Opinion Mining, also known as Sentiment Analysis, is a sub-field of Natural Language Processing (NLP) that focuses on identifying, extracting, and analyzing subjective information from text data. The primary goal of opinion mining is to determine the sentiment expressed in a piece of text regarding a particular topic, product, service, or aspect. This sentiment is generally categorized into positive, negative, or neutral.

Opinion mining involves several tasks and techniques, including but not limited to:

1. **Sentiment Classification**: Categorizing the overall sentiment of a text as positive, negative, or neutral. This can be done at different levels of granularity, such as document level, sentence level, or aspect level.

2. **Aspect-Based Sentiment Analysis**: Going beyond overall sentiment to analyze sentiment towards specific aspects or features of a product or service. For instance, in a review of a smartphone, different sentiments might be expressed towards its battery life, camera quality, and screen size.

3. **Subjectivity/Objectivity Analysis**: Differentiating between subjective statements (which express personal opinions or feelings) and objective statements (which present factual information).

4. **Sentiment Quantification and Aggregation**: Quantifying sentiment scores to aggregate and summarize sentiments from a large set of documents, which is useful for gauging public opinion trends or consumer preferences over time.

5. **Emotion Detection**: Identifying specific emotions, such as happiness, anger, surprise, etc., expressed in the text, which is a finer-grained analysis than general sentiment classification.

Opinion mining applications are vast and include market research, brand monitoring, customer service, political campaigns, and public opinion analysis. Techniques employed in opinion mining leverage machine learning algorithms, including both traditional models like Naive Bayes, Support Vector Machines (SVM), and advanced deep learning approaches like Recurrent Neural Networks (RNNs), Long Short-Term Memory (LSTM) networks, and Transformers, to effectively interpret and analyze sentiments in textual data.