

German evaluative adjectives. Semi-automatic analysis of hotel reviews

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In this poster, we present what adjectives and what type of adjectives can be used to express an opinion and of what use they can be in hotel reviews. We distinguish between ‘evaluative adjectives’ (cf. Seiler 1978, Trost 2006) and adjectives (for example, affective adjectives) that can be used evaluatively (cf. Radtke 2000). For that reason, we analyzed 1,732 reviews of hotels in Poznań taken from the travel metasearch engine booking.com. Using OCAS (cf. Vetulani, Witkowska and Menken 2015), we extracted the reviews containing customer experiences and marked all adjectives that were used to state an opinion. Using the XML tags, we determined how many positive and negative parts have been written. We created frequency lists and compared adjectives used in positive and in negative parts of the reviews. This allowed us to observe tendencies in opinion stating as well as the most common adjectives used in German hotel opinions. The extracted information is the first step in the analysis and we aim to use it in further research: especially, we plan to investigate (i) the use of the particle *nicht* ‘not’ as well as (ii) the use of the so-called ‘intensifiers’ (e.g. *höchst*) with adjectives, (iii) the co-occurrence of evaluative and evaluatively-used adjectives in German and we aim to group the adjectives (cf. Tsutsushvili 2015: 53ff.). Further research will focus also on lemmatization, saturation and comparison with other languages, esp. Polish and English. The results will also be integrated into a part of the co-author’s MA-thesis.

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