

Iris Post Analysis in Measure

Note:


This feature is currently in an open beta and opt-out only. Visit the section below for instructions on how to [opt-out of AI features](#).

About Iris post analysis

Iris is Brandwatch's AI. It uses cutting edge proprietary and integrated AI models to help you work faster and smarter. Iris post analysis leverages third-party AI technology to provide an analysis of post content and comments in Measure's content and label performance widgets to give you quicker insights about your content.

Using Iris post analysis

You can find Iris post analysis in Measure when viewing the **Post Details** of a post from a Content or Label Performance widget. Click the **Analyze Post** button inside the **Post Details** dialog box to analyze a post and its comments.



Get sentiment analysis of this post and comments. Powered by OpenAI.
[Learn more in the help center.](#)

ANALYZE POST

Summary

Distribution

Engagement

Conversion

Promotion

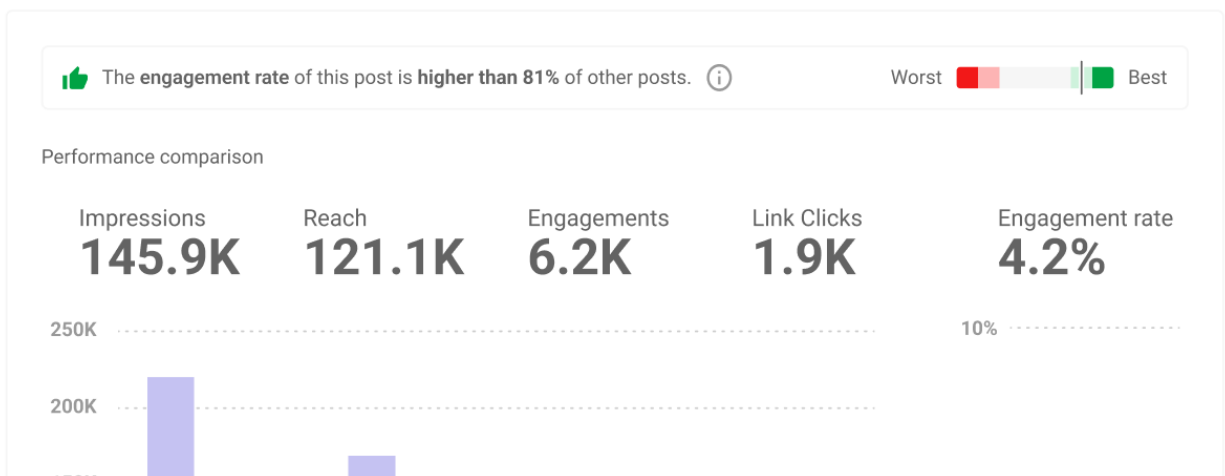
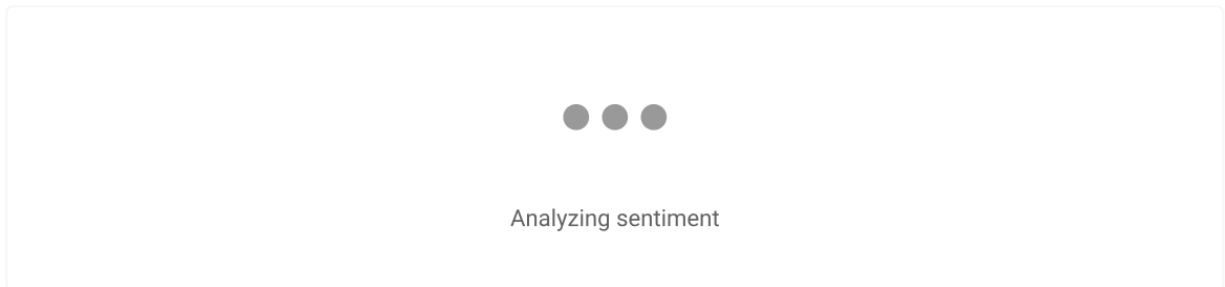
Video

After clicking the button, you will see the Iris post analysis tab with an indication that Iris is analyzing the post's sentiment.

Iris Post Analysis Summary Distribution Engagement Conversion Promotion Video

Iris post analysis ⓘ

Understand the sentiment of this post and comments with AI-powered insights. [Learn more in the help center.](#)



Note:

If the post has no post text to analyze, the post analysis tab will display the message, "There's no text to analyze in this post." If the post has no comments, the tab will display the message, "There's no comments on this post yet."

Post analysis

There's no text to analyze in this post.

