

## Boolean Operator Guide

Below, please find a descriptive list of Operators and Field Specifiers. Although keywords are not case sensitive, all operators and specifiers are and, therefore, they must be typed with the exact capitalization you see below. Where applicable, click an operator name for additional information and use cases.

### **OPERATORS:**

A Boolean operator is a simple word (AND, OR, NOT) that is used as a conjunction to combine or exclude keywords in a search in order to provide more focused and personalized results.

- **Basic Boolean Operators**
- **AND**

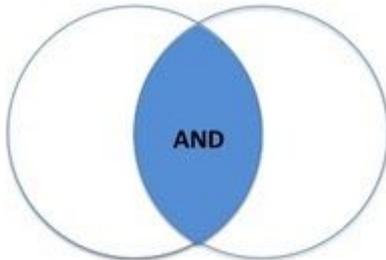
Use the AND operator when you want to pull back results that include Keyword1 AND Keyword2. If both keywords are not present, the post will not be included in the results. Capitalization of this operator is required.

- **OR**

Use the OR operator when you want to pull back results that include either Keyword1 OR Keyword2. The results will include posts with either of these keywords. Capitalization of this operator is required.

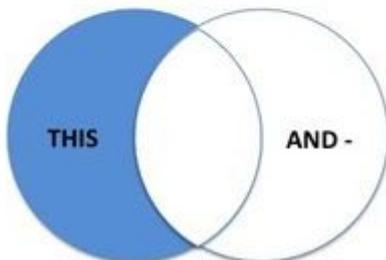
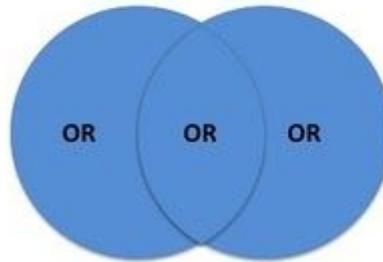
- **AND -**

Use the AND - operator when you want to pull back results that do not include a keyword. Capitalization of this operator is required and there should not be a space between the hyphen and the keyword to be excluded from results.



The AND operator is used to only capture the instances when both keywords appear in the same post.

The OR operator is used to capture instances when either of your keywords (or BOTH) are used in a post.



The AND - operator excludes a specific word or phrase from your search results.

- **Near (~) Operator**

The Near (~) operator is used when trying to find conversations with two words that are near one another. It can be used to find a list of possible words within a specific proximity to another set of possible words. This is represented by identifying your two sets of keywords and following them with a tilde and the maximum number of words separating them.

i.e. ((cake OR "ice cream" OR cookie) AND (birthday OR birthdays))~5

- **Wildcard Operators**

Please reference the article on wildcard operators for further details on *ForSight's* capabilities of wildcards.

### FIELD SPECIFIERS:

A specifier is a keyword (site, url, title, author, etc.) that can be implemented during a data search to refine results based on a specific location or name.

- **Tracking a specific page, site or domain**
- **site:**



Use the site: specifier to indicate a main domain name that you want to associate with your query. It should be formatted with the domain name, do NOT include the www. and without a space between the colon and the domain. i.e. **site:"nytimes.com"**

- **url:**

Use the url: specifier to indicate a subdomain that you want to associate with your query. It should be formatted with the subdomain name, and include the www. and without a space between the colon and the subdomain. Remember to put quotation marks around your subdomain as our algorithm does not recognize the backslash and will read it as a space.

i.e. **url:"www.theguardian.com/football"**

- **topLevelDomain:**

The topLevelDomain: specifier is used to search all sites that end with a specific top level domain. The topLevelDomain: specifier should be formatted exactly as seen below, with proper capitalization and no space between the topLevelDomain code and the colon.

i.e. **topLevelDomain:com OR topLevelDomain:org OR topLevelDomain:ed**

- **Tracking a specific post title**

- **title:**

The title: specifier is used to find titles of posts that you would like to associate with your query. The word or phrase you include with this operator will be used to find posts that include that word or phrase (this is not an exact search i.e. title:sandwich will bring back "roast beef sandwich" and "peanut butter and jelly sandwich"). There should not be a space between the colon and the title keyword(s).

i.e. **title:sandwich OR title:"peanut butter"**

- **Tracking a specific language**
- **language:**

The language: specifier is used to indicate the language you would like to associate with your query. It uses [2-letter language codes from the standardized ISO 639-1 system](#). There should not be a space between the colon and the language code. Please see the article [Language Filter: How Does it Work?](#) for more information about the language filter and language codes.

