The International World Wide Web Conference Committee Selects
"Mining the Peanut Gallery: Opinion Extraction and Semantic Classification of Product Reviews"
for the 2020 Seoul Test of Time Award

Research published in 2003 to be recognized at The Web Conference for being the first to demonstrate the viability of opinion mining on the Web

TAIPEI, April 21, 2020 – The International World Wide Web Conference Committee (IW3C2) announced today that the 2020 Seoul Test of Time Award will be presented to the authors of the paper "Mining the Peanut Gallery: Opinion Extraction and Semantic Classification of Product Reviews"; Kushal Dave (CTO and co-founder Scroll), Steve Lawrence (Co-founder Xoo), and David M Pennock (Professor, Rutgers University). The award will be presented during the opening ceremony of the 29th International conference in The Web Conference series on April 22nd hosted by the team in Taipei on the Web.

The paper was first presented at the 12th International World Wide Web Conference in Budapest, Hungary in May 2003. It now has more than 2,640 citations and has become foundational research in the area of opinion mining on the Web.

The web contains a wealth of product reviews, but sifting through them is a daunting task. The paper presented an opinion mining tool that processed a set of search results for a given item, generating a list of product attributes (quality, features, etc.) and aggregating opinions about each of them (poor, mixed, good). It identified the unique properties of this problem and developed a method for automatically distinguishing between positive and negative reviews. The classifier drew on information retrieval techniques for feature extraction and scoring. The results for various metrics and heuristics varied depending on the testing situation. The best methods worked as well as or better than traditional machine learning. The paper demonstrated that a web-based tool aided by a simple method for grouping sentences into attributes could be qualitatively useful for opinion mining.

Dame Wendy Hall, Chair of IW3C2, said: "With the huge progress of ecommerce in recent years, the value of product reviews and more specifically the sentiments expressed by customers in their reviews is now obvious to all. This paper was the first to demonstrate the viability of such an approach and is a very worthy winner of the Seoul Test of Time award 2020."

Because of the global public health crisis caused by Covid-19, this year the conference will take place fully on-line from April 20-24. The local organising committee in Taipei have been working tirelessly to ensure that the conference will as ever provide a forum for industry professionals, researchers, policy makers, developers, and other practitioners to reflect on, discuss and debate the evolution of the Web, and its impact on society and culture while identifying future opportunities and research directions that can help us create a Web that is open, safe, inclusive, and balanced. This is even more important in the almost totally digital world we find ourselves in this year.

About the Seoul Test of Time Award

Inaugurated in 2014, the Seoul Test of Time Award is made possible by the generous contribution of the organisers of WWW2014 held in Seoul, South Korea, in May 2014. It is awarded annually to the author or authors of a paper presented at a previous World Wide Web conference that has, as the name suggests, stood the test of time.

The first Award, presented at WWW2015 in Florence, was made to Google founders Sergey Brin and Larry Page, for their world-changing paper 'The Anatomy of a Large-Scale Hypertextual Web Search Engine', presented at the World Wide Web Conference in Brisbane in 1998.

About the IW3C2

The International World-Wide Web Conference Committee is the Association that organises global academic conferences on Web technology: https://www.iw3c2.org/conferences. For further information contact: contact@iw3c2.org

About The Web Conference

Since its first event, in 1994 at CERN, the Web Conference (formerly the WWW Conference) has provided scientists, researchers, policy makers, activists and technology industry leaders with the forum to discuss the evolution of Web and its impact on business, culture and society. The conference is organized each year by a local team of volunteers in different parts of the world in collaboration with the International World Wide Web Conference Committee (IW3C2). The 2020 conference is being organised by a team in Taipei led by Professor Yennun Huang, from Academica Sinica. For the first time ever, this year the conference will be held entirely online – a new experience for all of us. We are very grateful to all the sponsors who have supported the team to take this bold step and enable the conference to go ahead on line. We wish them well.