Web Comment–based Trend Analysis on Deep Geothermal Energy
(Konferenzbeitrag)

Bianka Trevisan / Denise Eraßme / Eva–Maria Jakobs
Textlinguistik & Technikkommunikation
Human–Computer Interaction Center (HCIC)
RWTH Aachen
Campus–Boulevard 55a
52074 Aachen
b.trevisan@tk.rwth-aachen.de
derassme@tk.rwth-aachen.de
e.m.jakobs@tk.rwth-aachen.de

Abstract: In this paper we present the initial results of a national trend analysis – an approach that allows collecting and investigating location- and time-specific acceptance factors from user-generated content. For this purpose, an annotation scheme is adapted that is originally developed for sentiment analysis and opinion detection. By applying this annotation scheme, German Web comments of a newspaper and a news–site are quantitatively and qualitatively analyzed. The analysis focuses on the investigation of acceptance drivers of deep geothermal energy. Thereby, it is assumed that the public opinion – either positive, negative or neutral – is location– and time–dependent. In contradiction, media often draw an adulterated picture of citizen opinions. Our initial assumption of opposed opinions on deep geothermal energy in public and media was confirmed by the conducted trend analysis.

Keywords: Trend analysis, user–generated content, German Web comments, multi–level annotation, opinion detection, acceptance research, deep geothermal energy