Using Iris Conversation Insights in Listen

Note:

This feature uses an integration with third-party generative AI. Read below for more information on what data is shared with third-party AI and instructions on how to [opt-out of AI integrations](#) if your company policy requires this.
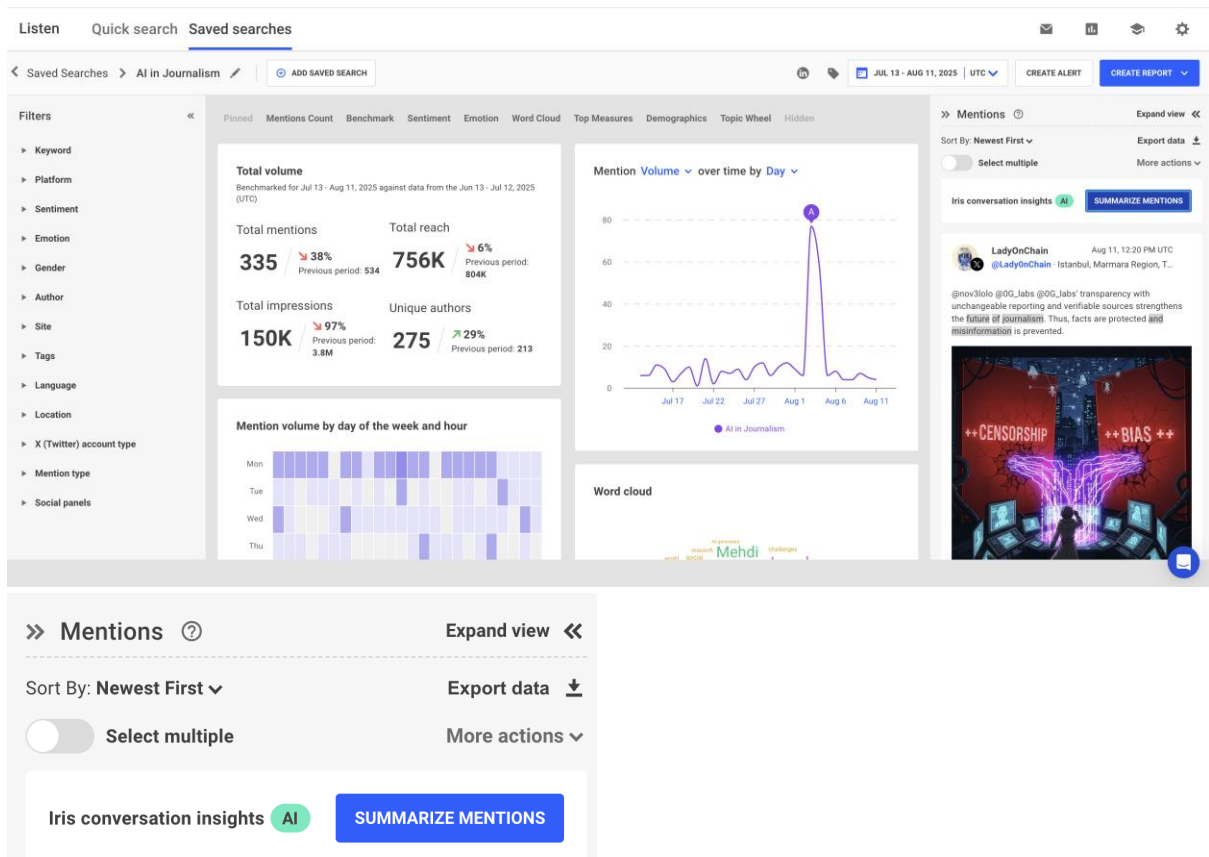
About Iris conversation insights

Iris is Brandwatch's artificial intelligence (AI). It uses cutting-edge proprietary and third-party integrated AI models to help you work faster and smarter. Iris conversation insights leverages third-party AI technology to summarize the main themes of the mentions in your Listen Saved Search dashboard charts and data points.

