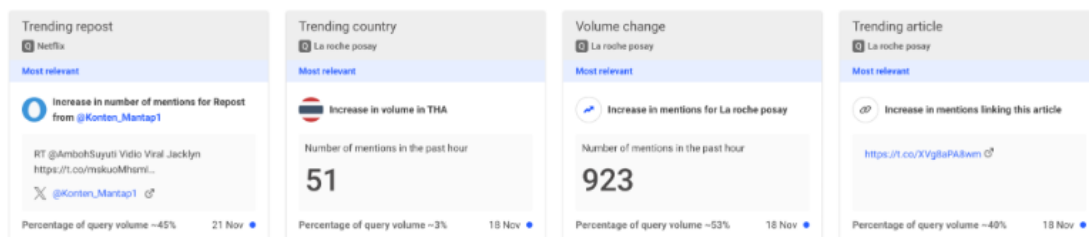


Using the Events Feed

The events feed allows you to discover relevant conversations as they happen based on your queries and channels. Explore real-time events and understand their main drivers to stay ahead of the competition.

What is the events feed?

The events feed generates new events when we detect noteworthy changes in the data related to your queries and channels. You can switch between your projects to explore events related to your different queries and channels.



How are events detected

Events are detected by significant developments in conversations or topics. You'll see different types of events within your feed based on our data comparisons. You might not see any new events in your feed if we haven't detected any large changes recently.

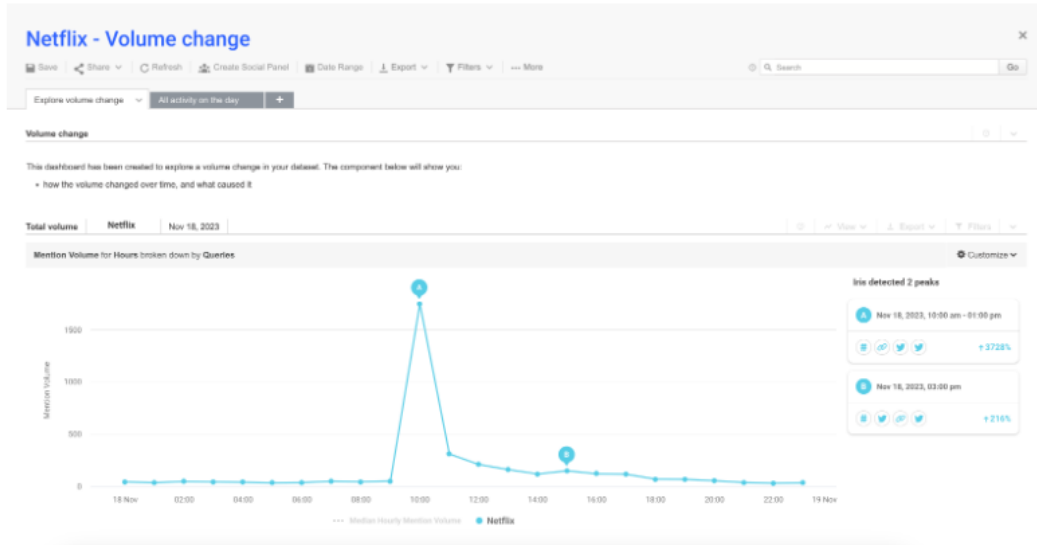
Once 24 hours of data from your query is available, we compare the data for the current hour with the average over the previous 24 hours. If that comparison exceeds a certain threshold for a given entity (for example, a URL, hashtag, author), an event is detected and generated in the events feed.

Types of events

A number of event types are available to offer detailed insights about the shifts in your queries and channels. Events will display as cards in the events feed with click throughs to dashboards for more in-depth information.

Volume shift

You'll see this event when there has been a dramatic upwards shift in volume of mentions.



