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Differentiating users by language and location estimation in sentiment analysis of informal text during major public events

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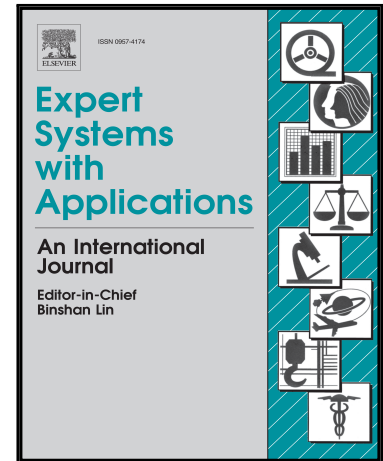
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Highlights

- Novel method to assess social media users engagement during public global events.
- Method considers three dimensions: location, time and sentiment analysis.
- Unsupervised SA strategy based on semantic dependencies with propagation.
- Novel language-agnostic network-oriented location approach without assumptions.
- Coherent with disposition theory of individual users to players and group belonging.

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