



Automated Sentiment How-To

Part A: Setting up Automated Sentiment

In this post we'll explore setting and using Automated Sentiment in the Radian6 Dashboard. Setting up Automated Sentiment in Radian6 can be accomplished in two easy steps.

1. Define **Sentiment Subjects**. Click on **Configuration** at the top of the Radian6 dashboard. In the Topic Profile Manager, navigate to the **Sentiment Subjects** section and enter topics you would like to apply Automated Sentiment to.

Example: A topic profile may contain many keywords such as "Coke", "Pepsi", "Mountain Dew", yet you might only be interested in sentiment from the perspective of "Coke". In this case, you would enter "Coke" as a sentiment subject.



Defining Sentiment Subjects in the Topic Profile Manager

2. Save your Topic Profile Changes.

Part B: Using Automated Sentiment Analysis in the Radian6 Dashboard

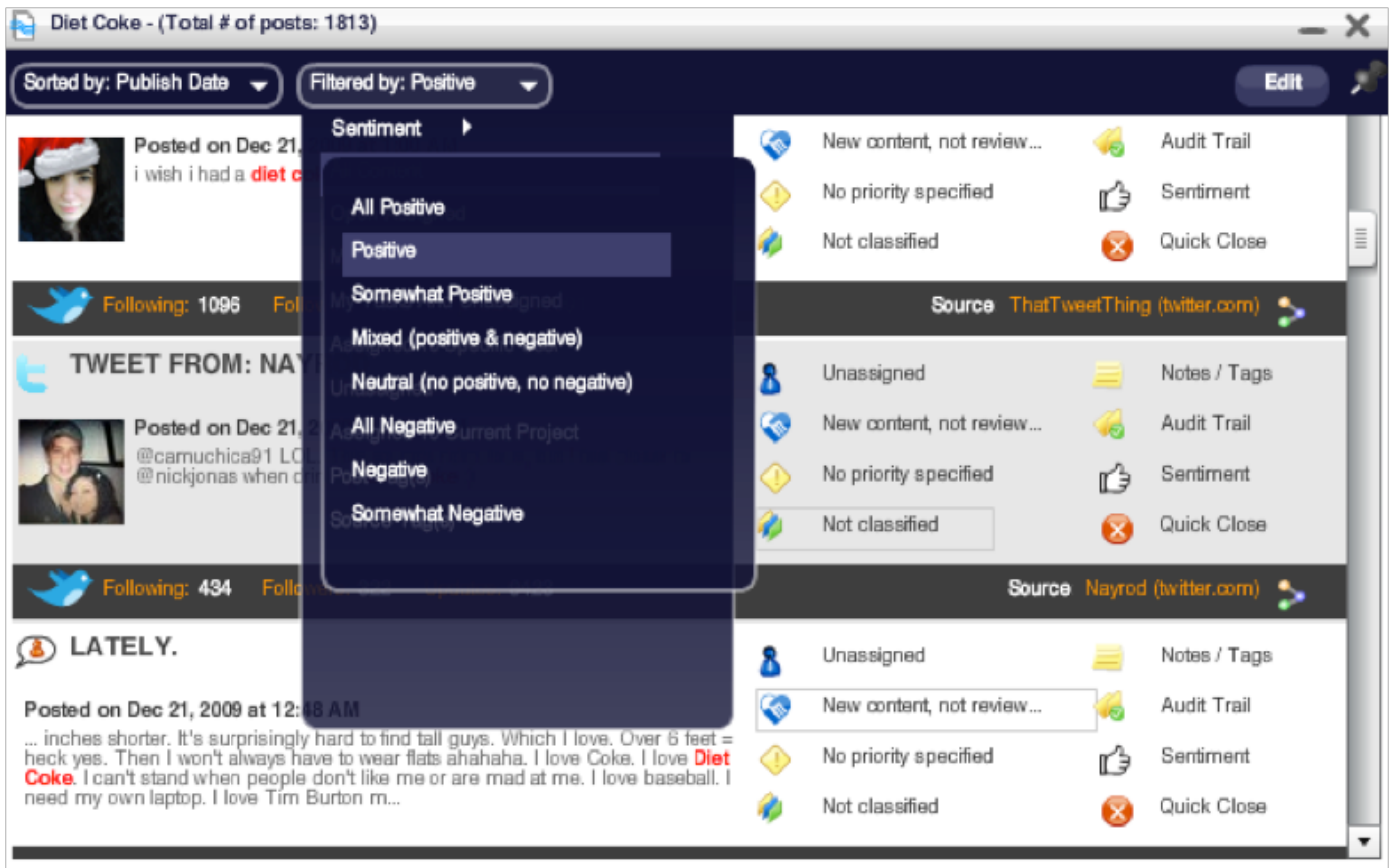
Once the Topic Profile has been configured with the Sentiment Subjects, you can use the following methods to analyze Automated Sentiment results in the Radian6 Dashboard.