Comment analysis

This is based on top themes from the most recent comments. [View all comments in Engage.](#)

TOP THEMES

NO. OF COMMENTS

SENTIMENT

TONE OF VOICE

STYLE

Living green

32

Neutral

Casual

Informal

Thrifting as a creative and fashionable alternative

27

Positive

Enthusiastic

Informal

Impact of single-use plastics on the environment

15

Positive

Matter-of-fact

Informal

Eating plant-based meals to reduce carbon footprint

12

Positive

Casual

Informal

Reducing plastic waste by using reusable water bottles and shopping bags

9

Positive

Casual

Informal

Post analysis

HASHTAG/S

LINK/S

COMPLEXITY

SENTIMENT

TONE OF VOICE

STYLE

#Sustainability,
#ReduceReuseRecycle

<https://sus.clo/3xllm09a>

Moderate

Positive

Encouraging

Informal

Comment analysis

There's no comments on this post yet.

Note:

If there was a general error processing the information of the post, the tab will return the error message, “Sorry, we’re not able to analyze this post right now. Please try again later.”

Iris post analysis ⓘ

Understand the sentiment of this post and comments with AI-powered insights. [Learn more in the help center.](#)

ⓘ Sorry, we’re not able to analyze this post right now. Please try again later.

When the data is available, the tab will show two sections: **Post analysis** and **Comment analysis**.

Post analysis						^
# HASHTAG/S	LINK/S	COMPLEXITY	SENTIMENT	TONE OF VOICE	STYLE	
#Sustainability, #ReduceReuseRecycle	https://... https://...	Moderate	Positive	Encouraging	Informal	
Comment analysis						^
TOP THEMES		NO. OF COMMENTS	SENTIMENT	TONE OF VOICE	STYLE	
Living green		32	Neutral	Casual	Informal	
Thrifting as a creative and fashionable alternative		27	Positive	Enthusiastic	Informal	
Impact of single-use plastics on the environment		15	Positive	Matter-of-fact	Informal	
Eating plant-based meals to reduce carbon footprint		12	Positive	Casual	Informal	
Reducing plastic waste by using reusable water bottles and shoppin...		9	Positive	Casual	Informal	

Post analysis

Post analysis analyzes the message/text of the post. The data will be returned as a table with the following columns:

- **Style:** The structure of the wording of the post.

- **Complexity:** How easy your post is to read or understand.
- **Sentiment:** The feeling or emotion of the post.
- **Tone of voice:** The tone in which the post is communicated.
- **Links:** Any links included in the text.
- **Hashtags:** Any hashtags included in the text.

Comment analysis

Comment analysis analyzes the comments of the post and displays the top five topics discussed by the 50 most recent comments. The data will be returned as a table with the following columns:

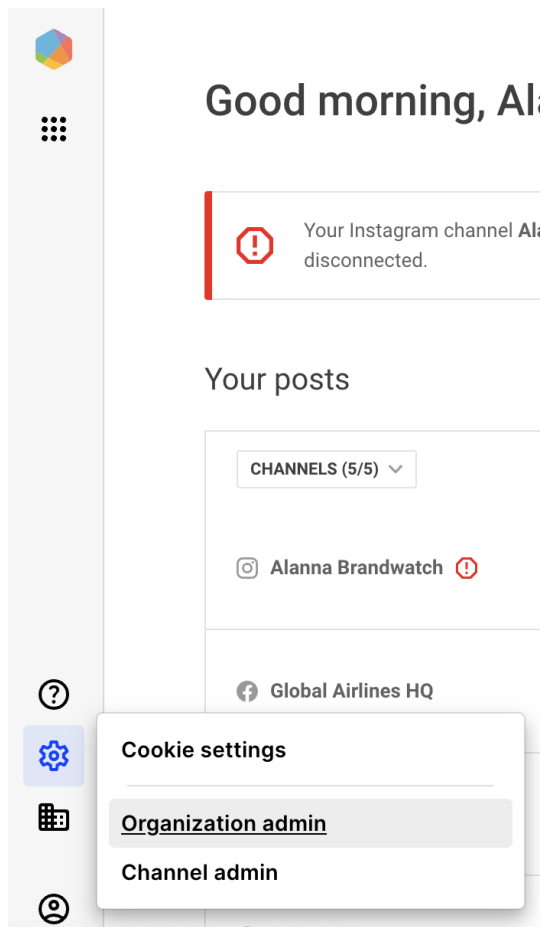
Note:

Replies to comments are not included in comment analysis.

