# **SOCIAL SENSING TOOL**

# Frequently Asked Questions: (FAQs)

**How does the social sensing tool handle sentiment analysis?**

The tool utilizes an external Sentiment Analysis API to analyze the sentiment of each text in a batch of tweets. It sends an array of tweet texts to the API and receives an array of sentiment values in response.

**What is the purpose of using Sentiment Analysis in this tool?**

Sentiment Analysis helps to understand the emotional tone behind a batch of tweets. By leveraging an external Sentiment Analysis API, our tool assesses the sentiment (positive, negative, or neutral) of tweets related to specific keywords or topics, allowing users to gauge public sentiment and reaction effectively.

**How can I compare different keywords or topics using the tool?**

Our tool allows you to enter multiple keywords or topics in the search query. You can then view comparison graphs that illustrate various metrics like tweet volume, engagement, and sentiment, helping you analyze trends and engagement across different subjects.

**What is the purpose of LDA word clouds and emoji clouds in the tool?**

LDA word clouds and emoji clouds provide visual representations of the most frequent words and emojis used in the tweets. These visualizations help users quickly identify common themes and emotions expressed in the data.

**What actions can users perform on their saved searches?**

Users can view, edit, delete, and reuse their saved searches. The tool provides a user-friendly interface for managing saved searches, allowing users to customize and organize their search queries efficiently.

**Is there a limit to the number of saved searches a user can have?**

The tool does not impose a limit on the number of saved searches per user.

**Can users customize the time period for their searches?**

Yes, the tool includes a Time Period feature that allows users to select a specific range for their searches (e.g., 1 day, 1 week, or 1 month). This feature enhances the flexibility and precision of search queries, enabling users to analyze trends over specific time periods.

**How are comparison graphs generated, and what metrics do they include?**

Comparison graphs are generated based on the data retrieved for each keyword or query entered by the user. These graphs typically include metrics such as engagements, sentiments, reach, and total results, allowing users to compare the performance and impact of different topics or keywords.

**Can I view detailed individual tweets from the graphs?**

Yes, our graphs are interactive. Clicking on specific points or segments of the graphs will show you detailed tweets, categorized by sentiment. This allows for a deeper understanding of the context behind the trends.

**What happens if I delete a saved search?**

Deleting a saved search permanently removes it from your profile and our database. This action cannot be undone but frees up space for new searches and keeps your dashboard uncluttered.

**What support is available if I encounter issues or have questions?**

Our dedicated support team is available to assist with any technical issues or questions about using the tool. Users can reach out via our in-app support feature or direct email for prompt assistance.