

Semi-Automated Argumentation Analysis of Online Product Reviews

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Argument fragment for a camera

★★★★★ **Stunning camera**, 27 Aug 2011

By [A. Reader](#)

This review is from: Canon PowerShot SX220 HS Digital Camera - Grey (12.1MP, 14x Optical Zoom) 3.0 Inch LCD (Electronics)

I adore this camera. Why? Because I get a higher percentage of good shots out of it than from any other camera I have, and that includes a few DSLRs, and the video is ridiculously good. Is the image quality as good as a DSLR or even a micro 4/3 system camera? No, but it's not far off, and a shot that's perfectly exposed and focused and free of camera shake on a smaller sensor like this beats not getting a picture at all by a long way. The SX220HS is my constant companion and lives in a pouch on my belt.

I've spent 30 years in photography, since buying my first Russian Zenit E around 1979, including being a semi-pro at one point. I know all about aperture/shutter speed/ISO ratios, exposure values, incident light metering, parallax error, Hurter & Driffield scales, flash guide numbers, the difference between depth of field and depth of focus, Ansel Adams's zone system, blah blah blah. When I'm taking a photo, I don't want to think about any of that stuff, I want to be enchanted by a scene and have a decent reproduction of it when I get home. With this camera, I get that. When I pull it out, I know I'm almost certain to get the picture I want. Canon have done an amazing job with it.

The video is astounding. When I upload it, I view it on a large screen, not a little laptop, so any flaws would be immediately apparent. I uploaded a few to Youtube for a friend to see, and she emailed me back, 'They are so clear!'

Pro and Con

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Customer Reviews

Canon PowerShot SX220 HS Digital Camera - Grey (12.1MP, 14x Optical Zoom) 3.0 inch LCD



Average Customer Review
★★★★☆ (85 customer reviews)

Share your thoughts with other customers

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This product



Canon PowerShot SX220 HS Digital Camera - Grey (12.1MP, 14x Optical Zoom) 3.0 inch LCD by Canon

£179.89

In stock

The most helpful favourable review

239 of 240 people found the following review helpful

★★★★★ Stunning camera

I adore this camera. Why? Because I get a higher percentage of good shots out of it than from any other camera I have, and that includes a few DSLRs, and the video is ridiculously good. Is the image quality as good as a DSLR or even a micro 4/3 system camera? No, but it's not far off, and a shot that's perfectly exposed and focused and free of camera shake on a smaller...

[Read the full review >](#)

Published 7 months ago by A. Reader

The most helpful critical review

45 of 47 people found the following review helpful

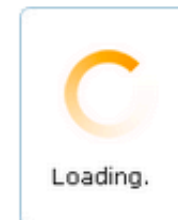
★★★★☆ Canon Warranty

The Powershot SX220 HS does take good pictures, but for me the Canon Warranty lets it down. I had the camera for about 6 weeks when i noticed the lens cover would not fully open or close, and because i've had the camera over 30 days amazon did not want to know, so i contacted canon support which was rubbish, the first e-mail i got back was telling me to clean the CF card...

[Read the full review >](#)

Published 5 months ago by Gmick

Vs.



Loading.

Comments on reviews

Comments

[Track comments by e-mail](#)

Tracked by 2 customers

Showing 1-7 of 7 posts in this discussion

Sort: **Oldest first** | [Newest first](#)

Initial post: 12 Nov 2011 23:32:56 GMT

 [Ian Beckett](#) says:

hi,

youre not limited to 30 days under consumer legislation (6 weeks is still a "reasonable period") .. your issue is that you let them repair it which canon always try and get you to do .. you should asked canon for a replacement or a refund ... contact canon and tell them you will give them one last chance to put it back to 100% condition otherwise you will be taking a small claims court action against them ... its really easy to to do and costs about £17 and you can do it all online

[Reply to this post](#)

4 of 4 people think this post adds to the discussion. Do you?

