



## Sentiment Analysis Overview

To preface this article, the Sentiment Analysis is the algorithm our Buzz and Social Account monitors use, and BrightView is the algorithm that our Opinion monitors use.

Sentiment Analysis uses pre-defined sentiment categories, unlike the BrightView algorithm which uses custom-defined categories. It uses a vast set of training posts (over 500,000) that were hand-labelled as positive, negative or neutral. We use these labelled posts to calculate the frequency of distribution of each word, negated word, emoticon, etc. present in those documents across the positive, negative and neutral categories. These frequency distributions are then used to construct a model that analyzes each new post and classifies it by sentiment.

Sentiment Analysis volume can also be viewed in an hourly breakdown of the data. This is unique to our Sentiment Analysis (Buzz & Social Account) monitors. In order to view hourly data, you must choose a time range of no more than 2 days and select the hourly sorting option in the Summary, Sentiment Analysis, or even Volume tab.

One thing to note is that the Sentiment Analysis will assign a single sentiment to each post, whereas our BrightView analysis will use aggregate analysis to show you the overall proportions of the conversation.