

Opinion Monitor Creation

Opinion monitors allow users to create custom categories and analyze results based upon user training. Opinion monitors use our core aggregate analysis technology, BrightView, to perform accurate sentiment and topical analysis. Simple step-by-step instructions to creating an Opinion Monitor are as follows:

1. Go to your Team Monitor page
2. Click on "New Monitor"
3. Under "Monitor Type" select Opinion 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'd 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 (Data Management users only). There are a number of blacklists that are applied to monitors by default to cut down on spam. Users have the option to ask Data Management users to add additional whitelists or blacklists to their monitors.
10. Select Create & Run!

The next step in creating an Opinion Monitor will be training posts.