

Viewing and Analyzing Listen Searches

Each time you create a new Listen search you will have instant access to graphs and metrics related to mentions, mention volume, sentiment, demographics, and much more.

In this article, find out what data you'll see, how to navigate the available data, and how to dive deeper and get a better understanding of the information most important to you.

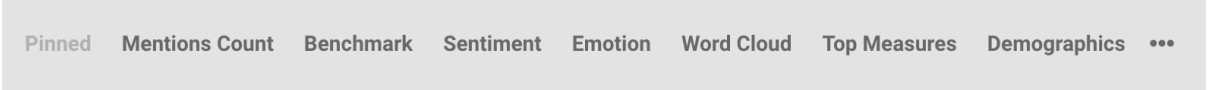
Viewing Quick Searches vs. Saved Searches

When you [create a new Listen search](#), your results will be presented in the exact same layout and in the same order described in this article, whether it is a Quick Search or it has been saved as a Saved Search. However, as shown below, Quick Searches may not have all data available until your search has been saved.

Visit our help center article on the [differences between Quick and Saved Searches](#) for more information on what data may not be available for Quick Searches.

Navigating your search results

When you are viewing any Quick or Saved Search, your information will be displayed in graphs and key figures, with the mentions listed on the far right. You can choose to either scroll through the data or click a subheading at the top of the page. Clicking a subheading will auto-scroll to the applicable graphs.



Pinned Mentions Count Benchmark Sentiment Emotion Word Cloud Top Measures Demographics ...

Tip:

Many graphs are interactive. By clicking on applicable mention totals, days on graphs, sentiments, languages, countries, authors, and more, you will filter the mentions on display on the right-hand side of the page.

Dashboard options

Adjusting the timeframe

All data displayed in your search results will reflect your chosen timeframe and timezone. Use the **calendar icon** in the top right to choose from preset timeframes, select a custom timeframe, or specify a timezone.

Note:

Timezone changes will affect all dashboard components, mention details, and PDF exports. Alerts, snapshot scheduled reports, and CSV reports will not be affected and will remain in UTC.

SEP 4 - OCT 3, 2024

UTC

CREATE ALERT

Today

Yesterday

Last 7 days

Last 30 days

Last 60 days

Last year

<

Oct 2024

>

Nov 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
29	30	1	2	3	4	5	27	28	29	30	31
6	7	8	9	10	11	12	3	4	5	6	7
13	14	15	16	17	18	19	10	11	12	13	14
20	21	22	23	24	25	26	17	18	19	20	21
27	28	29	30	31	1	2	24	25	26	27	28

Timezone

(UTC) UTC

Widget options

For all widgets in your dashboard, use the options in the top-right corner of the widget to customize it:



- **Gear icon:** (Available for Total Volume widget) Customize the metrics you want to include in the widget.
- **Pin icon:** Pin the widget so it displays at the top of your dashboard.
- **Eye icon (hide/unhide):** Hide the widget from your dashboard. (Hidden widgets will be bumped to the bottom of the dashboard, where you can click the eye icon again to unhide the widget).
- **Question mark icon:** Displays information about the widget metrics.
- **Download icon:** Export the widget individually as a JPEG/JPG, PNG, or CSV file.