Within the **Explore volume shift** tab you'll get:

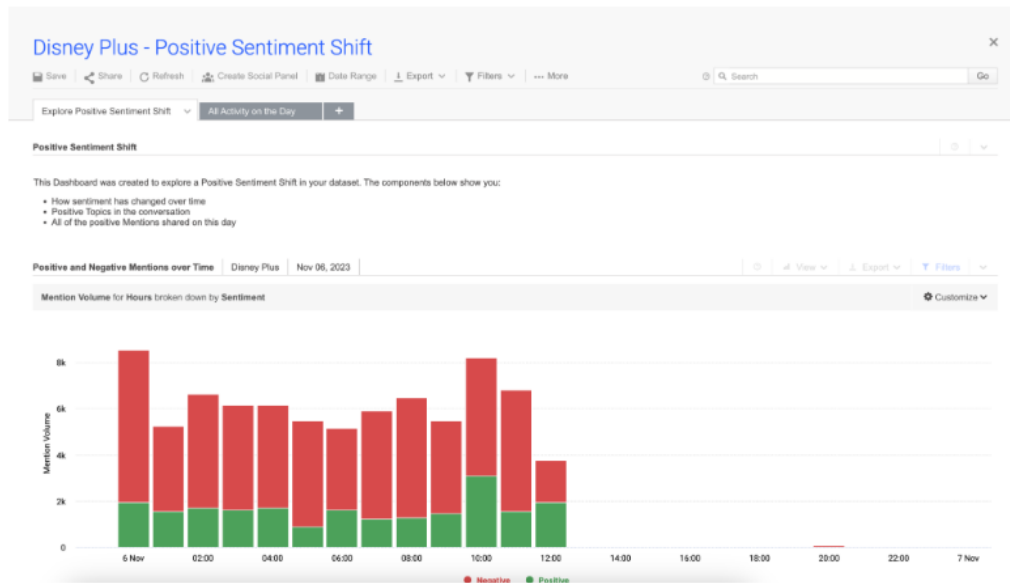
- Mention volume over time

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

Spike in sentiment

You'll see this event when there has been a dramatic shift in either positive or negative sentiment.



Within the **Explore sentiment shift** tab you'll get:

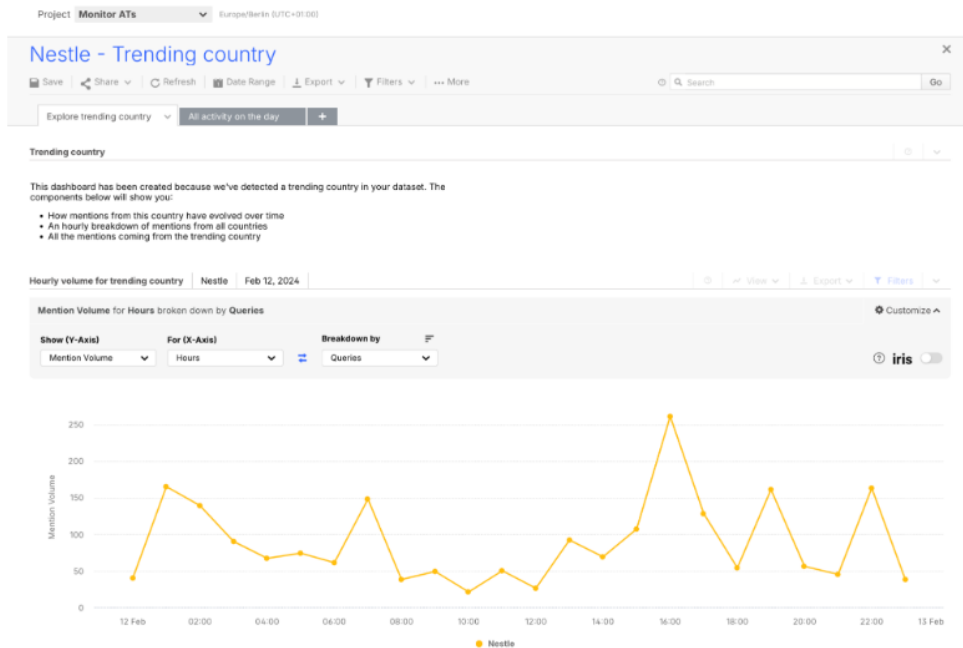
- Positive and negative mentions over time
- All positive or negative mentions

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- All mentions

Spike in volume in a country

You'll see this event when there has been a dramatic shift in volume of conversation in a specific country.



