

Sentiment in Engage

The sentiment analysis tool in Engage helps you find the most positive or negative comments on your posts. Using our Natural Language Processing models, Engage can identify positive, negative, and neutral sentiment with up to 75% confidence in over 40 languages. When creating or editing an Engage feed, you can also filter for a specific sentiment by going to **Advanced filters > Sentiment**.

In this article, learn more about how sentiment is calculated and how it can help your own team with brand reputation and crisis management.

Note:

Sentiment analysis is not supported for YouTube in Engage.

How is sentiment calculated?

As content is indexed, Engage will determine whether the text in each message is **positive**, **negative**, or **neutral**.

Sentiment analysis is based on cutting edge AI research in the fields of Deep Learning and Natural Language Processing (NLP). Our data scientists are pioneering the use of Transformer Architecture Language Models (AI models famous for being able to suggest how any text should be completed) to determine sentiment in social data.

Models are pre-trained on billions of words, to have a deep general knowledge of over 100 languages before being applied to sentiment analysis, offering a more sophisticated understanding of context, slang, and dialects. Some examples of how sentiment can be indicated are listed below:

- Words (including misspellings)
- Phrases
- Sentence structure
- Emojis
- Emoticons
- Multi-word hashtags
- Negation
- Punctuation

The sentiment accuracy for most queries in a supported language is estimated to be between 60-75%. While studies have shown that two humans will agree on the

sentiment of posts (tweets) just 80% of the time, Engage continues to test models on the widest range of use cases possible, rather than just those which may achieve the highest level of accuracy (for example, product reviews).

Learn more about the data science behind Brandwatch's sentiment analysis by reading this [interview with one of our data scientists](#).

What languages are supported for sentiment?

Brandwatch officially supports sentiment in over 40 evaluated languages but can classify content in any language.

The accuracy for most queries in supported languages can be expected to range between 60-75%.

Below, you can find a full list of languages which currently benefit from **full support**:

Dutch	Italian	Spanish	Chinese	Arabic
English	Polish	Turkish	Hindi	Farsi/Persian
French	Portuguese	Danish	Indonesian	Hebrew
German	Romanian	Norwegian	Japanese	Thai
Greek	Russian	Swedish	Korean	Tagalog
Albanian	Bengali	Bosnian	Bulgarian	Chinese Traditional
Croatian	Czech	Hungarian	Malay	Mixed Hindi English
Serbian	Slovak	Slovenian	Telugu	Vietnamese

Unsupported languages

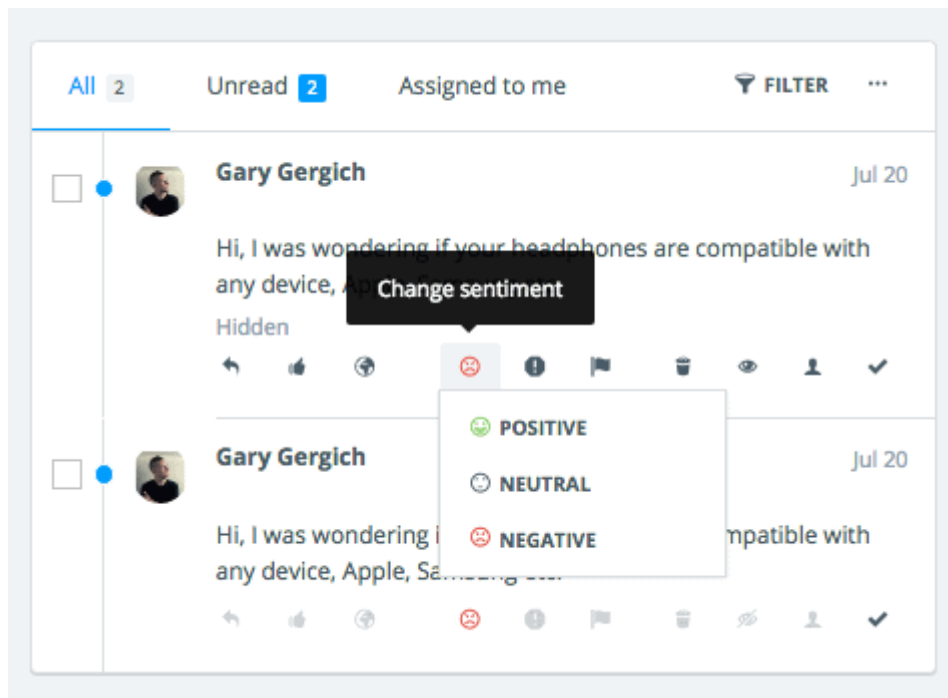
Our sentiment model is language-agnostic and will attempt to assign sentiment to posts in any language (or posts with no language identified such as emoji-only posts).

This includes unsupported languages not yet evaluated and even languages not included in pre-training models. The nature of our multilingual learning model allows it to use what it knows about languages it has been trained with to classify posts in languages, or dialects, it doesn't know.

Unsupported languages may not see as high a recall rate as the model will only classify sentiment where it has confidence in the prediction. And Brandwatch does not guarantee the precision for these languages.

Changing sentiment

To manually override a sentiment score, simply click on the **face icon** and choose the appropriate sentiment — positive, neutral, or negative.



Filtering by sentiment

You can filter your Engage feeds by sentiment by clicking the **edit icon**, select **Advance Filters** and choose the sentiment you want to filter by.

Edit feed

On network(s)

f

in

On channel(s)

SELECT CHANNELS

Of type(s)

SELECT MESSAGE TYPE

Marked as read by

ME ANYBODY **NOBODY** X

Assigned to

ME MY TEAM OTHERS NOBODY

Mentions me in notes

☐

ADVANCED FILTERS ▲

With labels

With keywords

Keywords to include...

Without keywords

Keywords to exclude...

Visible on the network as ⓘ

PAGE POST DARK POST

Spam

☐

Priority

☐

Sentiment ⓘ

POSITIVE NEUTRAL NEGATIVE

Title

Unread

CLEAR SELECTION

APPLY

SAVE FEED

To filter conversation comments by sentiment, click on the conversation, press the **filter icon**, then choose the sentiment you want to filter comments by.

My assignments & mentions 0

With notes 0

 **FILTER**

Filter on keywords...

Marked as read by

ME **ANYBODY** **NOBODY**

Assigned to

ME **MY TEAM** **OTHERS** **NOBODY**

Mentions me in notes

☐

Marked as spam

☐

Marked as priority

☐

Sentiment 

POSITIVE **NEUTRAL** **NEGATIVE**

With labels

 *Filter on labels...*

CLEAR ALL