1. **River of News:** Automated Sentiment results are displayed with a thumbs up/thumbs down indicator next to the post. Results can be manually adjusted by selecting the thumb and choosing a different sentiment setting. Use the **Filter by** option in **Workflow** mode to filter by sentiment.



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In the Diet Coke example: a common approach is to review by posts sorted by sentiment. Using the method above we could, for example, quickly review all of the negative or positive posts. The image below shows **River of News** posts sorted such that **positive** posts are displayed first.



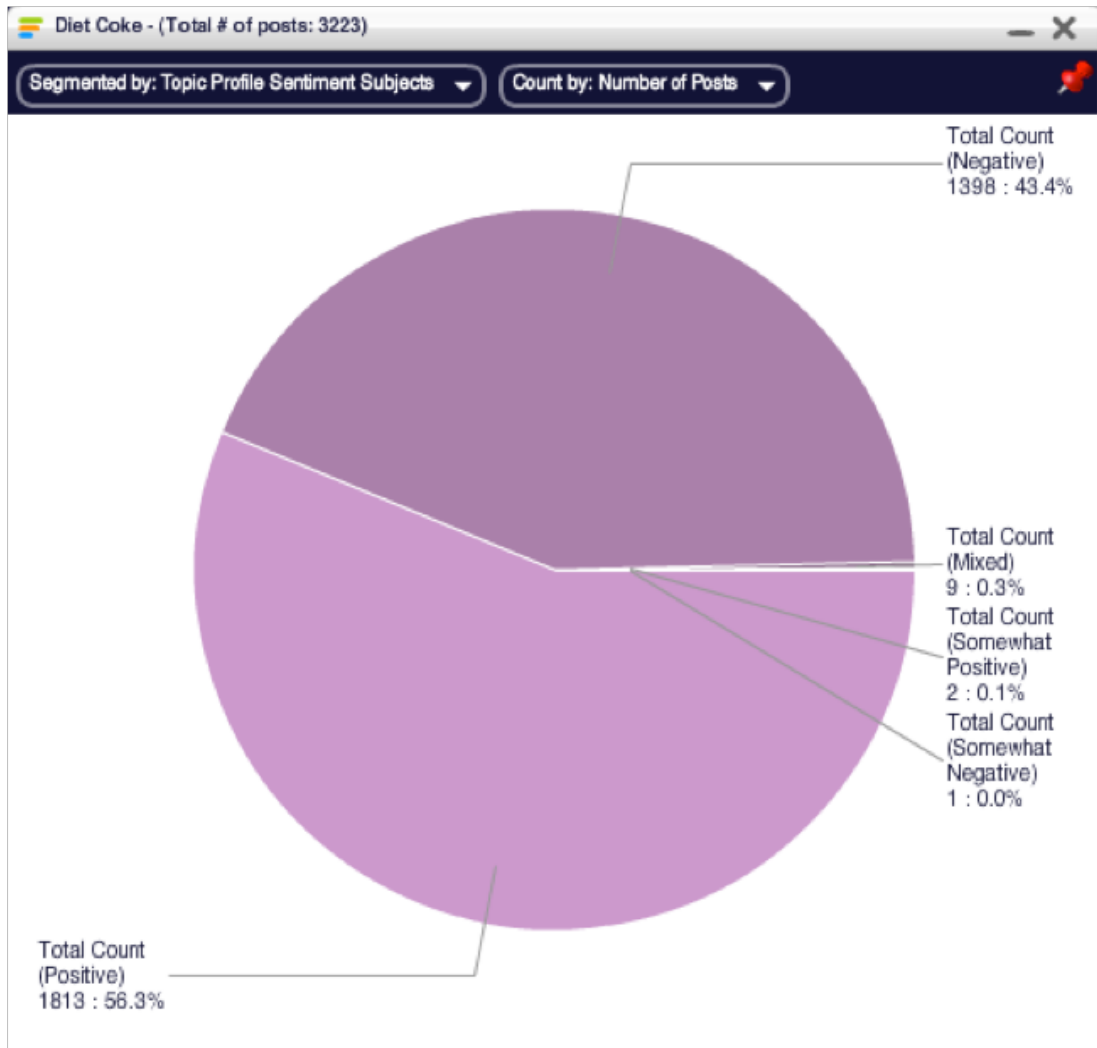
Filtering by sentiment in the River of News

