Opinion Monitor: Training Posts

The feature that differentiates Opinion Monitors from Buzz Monitors is the ability to train posts to follow the conversation based on topics relevant to you. Before you start training posts, consider the guidelines below.

Guidelines for Training Posts

1. Be as consistent as possible

   ○ The effectiveness of the algorithm is determined by the quality of its training. If categories are inconsistent, the algorithm will have difficulty identifying patterns.

2. Proofread your training set

   ○ You can click on each category to view previously trained posts in a monitor and ensure that the category is clearly outlined by the examples.
   ○ Move any posts that are no longer applicable to the "Off Topic" category.
   ○ If you would like to 'skip' a post after it has been trained into a category, move it to the "Save for Later" category.

3. Skip posts that are mixed, unclear or retweets

   Posts you should be skipping:

   ○ Mixed themes – If the post is split across categories, it's not a good example of a single category to teach the algorithm with. Hold out for clear examples.
   ○ Unclear – If you can't figure out what the person means, or if you have to look up information or click on a link to get the gist, it's not a good example post; feel free to skip such posts.
   ○ Duplicate Retweets – if you train 20 posts of the exact same sentence, it is a very narrow definition of that category. Aim for variety.

4. Avoid training multiple languages together
   ○ Although opinion monitors do not look at language and can analyze all of them, we still suggest separating categories (or preferably monitors altogether) by languages. Even though language isn't a factor for an overall analysis, the patterns are what is important.

○ "Me encanta jugar al golf" and "I love golfing" are of the same meaning, however the textual patterns have 0 overlap and may create confusion in the training (see point #3).

Number of Posts to Train per Category

When building an opinion monitor, you are required to train at least 10 posts into each category before running the monitor. With 10 posts in each category, you can technically run a monitor; however, more training is recommended for the most accurate results. Once you have trained 20 posts for each opinion category, your training set will be considered optimized and ready for analysis.

Steps to Train Opinion Monitor

1. Create or navigate to an Opinion Monitor
2. After your monitor has generated, select the 'Summary' section or the 'BrightView' section under the 'Text Analysis' Tab
3. Both of these sections will have the option to click 'Train Monitor' if you have yet to train your monitor, or 'Continue Training" if you are returning to training
4. On the training page, you will see a list of posts on the left, and the option to 'Add your first category' or 'Choose a category template' on the right, select one

   ○ If you selected '**Add your first category**': Name your categories in a way that organizationally makes sense to you and your team. You can add up to 12 categories. You can also can create groups to organize the individual categories. (Create a group the same way you would create a category. Organize your individual categories by dragging them into the group you want them to belong in).
   ○ If you selected '**Choose a category template**': Select one of the four pop-up category templates offered, and click 'Choose'. This will pre-define categories for you.

5. Once you have created or selected your categories, you can select posts from the training list. To select posts, click on post(s) from the training set, and drag-and-drop the post(s) into the appropriate category.

   Note: Do not add similar posts to various categories, as this will confuse the algorithm.

- ○ While training posts, you can search for specific posts with a Boolean-supported keyword filter. This will help you find relevant posts for a specific category faster.
  - ○ To reassign posts to a new category, click on one category to see all the posts that have been trained. Select posts individually or collectively and move them into the other category you prefer.
6. If there is a post you would like to save and revisit later, simply drag-and-drop it into the 'Save For Later' category.
7. Continue training until Overall Progress shows 100%. This means you have reached the minimum number of posts that need to be trained in each category.
8. When finished, click 'Run BrightView'. Your monitor will now reset with BrightView analysis applied.
9. If you choose to return to BrightView training in the future, click 'Train More Posts'. This will allow you to add posts to your training. After doing this, click 'Run BrightView', which will confirm that you would like to reset the monitor.

Retraining a Monitor

When the conversation changes, train more posts; or start a new monitor.

The algorithm can only function on the posts you have trained in the past. If there is an event related to your topic, like a celebrity endorsement or a new campaign launch, make sure to go back and train new posts in the monitor. In general, it is good practice to return to monitors periodically and add a few new posts to the training. The more current and representative your training is, the more accurate the results will be.