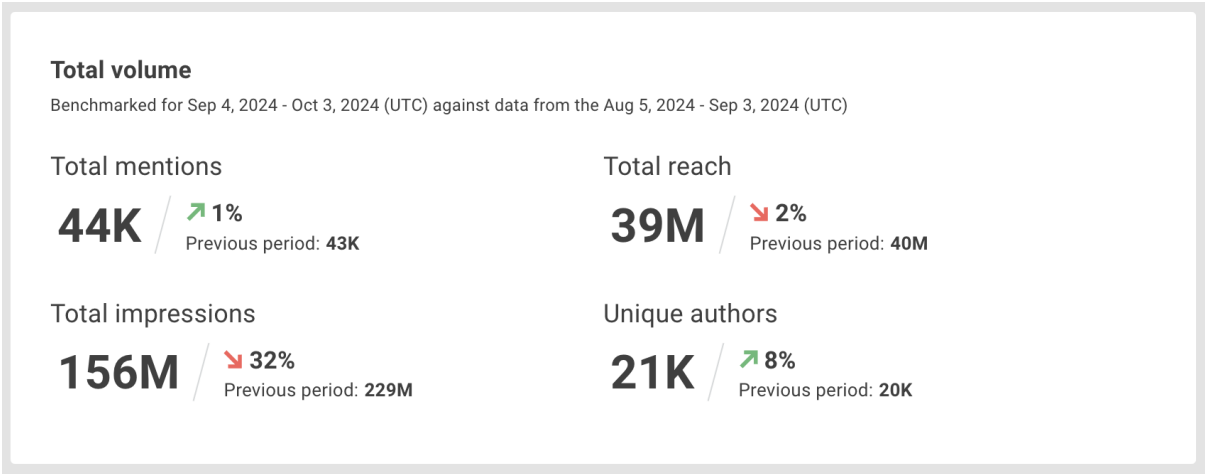
Dashboard widgets

Mentions count

Total Volume

A total of six key metrics relating to the volume of the mentions in your search. Each metric is compared against the previous period to display how the metrics have changed. You can select the **cog icon** to adjust which metrics are displayed. Please see

the definitions of the six key metrics below.

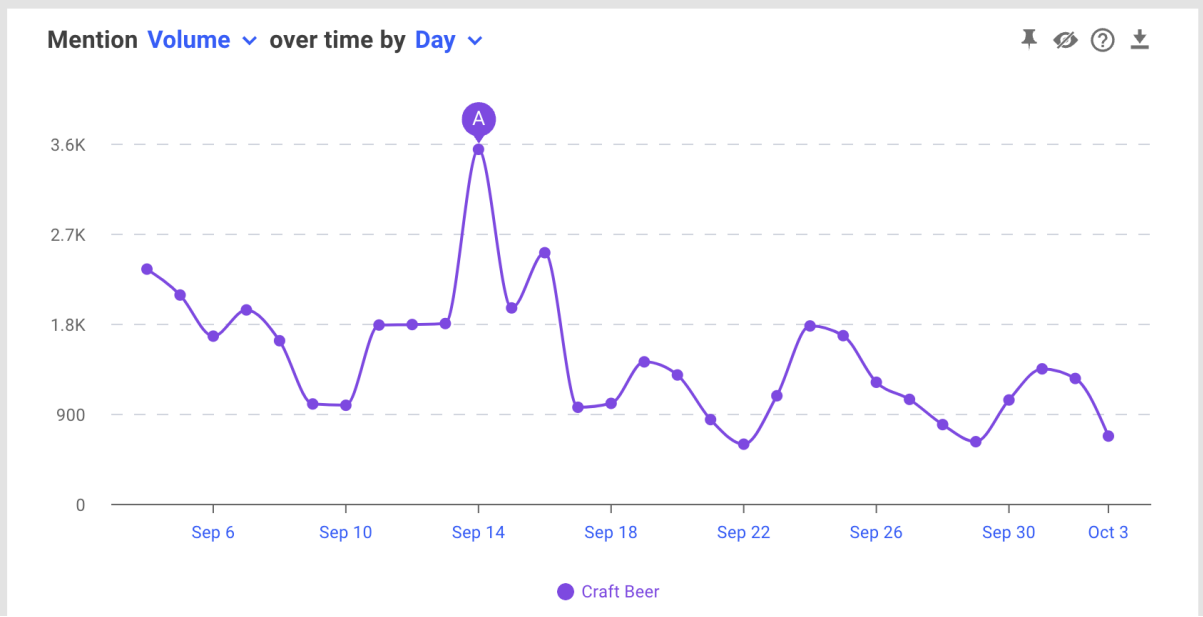


Total mentions	The total number of mentions in your specified timeframe.
Total reach	The total number of people who are likely to have seen the mentions in your search. The total reach displayed is an estimate based on the available metrics received from various sources.
Total impressions	Currently only available for X (Twitter) mentions, total impressions displays the estimated number of times the posts (tweets) within your search may have been seen. The potential number of viewers is calculated by adding the author and reposter (retweeter) followers, for all X (Twitter) mentions.
Unique authors	The number of unique authors seen in your mentions. Comparing this figure to the number of total mentions will give you an idea of how active and engaged your audience can be.
Average followers	The average number of followers of all mention authors
Repost Rate	The average number of reposts per post matching the search

Mentions Volume Over Time by Hour/Day/Week/Month

The number of mentions broken down by your specified period. Hover over the graph for the number of mentions indexed during each period. Iris, Listen’s AI analyst, will detect and pinpoint moments where interest was higher than usual. Click any highlighted