Within the **Explore trending country** tab you'll get:

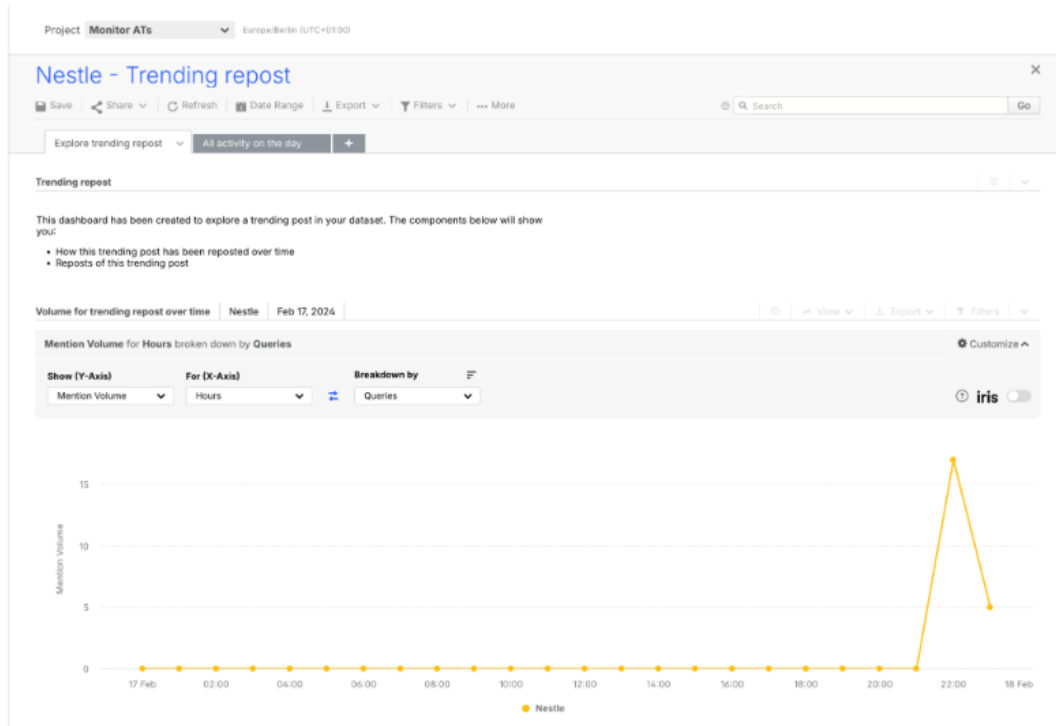
- Mention volume over time for trending country
- Mention volume over time for all countries
- All mentions for trending country

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

Trending repost

You'll see this event when there's a lot of activity around a repost (retweet) on X (Twitter).



Within the **Explore trending repost** tab you'll get:

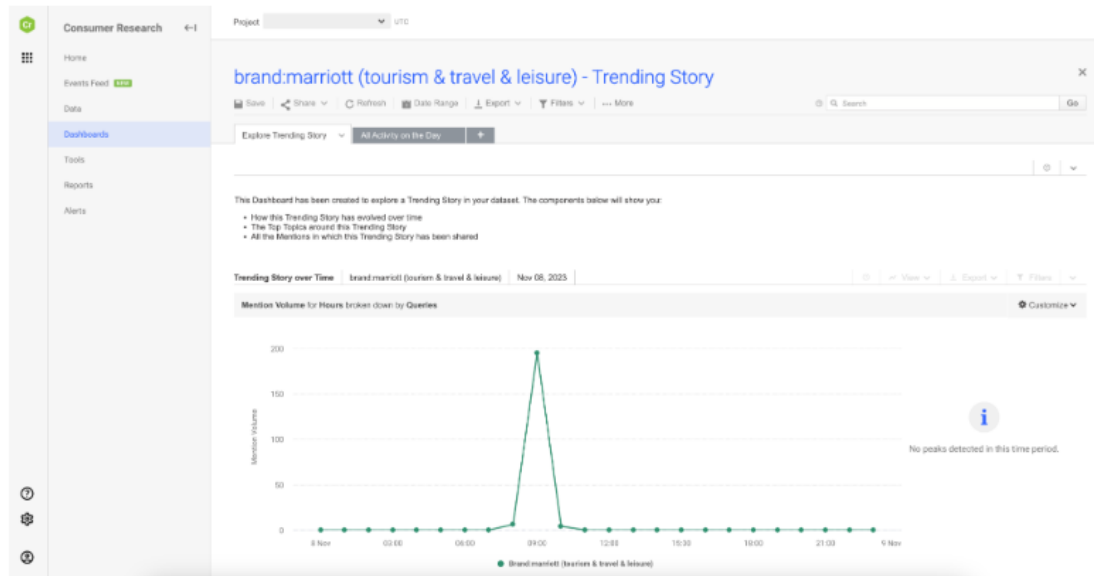
- Mentions volume over time
- All mentions