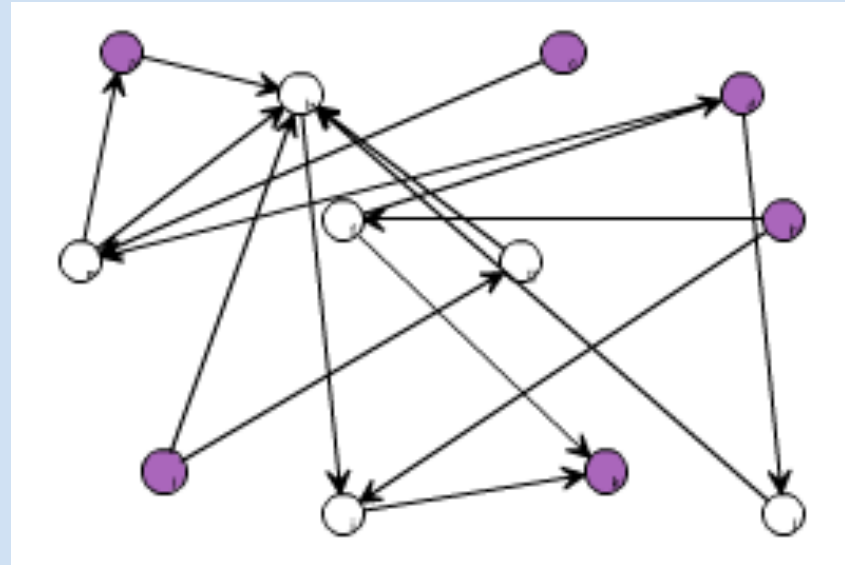
[Permalink](#) | [Report abuse](#)

Yes

No

Output extensions

Current result:
{a, c, d, h, i, k}



Preferred Extension (using ASPARTIX)

Goals

- ***Extract*** arguments distributed across a corpora and ***evaluate*** them with formal, automated tools.
- ***Speed*** the work of human analysts.
- Provide ***semi-automatic*** support.
- Use aspects of NLP to ***incrementally*** address a range of problems (ambiguity, structure, contrasts,....)

Consumer argumentation scheme

Variables in schemes as targets for extraction.

Premises:

- Camera **X** has property **P**.
- Property **P** promotes value **V** for agent **A**.

Conclusion:

- Agent **A** should **Action** Camera **X**.

Analyst's goal: instantiate

Premises:

- The **Canon SX220** has **good video quality**.
- **Good video quality** promotes **image quality** for casual photographers.

Conclusion:

- **Casual photographers** should **buy** the **Canon SX220**.

Identifying and extracting text

- **Annotate** text:
 - Simple or complex annotations.
 - Highlight annotations with **colours**.
 - Search for and extract text by annotation.
- GATE “General Architecture for Text Engineering”.
 - Works with large corpora of text.
 - Rule-based or machine-learning approaches.

To find argument passages

- Use:
 - Indicators of **premise**
after, as, because, for, since, when,
 - Indicators of **conclusion**
therefore, in conclusion, consequently,

Rhetorical terminology

The paper manual supplied with the camera is a simplified version that does not explain the complex functions of the camera. The electronic version of the manual, supplied on the CD and downloadable from canon's website, is more comprehensive but not definitive. Some experimentation is required to get to grips with some of the camera's features.

If you are looking for a compact point-and-shoot camera that will also allow a high level of creative control then this camera is well worth consideration.

To find what is being discussed

- Use [domain terminology](#):
 - Has a flash
 - Number of megapixels
 - Scope of the zoom
 - Lens size
 - The warranty

Domain terminology

I think the issue is one of canon screwing up the logic in auto/program modes making it useless indoors or in dull conditions and though you can set a low iso in program mode if you leave it and move indoors or in to dull conditions you run the risk of getting horribly under exposed shots.

The many reviews you read look at the image quality at a SET ISO so dont really pick up on the poor auto and program mode.

I have decided to keep mine (for outside travel shots) and also keep my old ixus to guarantee good point and shoot shots indoors at weddings, parties etc which it always produces.

To find attacks between arguments

- Use contrast terminology:
 - Indicators
but, except, not, never, no,
 - Sentiment
The flash worked **poorly**.
The flash worked **flawlessly**.

Sentiment terminology

I think the issue is one of canon screwing up the logic in auto/program modes making it **useless** indoors or in **dull** conditions and though you can set a low iso in program mode if you **leave** it and move indoors or in to **dull** conditions you run the **risk** of getting horribly under **exposed** shots.

The many reviews you read look at the image quality at a SET ISO so dont really pick up on the **poor** auto and program mode.

