Content Source: Advanced

Crimson Hexagon allows you to select which content sources you would like to analyze for your Monitor. There are different content sources, both short-form (Twitter, Facebook, etc.) and long-form (news, blogs, etc.), available to users. Different sources add different voices to your sentiment analysis - which content sources to use really depends on what you are looking for in your results.

Advanced Content Sources

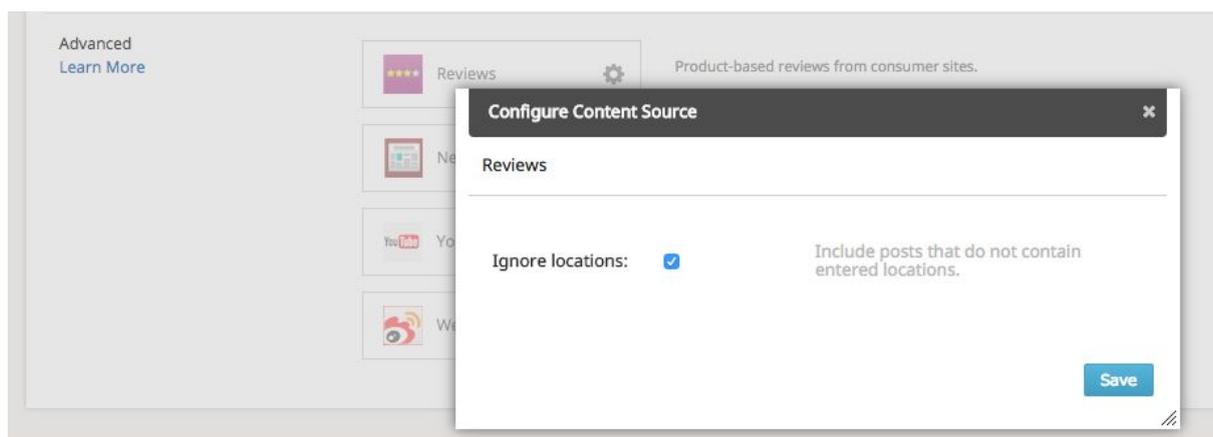**Reviews:** Product-based reviews from consumer sites such as tripadvisor.com and amazon.com.

News: Fact-based articles by formal news organizations, such as CNN, New York Times, Wall Street Journal, etc.

YouTube: Contains content from video descriptions and comments. You can also search the titles of individual videos using the title: operator. This will bring you both the video's title as well as its description.

Weibo: Chinese microblogging site. Only to be used for Chinese language searches. Sina Weibo is available as a premium content source. Please contact your Customer Success Manager for more information.

Additional Information:

When selecting each of these content sources in monitor setup, it is important to note that we have location data for Forums, Blogs, and News and we do not have location data for Reviews, Comments, YouTube and Weibo. Next to the content sources where the location filter is not supported, you will see a gear where you will have the option to "ignore locations". This option gives you the ability to still collect data from this source that match your query while acknowledging that location data is not available for these posts.

You will also see the option to "ignore gender" for some of these content sources. This acts similarly to the location filter however we collect gender data for Forums, Reviews and Weibo of the advanced content sources.