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## **LARGE-SCALE SENTIMENT ANALYSIS AWARDED PATENT BY THE U.S. PATENT OFFICE**

*Long Island-Based General Sentiment Is Fueled By Large-Scale Sentiment Analysis System Invented By  
Steven Skiena*

**JERICHO, NY, August 30, 2011** – Steven Skiena was awarded a patent by the U.S. Patent Office for the large-scale sentiment analysis he created, which is used by social media monitoring and analytics firm General Sentiment – a company he established with serial entrepreneur Mark Fasciano.

Skiena's invention determines the sentiment expressed by, for example, a newspaper article on an entity. It is common knowledge that the news is rarely reported in a neutral fashion. The novel method and system designed by Skiena assigns scores to a specific entity (e.g., a celebrity, politician, athlete, etc.) by scanning News and Social Media sources, detecting various textual cues and then indicating whether the articles express positive or negative opinions of that entity.

The August 19, 2011, issue of the Long Island Business News reported on Skiena's patent award.

For a copy of the article and more information on General Sentiment, visit: [www.generalsentiment.com](http://www.generalsentiment.com).

### ***About General Sentiment***

General Sentiment is a social media monitoring and analytics company delivering insights that change the way brands make product and marketing decisions. Fueled by large-scale natural language processing and text analytics developed over the course of seven years of university research, General Sentiment monitors and interprets online conversations, discovering actionable social insights for its clients.

General Sentiment is a trusted source of industry intelligence, offering quarterly reports which rank and analyze brands across various sectors. It also provides a dashboard, an API and a custom reporting service, all of which allow corporate executives to comprehensively understand brand perception, identify trending topics in specific industries and optimize the effectiveness of marketing campaigns.

For more information, visit [www.generalsentiment.com](http://www.generalsentiment.com).