- Topic Analysis:** Using this widget, you can gain insight on your topic by using a number of segmentation methods to analyze social media data. After selecting your topic profile and choosing the **Done** button, the Topic Analysis widget will flip over to display a pie chart of the results. View Automated Sentiment by using the **Segmentation** drop-down menu, segmenting by Sentiment Subjects.

Using the Diet Coke example below, we're taking a look at total conversation sentiment surrounding the brand for a quick and easy overview. In this case we're looking at the **Sentiment Subjects** defined in the **Topic Profile**, as explained at the start of the post.



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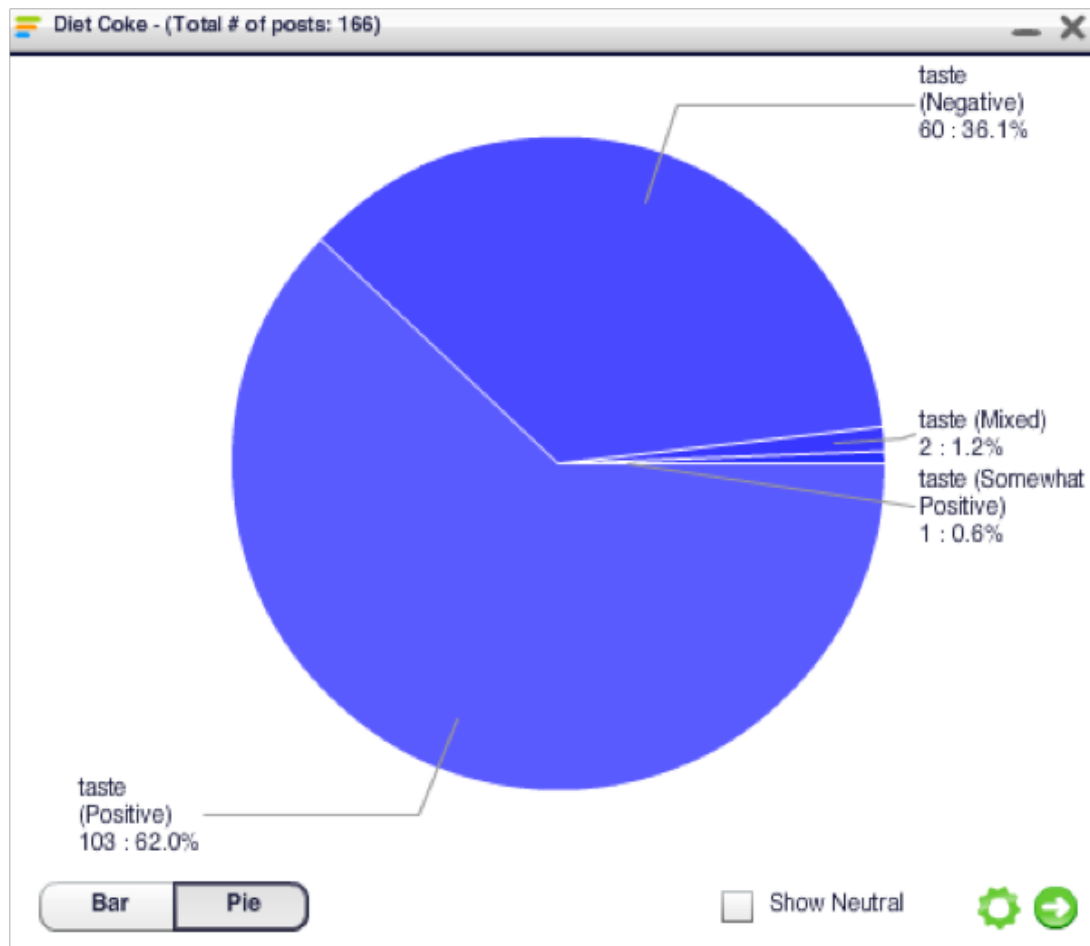
Topic Analysis segmented by Topic Profile Sentiment Subjects