i.e. **language:en**

- **Tracking a specific location**

- **country:**

The country: specifier is used to indicate the country you want to associate with your query. It should be formatted using the [3-letter country code](#). There should not be a space between the colon and the country indicator.

i.e. **country:USA**

- **continent:**

The continent specifier can be used to indicate the continent you want to associate to your query. There should not be a space between the colon and the continent indicator

i.e **continent:EUROPE**

- **region:**

The region specifier can be used to indicate the state, region, or province you want to associate to your query. It consists of a country code followed by a region's name or abbreviation

i.e **region:USA.FL, region:GBR.East Wales**

- **urban:**

The urban specifier indicates a city or urban area you want to associate with your query. It consists of a region code followed by a period followed by the city name.

i.e **urban:USA.NY.New York, urban:GBR.Greater London.London**

- **longitude:/latitude:**

The longitude: and latitude: specifiers are used to indicate the specific coordinates you want to associate with your query. You can either combine them or use them individually.

i.e. **longitude:[-73 TO -69] AND latitude:[41 TO 44]**

**Notes:**

- You will only be able to use these specifiers with posts that have been tagged with geographic coordinates and have this level of detail.

- As of April 2015, Twitter changed the way in which coordinates were stored in the metadata of posts. When using the **latitude** and **longitude** specifiers, there may be some differences observed when comparing Twitter volume from prior to April 2015 to after.

-It is also additionally advised to use the location configuration in the monitor setup when possible, rather than to use these geography fields into the free-form Boolean, as it helps make your queries easier to understand and maintain.



The following specifiers are still supported, however it is recommended that the **region:** and **urban:** specifiers be used in place of the below.

- **state:**

The state specifier is used to indicate the state you want to associate with your query. It should be formatted using the 2-letter state code. There should not be a space between the colon and the state indicator.

i.e. **state:NY**

- **city:**

The city: specifier is used to indicate the city you want to associate with your query. There should not be a space between the colon and the city indicator.

i.e. **city:madrid**

Please note that as of April 2015, the specifier `location:` is no longer supported. For more information about the location filter please see the article *Location Filter: Overview*.

- **Filtering a monitor by time**
- **minuteOfDay:**

The minuteOfDay: specifier is used to filter the monitor in the setup by time. The usual range query would be: `minuteOfDay:[0 TO 1440]`.

i.e. **6:30pm to 7:00pm would be minuteOfDay:[1110 TO 1140]**

- **Tracking a specific author or author information**
- **author:**

The author: specifier is used to find posts created by a specific author. You can use a twitter handle or the person's first and/or last name. There should not be a space between the colon and the author name.

i.e. **author:@nytimes OR author:Smith OR author:"Sara Jane Smith"**

- **weblogTitle:**

The weblogTitle: specifier is used to find posts created by a specific Reddit or forum author.

i.e. **weblogTitle:feelslikegold**

- **authorGender:**



The authorGender: specifier can be used in the advanced keywords during setup to pull back posts limited to a specific gender. Gender information is available for Facebook, Forums, Reviews and Weibo beginning on March 8, 2014. Gender information for Twitter content is available beginning April 18, 2014.

i.e. **authorGender:M** or **authorGender:F**

- **engagingWith:**

The engagingWith: specifier can be used in conjunction with a Twitter handle to track engagement metrics such as replies, retweets or comments associated with an author. This does not track general mentions of a handle, which can be done by searching for just the handle in your query.

i.e. **engagingWith:@nytimes**

- **authorFollowers:**

The authorFollowers: specifier is used to search for posts by Twitter authors with a follower count in the selected range.

i.e. **authorFollowers:[500 TO 500000]**

- **authorVerified:**

The authorVerified: specifier is used to search for posts made by [Twitter verified accounts](#).

i.e. **authorVerified:true**

- **Tracking reviews posts**
- **itemReview:**

The itemReview: specifier is used to track reviews from a specific product and it can be used in conjunction with the site specifier. You can request specific product reviews to be crawled (to submit a content request, please go to our article *Content Request: Adding Content to Crimson's Data Library*).

i.e. **site:"amazon.com" AND itemReview:("Quest Nutrition Protein Bar")**

- **rating:**

The rating: specifier is used to search for Reviews posts that meet a specific star rating value or value range.

i.e. **rating:3**

i.e. **rating:[3 TO 5]**

- **Tracking custom content data**
- **pubType:**

The pubType: specifier is used to target custom content data that has been previously uploaded to ForSight through our API. In order for users with an API license to upload custom content to ForSight, a "pubType" needs to be defined. "pubType" is simply a name that is used in the JSON upload. This specifier is helpful because it allows you to check if all of the custom data was uploaded and to use it in your analysis.

