The field of sentiment analysis and opinion mining is exploding. There is a virtual flood of qualitative data available from a wide variety of sources on the web that can be used to analyze the attitudes behind textual material. Millions of Twitter posts or tweets, millions of Facebook posts and billions of web pages and other documents can be reviewed to determine the opinions behind the words. This analysis can be extremely useful for both researchers and practitioners. Marketing professionals can
II. Methodology

There are a variety of tools that can be used for sentiment analysis. We will use Chinese BosonNLP to compare results where, and perform a review of two the most popular search engines privacy policies, Google and Baidu and analyze their sentiment with these tools.

For our analysis, we utilize several online and commercial products as well as several new analyses we have developed using extensive new affective word dictionaries. Specifically we used BosonNLP (Boson Chinese Semantic Open Platform) and NLPIR(ICTCLAS2016 Huaping Zhang 2016) With these two analyses we are able to calculate significant differences between the two policies. This was because our self-developed algorithm had values for every word in the document and was thus able to allow calculation of means, standard deviations and perform t-tests on the data. The Google and Baidu search engine privacy policies (henceforth known as policies or privacy policies) were download from their respective sites and used to perform all analysis.

III. Discussion and Conclusions

Overall this study has contributed to the literature in three ways, first it defines, presents and demonstrates different methods of sentiment analysis. Researchers and practitioners can use this manuscript as a source, primer and guide for developing their own sentiment analysis of any communication. Second, the study illustrates the inexact but relatively consistent results that are generated by several sentiment analysis tools and dictionaries. Researchers and practitioners can reliably use any of the tools and obtain similar results regardless of the tools used. Note that there is some small variation that will be experienced. Finally, the study analyzes the privacy policies and sentiment and tone of the two largest search engines. The results show little differences in any of the sentiment measures between Google and Baidu. Both are somewhat positive in sentiment, Researchers can use these findings to compare to other search engines policies or other privacy policies for other type sites to compare and contrast their sentiment characteristics. Search engines companies can use these findings to improve their overall sentiment if they choose. Potential changes in privacy policies for companies could be to make privacy policies, happier, less controlled, provide a change in arousal, and be more concrete.

REFERENCES