By using Iris conversation insights, you can cut down the busywork of analyzing the themes in your mentions manually so you can focus your attention on validating, prioritizing, and further exploring those themes. We recommend using Iris conversation insights in conjunction with manual review of mention snippets, use of the topic cloud, filtering, and segmentation of your data.

Using conversation insights in Listen

When you view a Saved Search dashboard in Listen, Iris conversation insights are accessible via the right-hand Mentions sidebar. Click **Summarize Mentions** next to Iris Conversation Insights AI.

Once you open conversation insights, Iris will provide summarized insights for your overall mentions.

Summarize mentions

Iris conversation insights `AI`

AI and Misinformation

The integration of AI tools in journalism is raising significant concerns regarding misinformation and journalistic integrity. Reports indicate that many AI-generated summaries often prioritize consensus over factual accuracy, leading to potential misrepresentation of news. Columbia University's Tow Center for Digital Journalism highlighted that AI tools struggle to verify sources reliably, which could undermine public trust in media. As AI continues to evolve, the challenge remains for journalists to balance technological advancements with the ethical standards of reporting.

Accountability in Journalism

Recent discussions emphasize the need for journalists to uphold integrity amidst the rising tide of misinformation. Various commentators have criticized specific media figures for spreading false narratives, particularly regarding sensitive geopolitical issues. This highlights a broader trend where the pursuit of sensationalism often overshadows factual reporting, leading to public distrust. The call for accountability in journalism is more pressing than ever, as misinformation can have real-world consequences, especially in politically charged environments.

Ethics of AI in Newsrooms

The role of AI in journalism is evolving, with many organizations exploring its potential to enhance news production while grappling with ethical

Mentions Examples

Select an insight to get mention examples

`COPY TO CLIPBOARD`

Note:

Loading times for conversation insights may vary.

If you click on an insight, Iris will provide example mentions associated with that insight.

At the bottom of the Iris panel, click **Copy to Clipboard** if you would like to copy your summarized insights.

Note:

If you close the Mentions pane and reopen it, the AI may generate a new, different summaries. Due to API limitations, AI may also return more text than is allowed by the API limit, resulting in a potentially cut-off response.
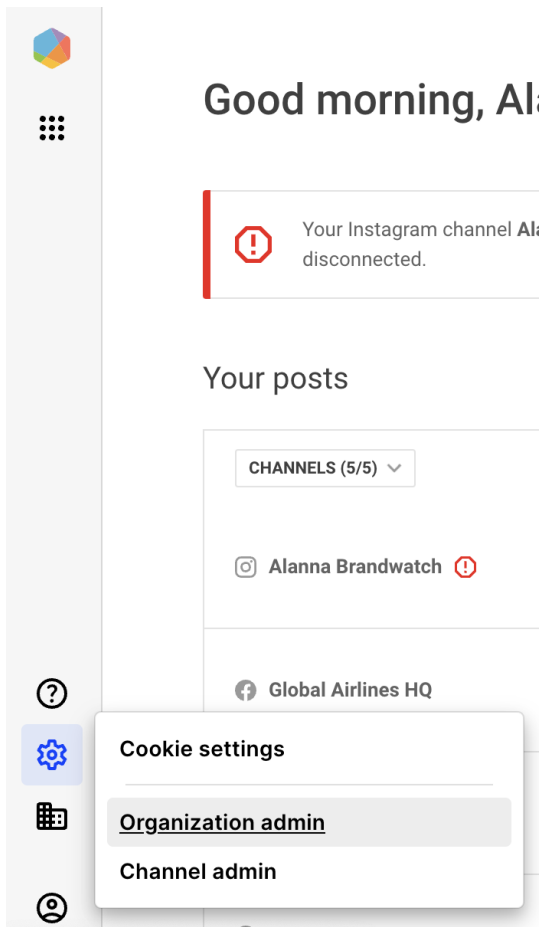
Opting out of AI features

1. In the left-hand navigation sidebar of Social Media Management, click on **Manage Settings (gear icon)**, then click **Organization admin**.