- **Tracking Instagram posts by tagged user**
- **taggedUsers:**

The taggedUsers: specifier is used to query Instagram by tagged user.

i.e. **taggedUsers:springsteen**

- **Tracking a specific post type**
  - **engagementType:**

The engagementType: specifier can be used with a variety of content sources to target specific posts, such as comments, replies or retweets. **Please note:** This specifier must be used with the exact capitalization shown below.

i.e. **engagementType:COMMENT** will pull back Facebook comments.

i.e. **engagementType:REPLY** will pull back replies to tweets.

i.e. **engagementType:RETWEET** will pull back retweets.

- **imageType:**

The imageType: specifier can be used to track Twitter posts with images.

i.e. **imageType:image**

- **publisherSubType:**

The publisherSubType: specifier can be used to track different types of Instagram content.

**Please note:** This specifier must be used with the exact capitalization shown below.

i.e. **publisherSubType:image** will pull back Instagram posts with images.

i.e. **publisherSubType:video** will pull back Instagram posts with videos.



i.e **publisherSubType:comment** will return any comments on owned posts

i.e **publisherSubType:carousel\_album** returns any IG post that has multiple media panels. Here's an example: <https://www.instagram.com/p/BuAFTl6ggQi/>

As you can see there are multiple panels that include both videos and photos.

Note: Anything that is a "carousel\_album" post will NOT be included in the "video" or "image" publisherSubType: results, even if they do include 1 or more

- **Tracking replies to a post**
  - **engagingWithGuid:**
- The engagingWithGuid: specifier allows you to track the replies to a specific Tweet or Facebook post. The GUID is a unique number identifier of each post. Below you will find information on how to use this specifier for posts from different content sources.
  - **Twitter**
- The GUID number of a Tweet can be found in the URL of the Tweet on Twitter's website. For example, in the following URL of a Tweet <https://twitter.com/crimsonhexagon/status/857284431631011841>, the GUID number is in bold. Consequently, in this case the specifier would be used in the following way: **engagingWithGuid:857284431631011841**.
- **Facebook**
- **Searching for a logo**
  - **brandIds:**

The brandIds: specifier is used to search for a specific logo, where the Brand ID number is known.

i.e. **brandIds:12 AND brandIds:14**

This specifier is also available for use in HelioSight with parentheses.

i.e. **(brandIds:12)**

- **Facebook Specifiers**
  - **title:"name of wall"**
- If you want to grab all of the Facebook posts from a specific page, vs. just running a keyword search against the selected content, there is one important thing that you'll need to do, beyond just selecting it as a content source. You will need to use this special Boolean operator in your keyword filter, in order to collect all wall posts. So, for example, if you wanted to get all posts from the Adidas wall, the query would look like this: **title:"adidas wall"**.



(As a note, you will want to use the exact title of the wall, including any quirks in spelling. You can find this by visiting the wall and copying its title.)

- **weblogTitle:"page name"**
- If you want to get just the admin posts and comments from a specific Facebook page you will need to use a special string in your keyword filter. Following the example above, the query would look like this: **weblogTitle:"adidas"**.

- **QQ Specifiers**

QQ posts are categorized into: Articles, Comments and Replies.

To distinguish between these categories, the publisherSubType field specifier can be used as follows:

publisherSubType:"Article"

publisherSubType:"Comment"

publisherSubType:"Reply"

- **Tumblr Specifiers**

- **blogName:**

Use the blogName: specifier to track original and reblogged content from a specific blog page.

i.e. **blogName:comedycentral**

- **parentPostId:**

Use the parentPostId specifier to track reblogs of a specific post from a specific user's blog.

i.e. **parentPostId:129596930020**

- **rootPostId:**

Use the rootPostId: to track reblogs of a specific post and reblogs of these reblogs.

i.e. **rootPostId:129596930020**

- **parentBlogName:**

Use the parentBlogName: specifier to track posts reblogged from a specific user's page.

i.e. **parentBlogName:comedycentral**



- **rootBlogName:**

Use the rootBlogName: specifier to track posts reblogged from a specific page and reblogs of that same content.

i.e. **rootBlogName:comedycentral**

- **tags:**

Use the tags: specifier to track posts that include a specific tag.

i.e. **tags:photography**

Please note: We do not index punctuation or symbols, with the exception of \$ and # and @ symbols. This means emoticons are not captured in the analysis.

We do not stem words. Please make sure to include plurals, tenses, misspellings, abbreviations, etc. Because we do not include punctuation, singular forms of words will capture forms with an apostrophe S. Ex. noun captures noun's (which in the system, looks like noun s) However, noun will not capture nouns.