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

Trending article

You'll see this event when there's a lot of activity around an article.



Within the **Explore trending article** tab you'll get:

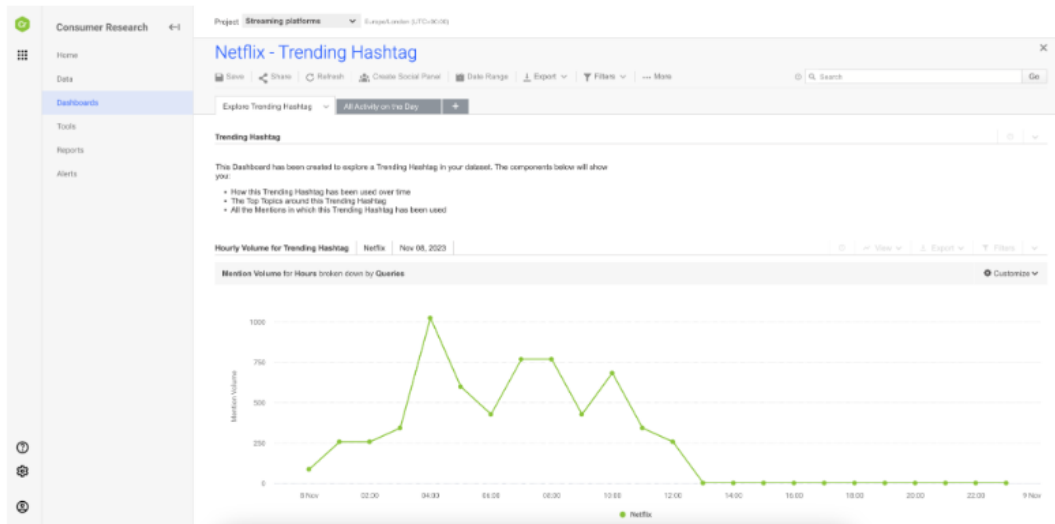
- Mentions volume over time
- Topics
- All mentions

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

Trending hashtag

You'll see this event when there's a lot of activity using a specific hashtag.



Within the **Explore trending hashtag** tab you'll get:

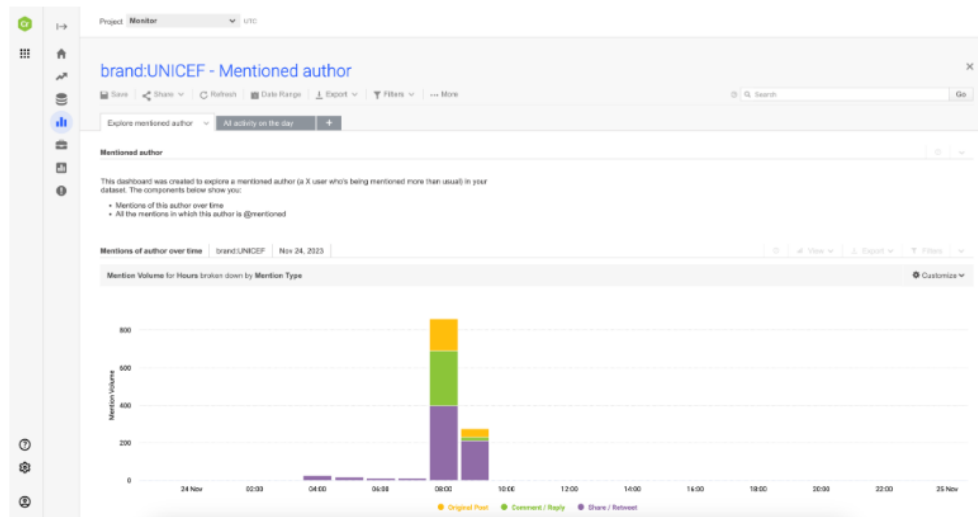
- Mention volume over time
- Topics
- All mentions

