

there are strings that resemble emoticons, but they are actual words. For example, the emoticon “:p” could be found in a sentence like “...:play...”. Also, the use of a positive emoticon doesn’t always mean something good. As an example, we have the hashtags #Minister#Resign#<3, the heart at the end doesn’t negate the negative meaning of the message. Decrypting an emoticon can’t always be easy and this will be shown in this research.

Another issue that arises is that of multilingualism. This problem has 3 parameters. On the one hand, it is easily understood that a tool for reputation management developed for the English language cannot function effectively for a company that operates in Greece, since there is a multitude of differentiations in the language that users use in Greece, at every level. On the other hand, Greek users use English words as well, something which creates additional “noise”. Thirdly, as far as multinational companies which operate in different countries are concerned, it is logical that on the same platform, for example under a video on YouTube, the users’ comments will be written in different languages.

When extracting sentiments there is one parameter that is left out, and that is the frame in which people evaluate information. This frame is determined by age, sex, cultural background, the social frame in which an individual is living in, the work he/she tries to do and many more. A person isn’t in an empty frame, his sentiments and thoughts are affected by multiple factors and those factors have to be taken in consideration when trying to extract sentiment.

It is also interesting that the lack of extralinguistic and paralinguistic elements of text messages makes the interpretation of the message more difficult in many cases. Certainly, at the same time there is infinite multimedia material with images, sound, video, emoticons, and maybe in the future more possibilities will be added which cannot yet be imagined. Finally, it should be noted that the language used by someone reflects cultural and social elements and at the same time each language has its own specificities, therefore it is very difficult for a tool which was made based on English to be effective for all languages. Of course, the individual and social factors that affect both the content and the form of the message expressed by the user should not be ignored.

There are many aspects that someone must focus on in future research about online reputation. Their results will help improve our existing tools to measure online reputation and create new tools as well.

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