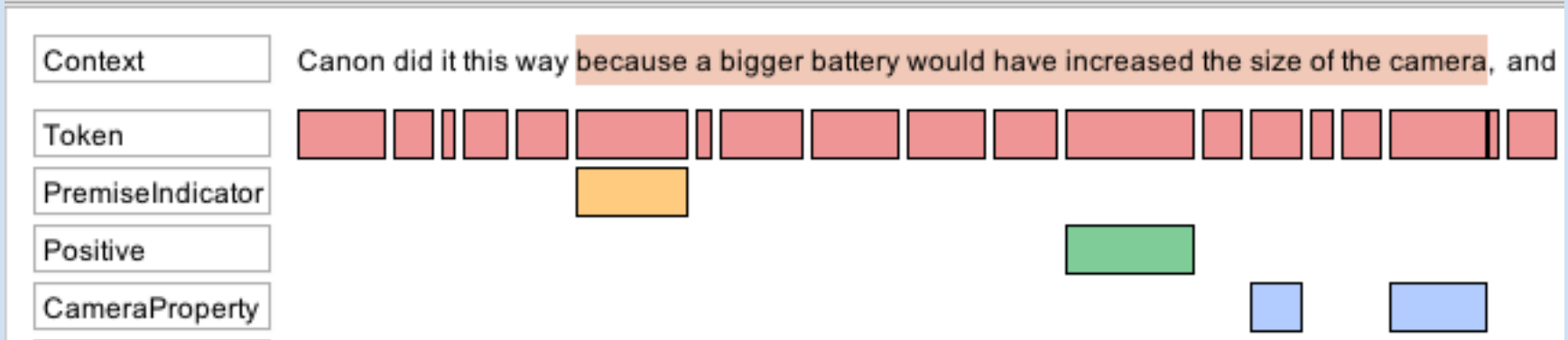
I have decided to keep mine (for outside travel shots) and also keep my old ixus to **guarantee good** point and **shoot** shots indoors at weddings, parties etc which it always produces.

Domain properties, positive sentiment, premises

I adore this camera. Why? Because I get a higher percentage of good shots out of it than from any other camera I have, and that includes a few DSLRs, and the video is ridiculously good. Is the image quality as good as a DSLR or even a micro 4/3 system camera? No, but it's not far off, and a shot that's perfectly exposed and focused and free of camera shake on a smaller sensor like this beats not getting a picture at all by a long way. The SX220HS is my constant companion and lives in a pouch on my belt.

Query for patterns

```
{PremiseIndicator}({Token})*10{Positive}({Token})*10{CameraProperty}
```



An argument for buying the camera

Premises:

The pictures are perfectly exposed.

The pictures are well-focused.

No camera shake.

Good video quality.

Each of these properties promotes image quality.

Conclusion:

(You, the reader,) should buy the CanonSX220.

An argument for NOT buying the camera

Premises:

The colour is poor when using the flash.

The images are not crisp when using the flash.







The flash causes a shadow.

Each of these properties demotes image quality.

Conclusion:

(You, the reader,) should not buy the CanonSX220.

Counterarguments to the premises of “Don’t buy”

-  The colour is poor when using the flash.
-  For good colour, use the colour setting, not the flash.
-  The images are not crisp when using the flash.
-  No need to use flash even in low light.
-  The flash causes a shadow.
-  There is a corrective video about the flash shadow.

Future work

- Tool refinement.
- Add ontology modules to the tool.
- User models.
- Richer query patterns.
- More extensive argument 'chains'.
- Incrementally analyse ambiguity, e.g. *when, because,....*
- Argumentation schemes for other aspects of text.
- Further work on contrariness.

Related Papers

- Schneider, Davis, and Wyner (2012). "Dimensions of argumentation in social media", *Knowledge Engineering and Knowledge Management (EKAW)*.
- Wyner and Schneider (2012). "Arguing from a point of view", *Agreement Technologies*.
- Schneider and Wyner (2012). "Identifying consumers' arguments in text", *Workshop on Semantic Web and Information Extraction (SWAIE at EKAW)*.

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- FP7-ICT-2009-4 Programme, IMPACT Project, Grant Agreement Number 247228.
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Thanks for your attention!

- Questions?
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