

# Accepted Manuscript

Augmenting Feature Model through Customer Preference Mining by Hybrid Sentiment Analysis

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PII: S0957-4174(17)30498-0  
DOI: [10.1016/j.eswa.2017.07.021](https://doi.org/10.1016/j.eswa.2017.07.021)  
Reference: ESWA 11437



To appear in: *Expert Systems With Applications*

Received date: 25 August 2016  
Revised date: 26 June 2017  
Accepted date: 14 July 2017

Please cite this article as: Feng Zhou , Jianxin Roger Jiao , Xi Jessie Yang , Baiying Lei , Augmenting Feature Model through Customer Preference Mining by Hybrid Sentiment Analysis, *Expert Systems With Applications* (2017), doi: [10.1016/j.eswa.2017.07.021](https://doi.org/10.1016/j.eswa.2017.07.021)

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## Highlights

- We use sentiment analysis of online product reviewers to extract customer preference information.
- The proposed sentiment analysis method is a hybrid combination of various affective lexicons.
- We adopt the commented features from product users to enhance the basic feature.
- We incorporate the customer preference information as attribute into the model.
- We demonstrate the feasibility and potential of the proposed method via an application case.

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