

## Keynote Speech in IEA/AIE 2020

### On use of Sentiment Analysis in Group Decision Making

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**Abstract.** User-computer communication is a complicated problem. Computers are used to deal with numerical and precise data while users are more used to provide information using concepts and free texts. Reducing this communication gap is a quite critical task. In order to extract information from free opinion texts, sentiment analysis procedures can be used. Thanks to them, it is possible to analyze and look for specific words that help the computational system to understand how the user feels about the dealt topic. Therefore, sentiment analysis procedures have become an indispensable mean when dealing with user subjective opinions. The objective of this talk is to investigate the use of sentiment analysis for solving the Group Decision Making problem based on user preferences, and present new decision making models based on sentiment analysis.

*Biography:* Prof. Enrique Herrera-Viedma received the M.Sc. and Ph.D. degrees in Computer Science from the University of Granada, Granada, Spain, in 1993 and 1996, respectively. He is currently a Professor of Computer Science with the Department of Computer Science and Artificial Intelligence, University of Granada, and also the new Vice-President for Research and Knowledge Transfer. His current research interests include intelligent decision making, group decision making, consensus models, fuzzy linguistic modeling, aggregation of information, information retrieval, bibliometric, digital libraries, web quality evaluation, recommender systems, and social media. His h-index is 85 according to Web of Science and 93 according to Google Scholar

Dr. Herrera-Viedma is an Associate Editor of several core international journals indexed in Journal Citation Reports such as the IEEE Transactions on Systems, Man and Cybernetics: Systems, IEEE Trans. On Fuzzy Systems, Knowledge Based Systems, etc. From 2014 he is member of the government of the IEEE SMC Society. He is distinguished as Highly Cited Researcher by Clarivate Analytics in both scientific fields, Engineering and Computer Science (in 2014, 2015, 2016, 2017, 2018 and 2019), therefore, being considered one of the world's most influential scientific researchers. Currently he is the Vice President for Publications in the IEEE System Man and Cybernetics Society.