COMMENT ANALYSIS SYSTEM, COMMENT ANALYSIS METHOD, AND PROGRAM FOR COMMENT ANALYSIS

ABSTRACT

A comment analysis system includes: a behavior information acquisition unit 103 configured to acquire behavior information indicative of the behavior of a user on a community site; a user identification unit 104 configured to identify, from among users on the community site, a user whose behavior indicated in the behavior information is changed; and a comment information extraction unit 105 configured to extract, from a database 100, comment information to which the user whose behavior is changed responds as a respondent to the comment, wherein comment information from another user to which the user whose behavior is actually changed responds on the community site is extracted. This can lead to extracting a wide variety of comment information having an influence on the behavior of each user due to some factors in addition to comment information high in commenter's emotional value, and utilizing the comment information in marketing.

Figure 2