2. Under **Third-party AI integrations**, switch the **Enabled** toggle on the right side of the screen to **Disabled**.
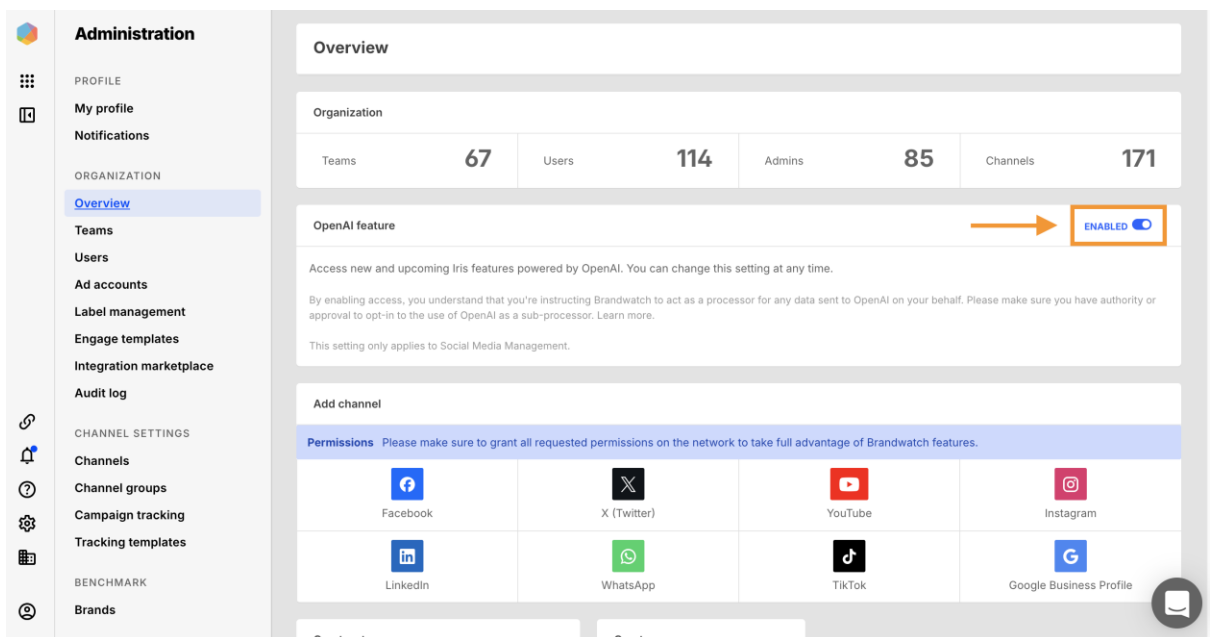
Note:

This setting will disable all AI features in Social Media Management. You can return to this menu to re-enable your AI features at any time. If you have access to both Social Media Management and Consumer Research and would like to opt out of Consumer Research's Iris Conversation Insights, you will need to opt out separately via your Consumer Research settings.

FAQs

Does Iris Conversation Insights work for different languages?

Iris will summarize the content in any language, while the summary output for now will only be in English.

Does Iris Conversation Insights return the same summary for the same data point each time?

We cache the 5 summaries a user gets back from third-party AI when they click to summarize mentions from a specific dataset. If a user returns to the exact same dataset and clicks to summarize the same results again, they will receive the same summaries. By preventing the same data sample being sent over to third-party AI to be analyzed multiple times, it removes the possibility of discrepancies between each analysis. The results stay cached even if a user navigates to another part of the platform, and would only be removed if a user clears their cache or refreshes their page.

Which samples does Iris Conversation Insights send?

We are sending the 240 samples that have the highest "impact" score as defined in our Mention Field Definitions developer documentation. This is a standard sorting method for the display of mentions snippets used throughout the product.