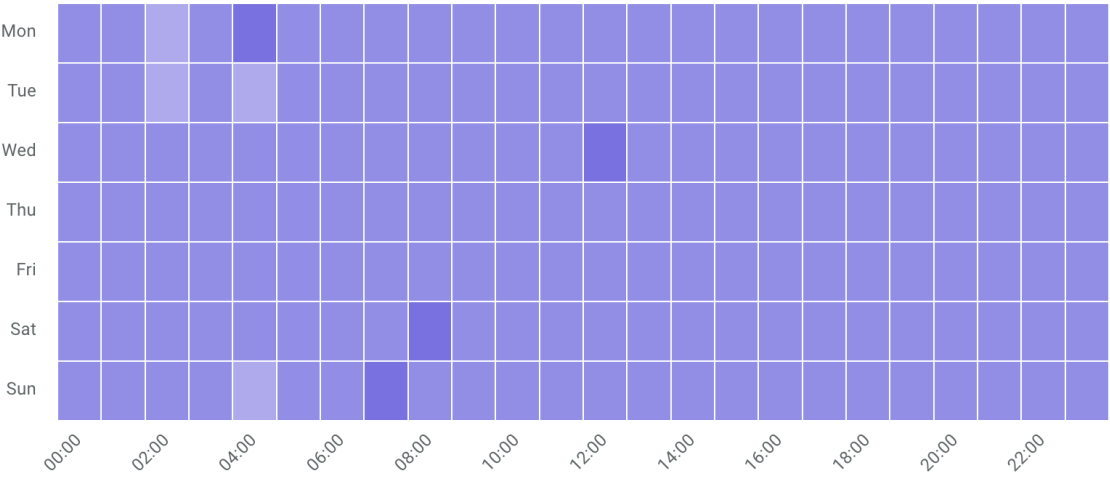
moments for more information.



Mention Volume by Day of the Week and Hour

A color-coded overview of the mention frequency during specific days and times of the week. Hover over any block for information on the number of mentions indexed.

Mention volume by day of the week and hour



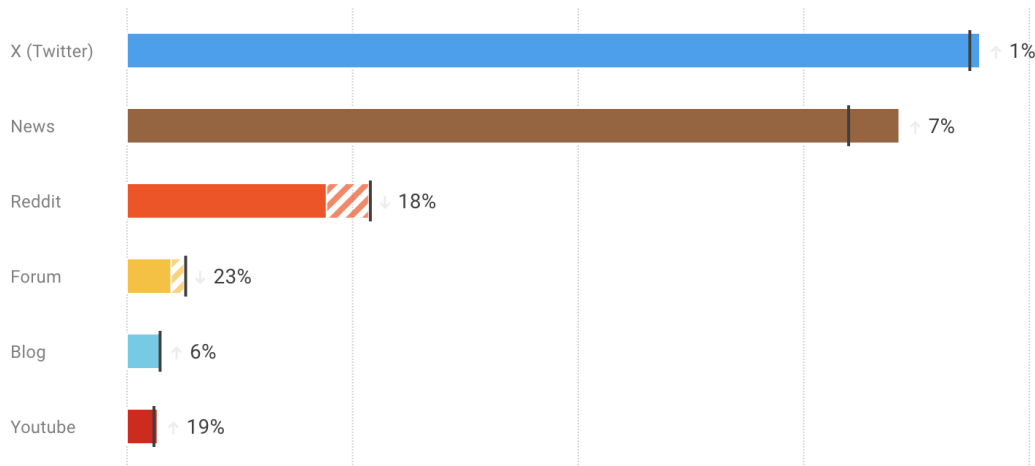
Mention volume benchmark

A bar chart displaying the breakdown in volume of your mentions based on your chosen category. Use the arrow dropdown to choose between Platform, Sentiment, Emotion,

Interest, Language, and Country.

