issue and internet public opinion analysis (IPOA) in Web 2.0 era.