

# Why Opinion Mining?

- **Decision Support**
  - Help consumers choose a product or service
  - Help voters decide whom to vote for
  - Help policy makers design new policy
- **Understand People**
  - Help understand people's preferences to better serve them (e.g., optimize a product search engine; optimize recommender systems)
  - Help with advertising (targeted advertising)
- **“Voluntary Survey” (humans as sensors; aggregated opinions)**
  - Business intelligence
  - Market research
  - Data-driven social science research
  - Gain advantage in **any** prediction (text-based prediction)