Mention volume benchmark for Platform ▾

Benchmarked for Sep 4, 2024 - Oct 3, 2024 (UTC) against data from the Aug 5, 2024 - Sep 3, 2024 (UTC)

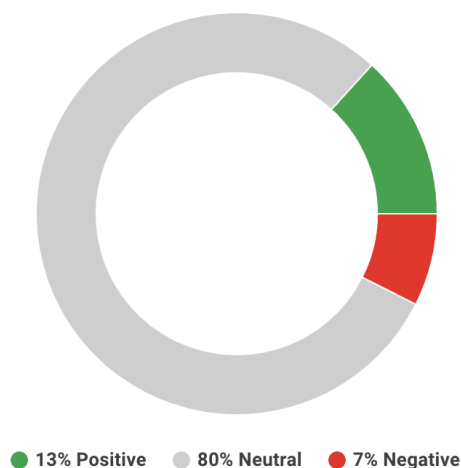


Sentiment

Sentiment Volume

A donut chart displaying the number of positive, neutral, and negative mentions. Sentiment is determined by Listen's machine learning classifier which uses a vast set of over 500,000 training mentions that were hand-labelled as positive, negative or neutral by data scientists. Hover over the chart to view the number of mentions for each sentiment.

Sentiment volume

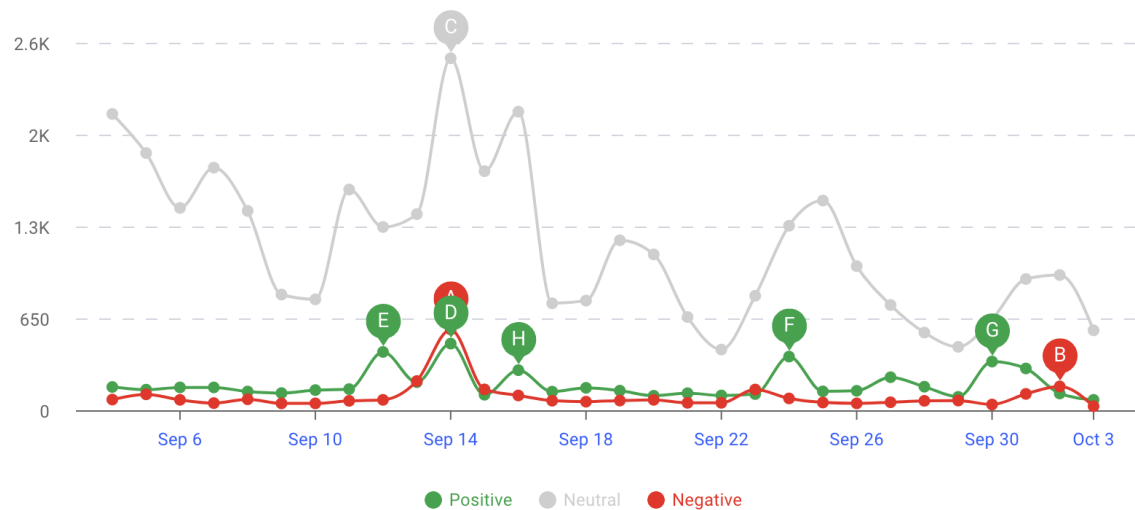


Sentiment Volume Over Time by Hour/Day/Week/Month

A chart displaying the progression of positive, neutral, and negative mentions over your specified period. Hover over each line to view the specific number of mentions at any time. Listen's machine learning classifier will highlight sharp rises for each sentiment

with a letter marker. Click on any marker for information such as the percentage increase and any notable sources.

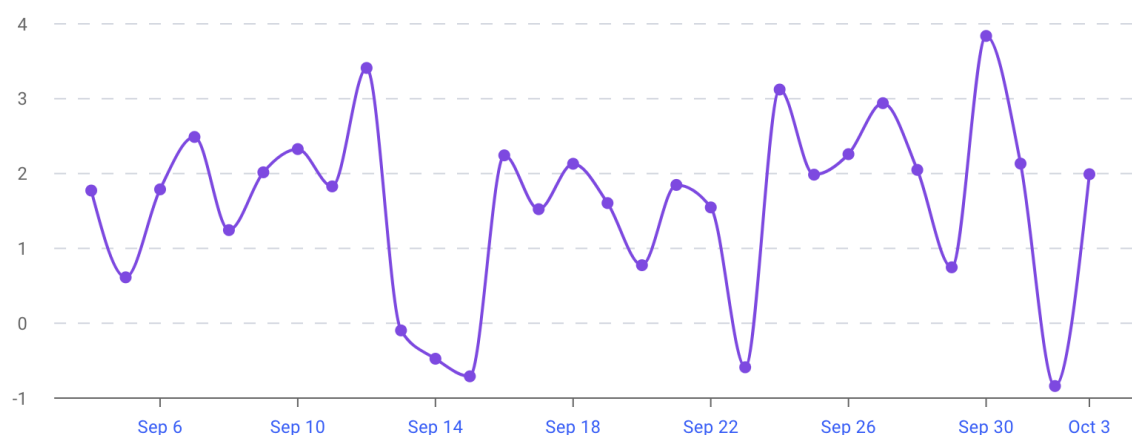
Sentiment volume over time by Day ▾



Net Sentiment

The Net Sentiment chart aggregates positive and negative sentiments and shows how it changes over time. 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.