In addition to using Sentiment Subjects, you may want to perform a quick sentiment analysis from the perspective of a different keyword. Off-the-cuff sentiment analysis can be performed by entering widget keywords. The example below shows the Diet Coke Topic Profile with sentiment segmented from the perspective of "Taste". The power of this capability is that you can analyze sentiment from the perspective of any brand/keyword at any time, instantly as follows:

- Step 1: Launch a new Topic Analysis Widget.
- Step 2: Ensure the Use Keywords option is highlighted, and add a keyword.



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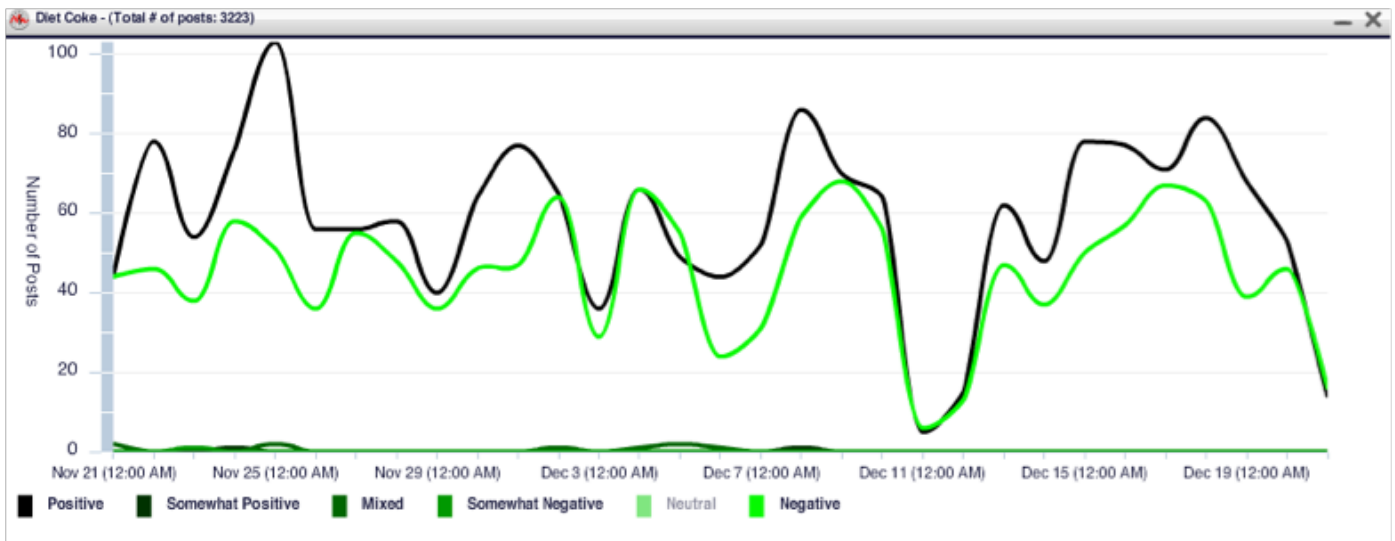
Topic Analysis segmented by Widget Keywords