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

Trending author

You'll see this event when an author is trending on X (Twitter).



Within the **Explore trending author** tab you'll get:

- Mention volume over time
- All mentions

Within the **All activity on the day** tab you'll get:

- Sentiment by the hour
- Topics
- Top authors
- All mentions

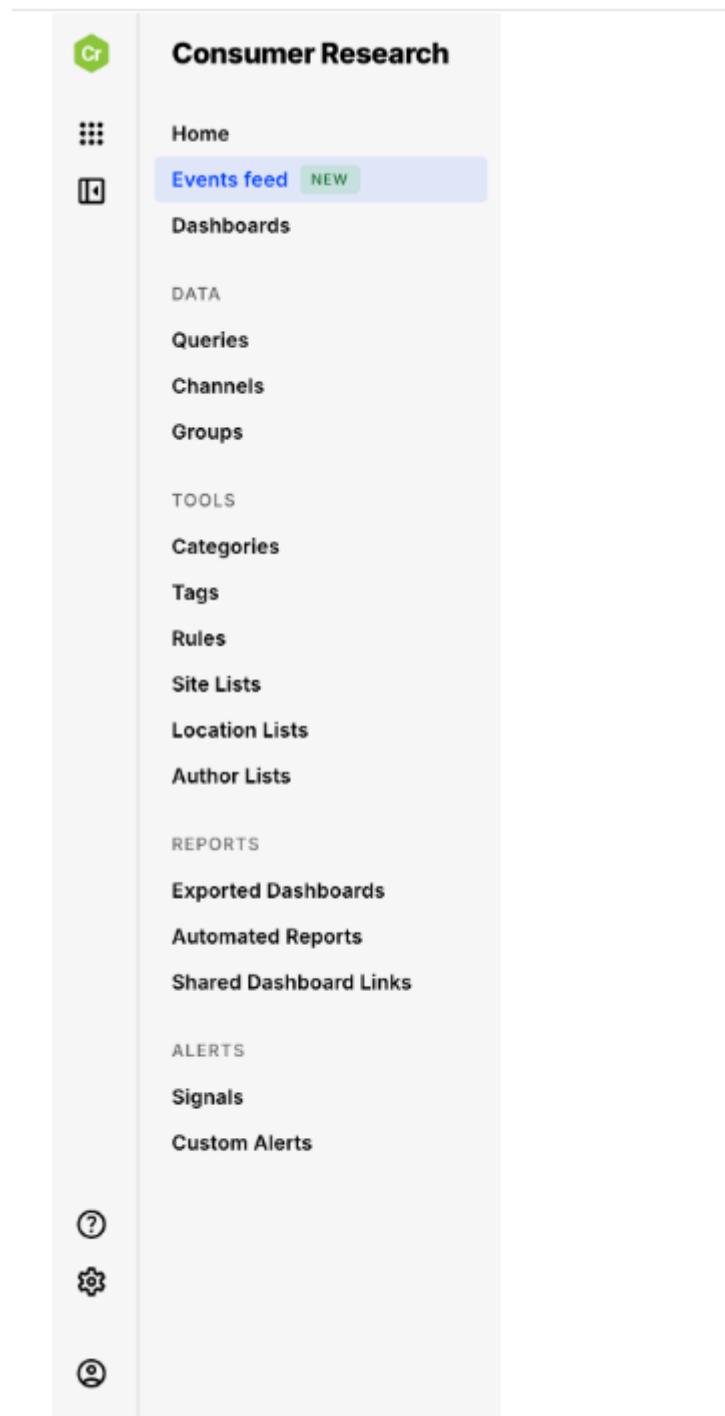
Setting up the events feed

The events feed automatically generates events based on the queries and channels set up in your project. Visit the [Queries](#) and [Channels](#) sections in our help center for further guidance on setting up these data sources.