Net sentiment over time by Day ▾



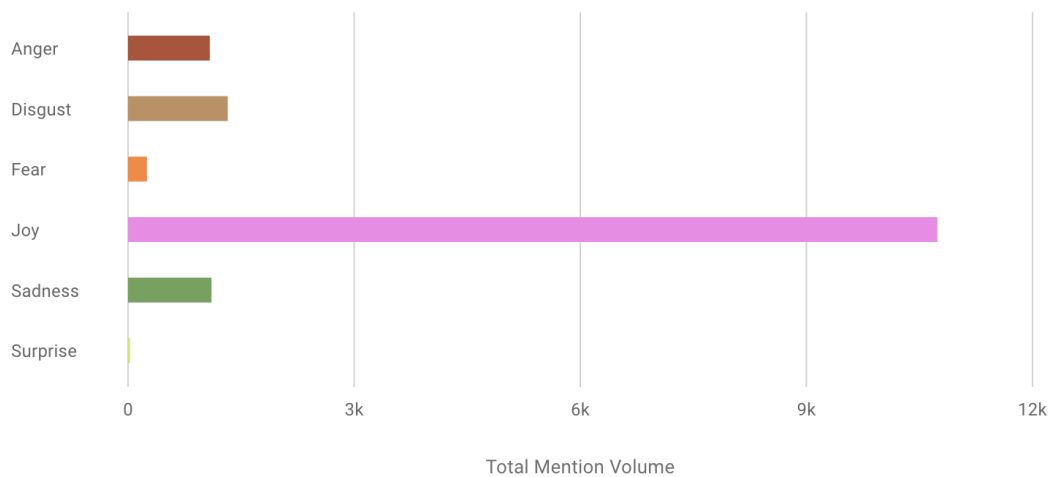
Emotion

Emotion Volume

The number of mentions displaying a particular emotion, listed by anger, disgust, fear, joy, sadness, and surprise. Emotion is detected by Listen's machine learning classifier,

though emotion can only be detected for mentions in **English**.

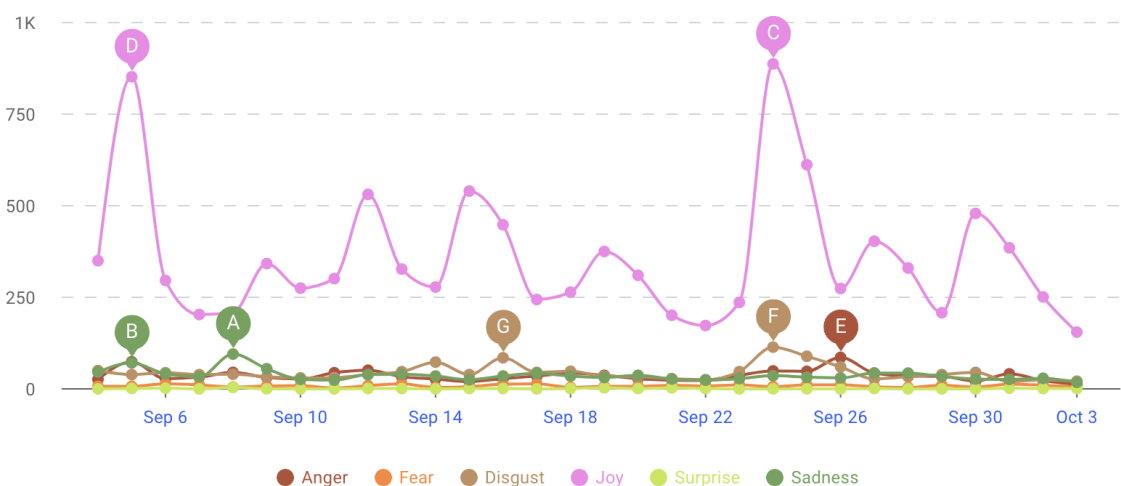
Emotion volume



Emotion Volume Over Time by Hour/Day/Week/Month

A chart displaying the progression of mentions carrying each emotion over your specified period. Hover over each line to view the specific number of mentions at any time. Listen's machine learning classifier will highlight sharp rises for each emotion with a letter marker. Click on any marker for information such as the percentage increase and any notable sources.