- Trend Analysis Widget:** With this widget, you can view sentiment trends over time from the perspective of your Sentiment Subjects or any keyword as shown above. Select your Topic Profile and choose the **Use Topics** configuration button or enter a single set of **Widget Keywords**, and then select the **Done** button. After the widget flips over and displays results, use the **Trend by** option and select **Sentiment > Topic Profile Sentiment Subjects**.

*In the Diet Coke example, it can be important to examine how sentiment around your brand changes over time. The image below displays sentiment trends. Spikes in sentiment can then be analyzed using a **River of News** or **Conversation Cloud** widget.*

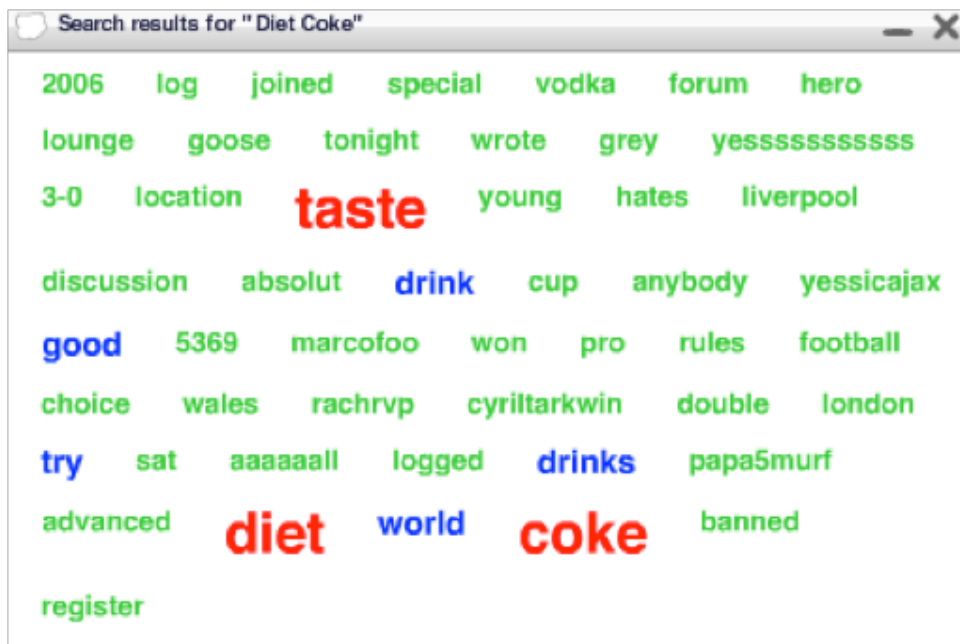


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Trend Analysis by Sentiment

4. **Conversation Cloud:** This widget can provide a snapshot of words associated with posts included in a **Topic Profile**. For Automated Sentiment results, it can be activated from either the Topic Analysis or Trend Analysis widgets. For example, select the **positive** section of a **Topic Analysis** sentiment result and choose **Conversation Cloud**.



Conversation Cloud showing Positive sentiment results