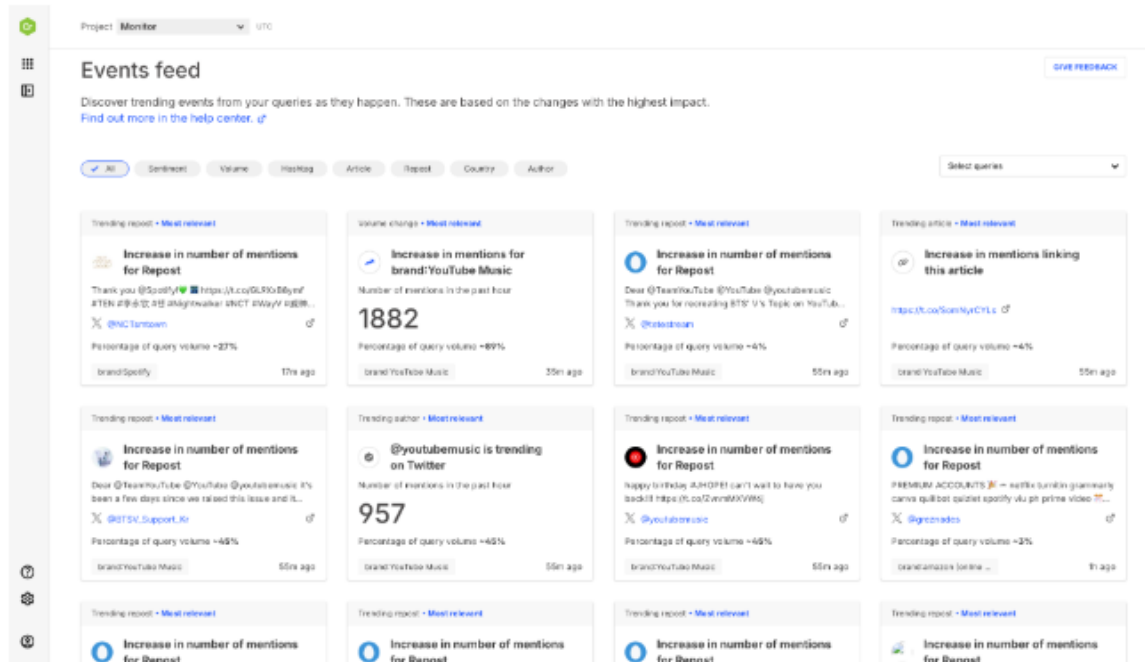
Events will appear in the events feed no sooner than 24 hours after you create a query.

Viewing your events

Click on **Events feed** in Consumer Research's left-hand navigation sidebar to navigate to your feed.



Event cards will be available for any events generated in response to your query or channel data. You can apply filters to your feed to narrow down the events shown within it. Filters are based on the type of event, such as Sentiment, Volume, Hashtag, Article, Repost, Country, or Author. Your feed will surface the most relevant events from the last 14 days. Sometimes, only more recent events may be available based on the amount of activity detected.



