

Buzz Monitor Creation

A Buzz monitor helps users get a general sense of the conversation while allowing you to track and gauge the volume of a conversation over time. Buzz monitors utilize a separate algorithm than the one employed in opinion monitors, so they take less time to run. This allows you to quickly get a snapshot of the entire conversation in a very short amount of time. Buzz monitors are great ways to see how people are discussing a topic so that you can create a framework for a more detailed opinion monitor. Simple step-by-step instructions to creating a Buzz Monitor are as follows:

1. Go to your Team's monitor homepage
2. Click on "New Monitor"
3. Under "Monitor Type" select Buzz Monitor
4. On the Setup tab, you will give your monitor a name and an optional description. The description and title will not affect analysis in any way; they are simply ways to easily identify your monitors.
5. Enter your keywords in either Guided or Free-Form context
6. Select the content sources you would like to include in your analysis
7. Select the date range you want to analyze. When an indefinite end date is selected, the monitor will update on a daily basis until it is disabled.
8. Next, you have the option of filtering by language, gender, author interest, and location from the Setup page
9. Next you have the option to add Whitelists/Blacklists. There are a number of blacklists that are applied to monitors by default to cut down on spam. Users have the option to open a support ticket to request the addition of whitelists or blacklists to their monitors.
10. Select Create & Run!