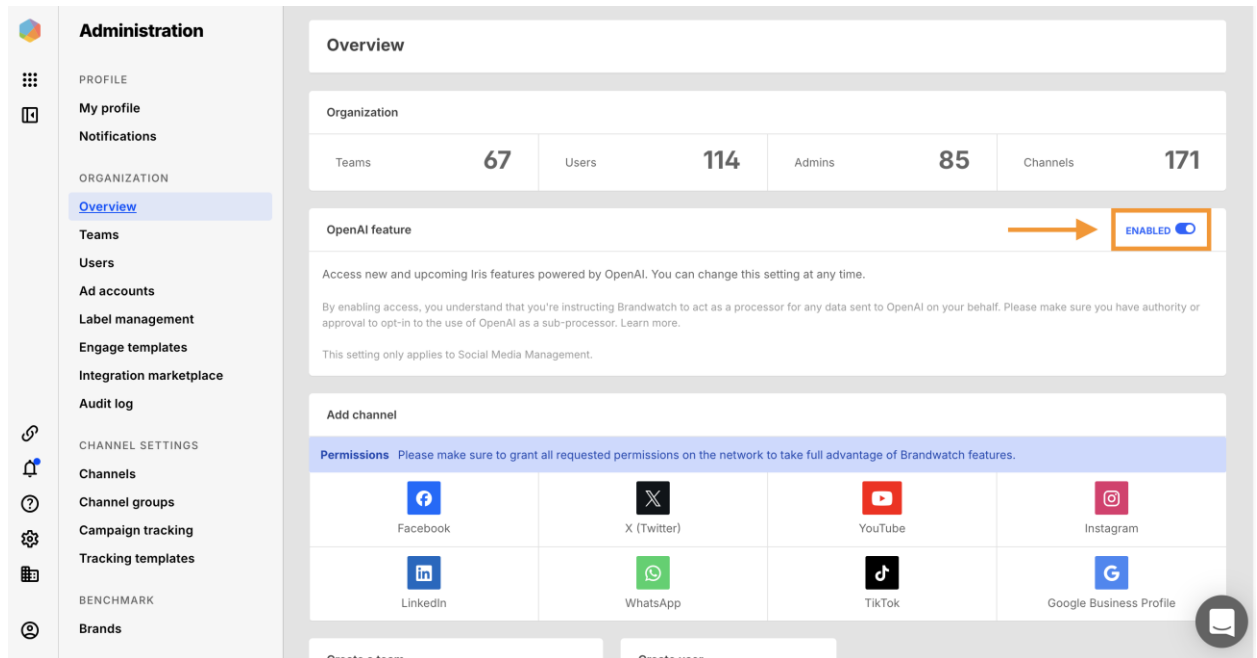
- **Top Themes:** The main topics of conversation in the comments.
- **Number of comments:** How many comments your audience has published about the specific topic.
- **Sentiment:** The feeling or emotion of the topic.
- **Tone of voice:** The overall tone of the comments.
- **Style:** The structure or wording of the comments.

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 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

Which current Brandwatch features use AI technology?

Visit our [Overview of AI Features](#) article for a current list of features utilizing generative AI.

AI-search and AI-topics in Consumer Research are both powered by in-house proprietary models.

How does data sharing with OpenAI vary by Brandwatch's AI features?

Our features utilizing third-party generative AI each send data directly to third-party AI integrations. This will not include any user data, only data within the tools themselves. So in the case of Iris Writing Assistant, this could be any text you draft. We always require that third-party AI integrations do not use this data for training purposes.

Iris Conversation Insights shares snippets of text from a sample of mentions with third-party AI integrations. This sample is currently generated randomly. Image data found in sample mentions is currently not shared. Additionally, we do not send any query data (e.g. the keywords). There are no immediate plans to share anything other than mention content with third-party AI integrations.

Regarding sensitive information found in the mentions themselves:

- We ask clients to be aware that all data found within the mentions panel could be shared with third-party AI if you have opted into third-party AI integrations. This includes uploaded data sets.
- If those mentions contain PII as defined by the client, these could also be shared to third-party AI to derive summaries.
- However, third-party AI integrations will not use it for their own purposes and will only store it for 30 days for support/security purposes.

AI-search and AI-topics in Consumer Research were developed with our in-house proprietary AI and are not direct integrations with OpenAI. We do not send any data outside of Brandwatch with these features.

Will these features work for different languages?

AI summary features (e.g. [Iris Content Insights](#) and [Iris Conversation Insights](#)) will summarize the content in any language, while the summary output for now will only be in English.

[Iris Writing Assistant](#) works in the languages that the user uses while writing. It supports all languages that ChatGPT supports.