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Net Sentiment

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Net sentiment is a metric used to chart data within the application. It provides a convenient and clear indication of the relative volume of positive mentions compared to negative ones. It returns a single number that can be compared over time which can help show whether a brand's position is improving online.

Net sentiment is calculated by subtracting the number of **negative mentions** from **positive mentions** and dividing by the sum of **negative and positive mentions** (normalized to a -5/5 scale). It can have any value between +5 and -5. See below examples;

Example 1

6 mentions / 3 are **neutral** / 2 are **positive** / 1 is **negative**

difference = **positive** - **negative** (2 - 1) = 1

sum = **positive** + **negative** (2 + 1) = 3

net sentiment = (difference / sum) * 5 = (or (1 / 3) * 5) = 1.6667 (rounded to 1.7)

Example 2

15 mentions / 5 are **neutral** / 3 are **positive** / 7 are **negative**

difference = **positive** - **negative** (3 - 7) = -4

sum = **positive** + **negative** (3 + 7) = 10

net sentiment = (difference / sum) * 5 = (or (-4 / 10) * 5) = -2

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