Emotion volume over time by **Day** ▾



Word Cloud

A word cloud portraying the frequency of the words featured in your mentions. By default, larger words in the word cloud are seen more frequently than smaller words and colors will identify different topics. However, you can click the **Settings (cog) icon** to make the following adjustments to the word cloud:

- ## Word cloud



The most frequently seen interests reported by authors indexed in your mentions along with the number of mentions, number of authors, and a graph displaying the interest growth reported over your selected period.

Top Languages

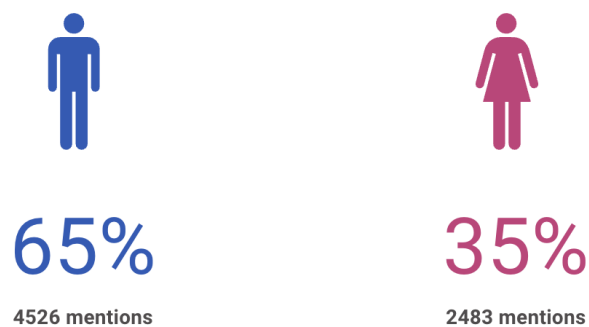
The most frequently seen languages along with the total number of mentions, unique authors, and the percentage share of authors posting in each language. If a language was not detected, it will be considered *unknown*.

Demographics

Gender Split

The total percentage of mentions divided by male and female authors.

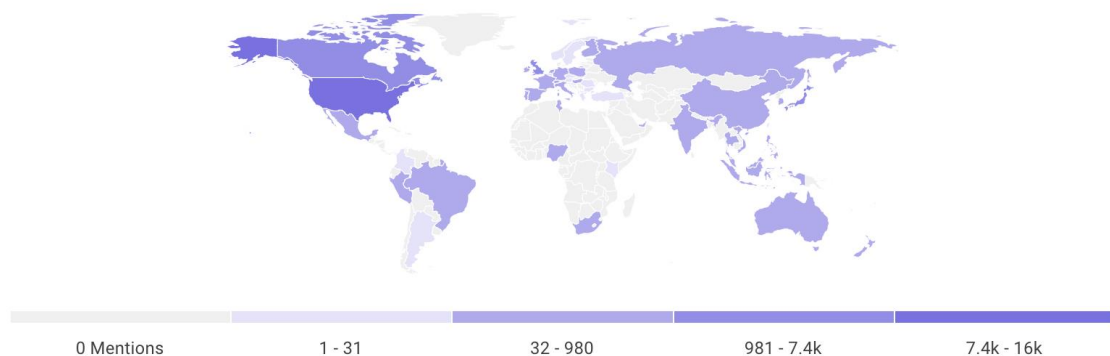
Gender split



Volume by Countries

A color-coded graph portraying the most popular countries seen in your mentions along with the total number of mentions and unique authors. Hover over each country to view a breakdown of the number of mentions indexed.

Volume by countries



Topic wheel

A color-coded chart with the most popular topics in the center of the wheel. Extending from each topic in the center, you'll see popular sub-topics in the outer circle.

Topic wheel



Mentions

On the right-hand side of the page, you will find the list of mentions indexed in your selected timeframe. For more information on viewing mentions and the available data, please visit our article on [Viewing Listen Mentions](#).

» Mentions ⓘ


Show more |

Sort By: Newest First ▾

⬇ Export ▾

☐ Select multiple

More actions ▾

 **opentable.com.au** Australia

Oct 3, 11:31 PM UTC

Grateful Goat Brewing & Provisions Restaurant - Camp Hill, PA | OpenTable

This was an Open Table search for a restaurant near a concert venue I was going to. \nTurned out to be a hidden gem! Great food and cocktails. A large **craft beer** selection from their brewery. Great and welcoming service! Plenty of parking. We did learn once we were there that Wednesdays are Trivia night, so it got a little loud, but everyone...