Percentage of query volume

On each event card you'll also see the percentage of query volume. This metric gives a better understanding of the volume of the event in relation to the whole query. The percentage of query volume is calculated by:

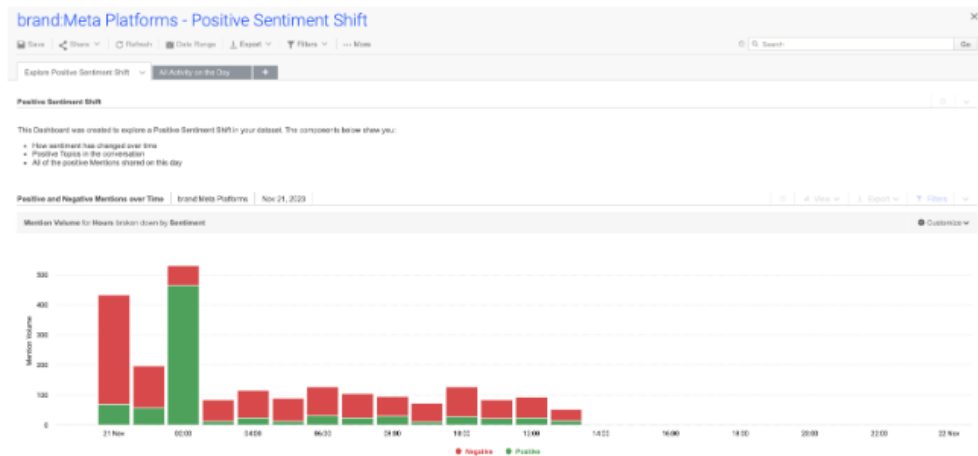
(signal mentions from the past hour / total mentions in query from the past hour) * 100.

Note: The percentage of query volume is not available for the Sentiment Shift event type.

Exploring events in a dashboard

Note: All user roles can see events in the events feed, but only **Admin**, **Regular**, and **Admin+** (i.e. users with permissions to create dashboards) can create dashboards from events in the feed. If you're not an admin user in Consumer Research but would like to create dashboards from events, contact your account admin about the right user permissions for you.

Explore your events in a dashboard to uncover how the shift has performed throughout the day or over time. Select an event card from your feed to open a dashboard with detailed information about the event.



Saving a dashboard

Click **Save** on your dashboard to access it via your dashboard list at any time and keep an eye on the event.



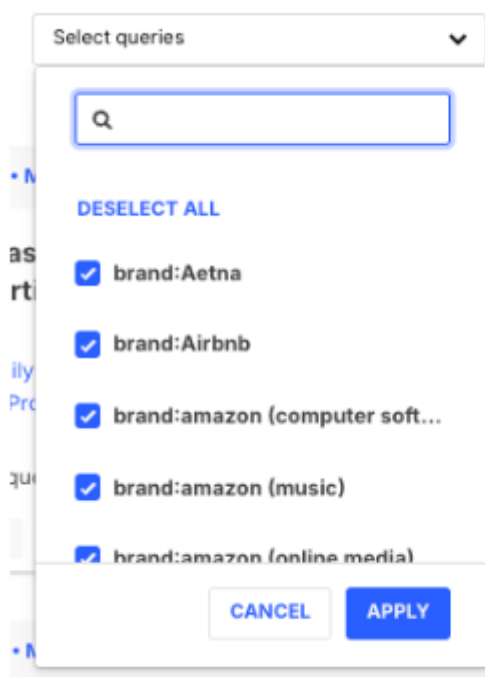
Customizing a dashboard

You can use dashboard filters or share the event components to another dashboard to curate your narrative. For more tips on what you can do with dashboards, visit our [Dashboards Overview](#).

Using the query selector

You can pick and choose what data you want in your event feed by selecting queries. Click on the **Select queries** dropdown and select the queries you would like to see in your feed.

You can select all of your queries, or choose a single query, then click **Apply**.



FAQs

How is the events feed different from Iris trends?

The events feed consists of [Signals](#) in a feed format. Signals are intended to warn you about emerging crises or developing trends as soon as they start. To support this, Signals detect unexpected events based on short, hourly periods. A Signal is detected when the volume in the current hour exceeds a threshold compared to the average over the previous 24 hours.

[Iris trend detection](#) is intended to detect sustained changes in conversation over time, which are easy to overlook in a daily or hourly view but are integral for longer-term business intelligence and decision making. Iris detects trends based on weekly volume averages over 13 months (56 weeks) of data history, and uses a more sophisticated calculation as to the variance in volume over time than Signals do.

Iris trend detection can be used alongside Signals to gain the benefits of short- and long-term event detection on the same dataset.