

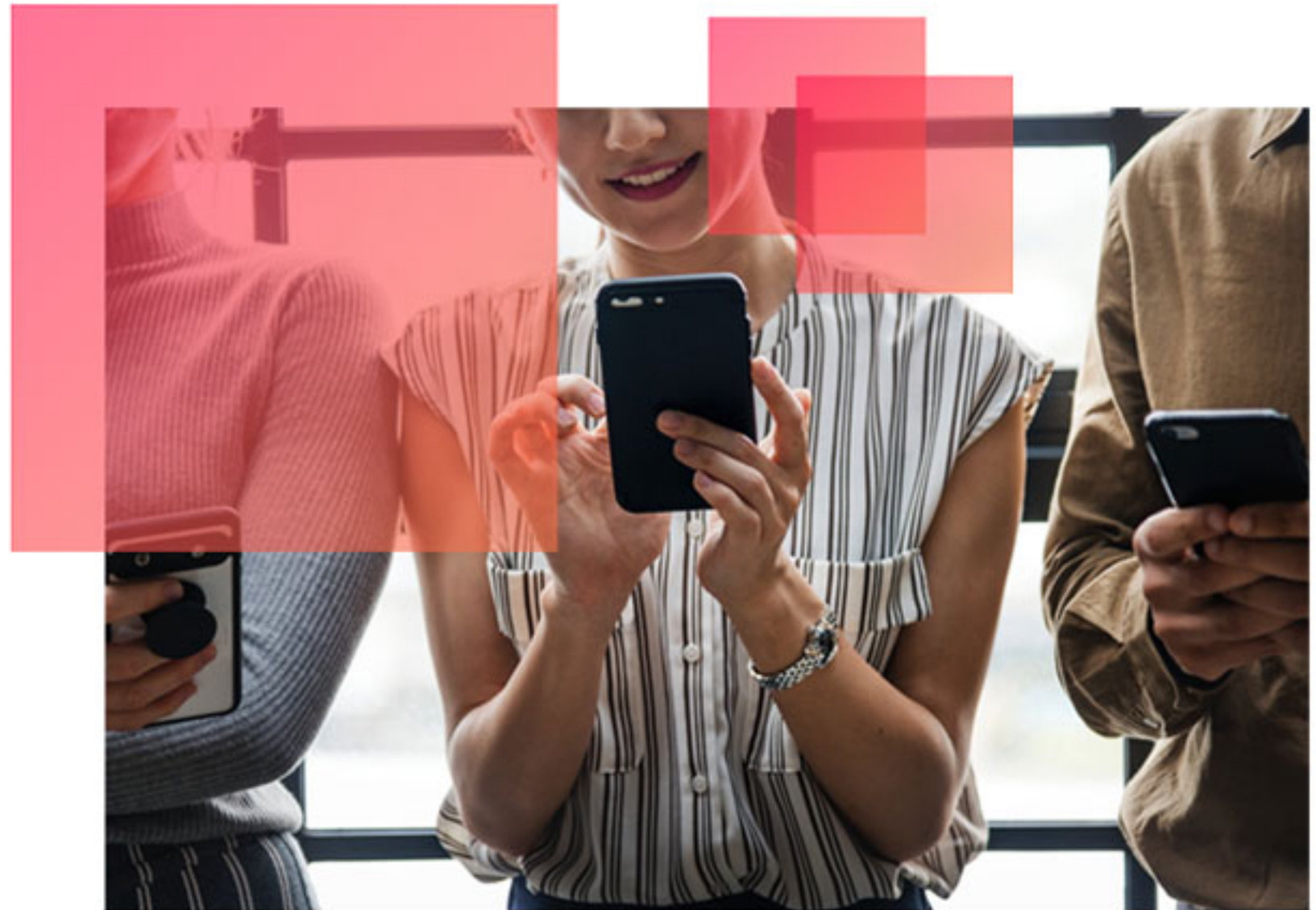
The background is a light gray gradient, decorated with various abstract geometric shapes. These include squares, rectangles, triangles, and circles in a variety of colors: orange, green, purple, blue, and pink. Some shapes are solid, while others are outlined. They are scattered across the frame, some overlapping each other, creating a modern, minimalist aesthetic.

EFFECT *FORCE*

Sentiment Analysis

Discover what they say about your brand.

Turn online brand mentions into actionable data. Make your business more efficient by automating business processes, getting insights and saving hours of manual data processing.



Why automated sentiment analysis is broken and how to fix it

One of the most difficult challenges reporting and analytics face in public relations measurement is sentiment analysis. Machines attempt textual analysis of sentiment all the time; more often than not, it goes horribly wrong. How does it go wrong? Machines are incapable of understanding context.

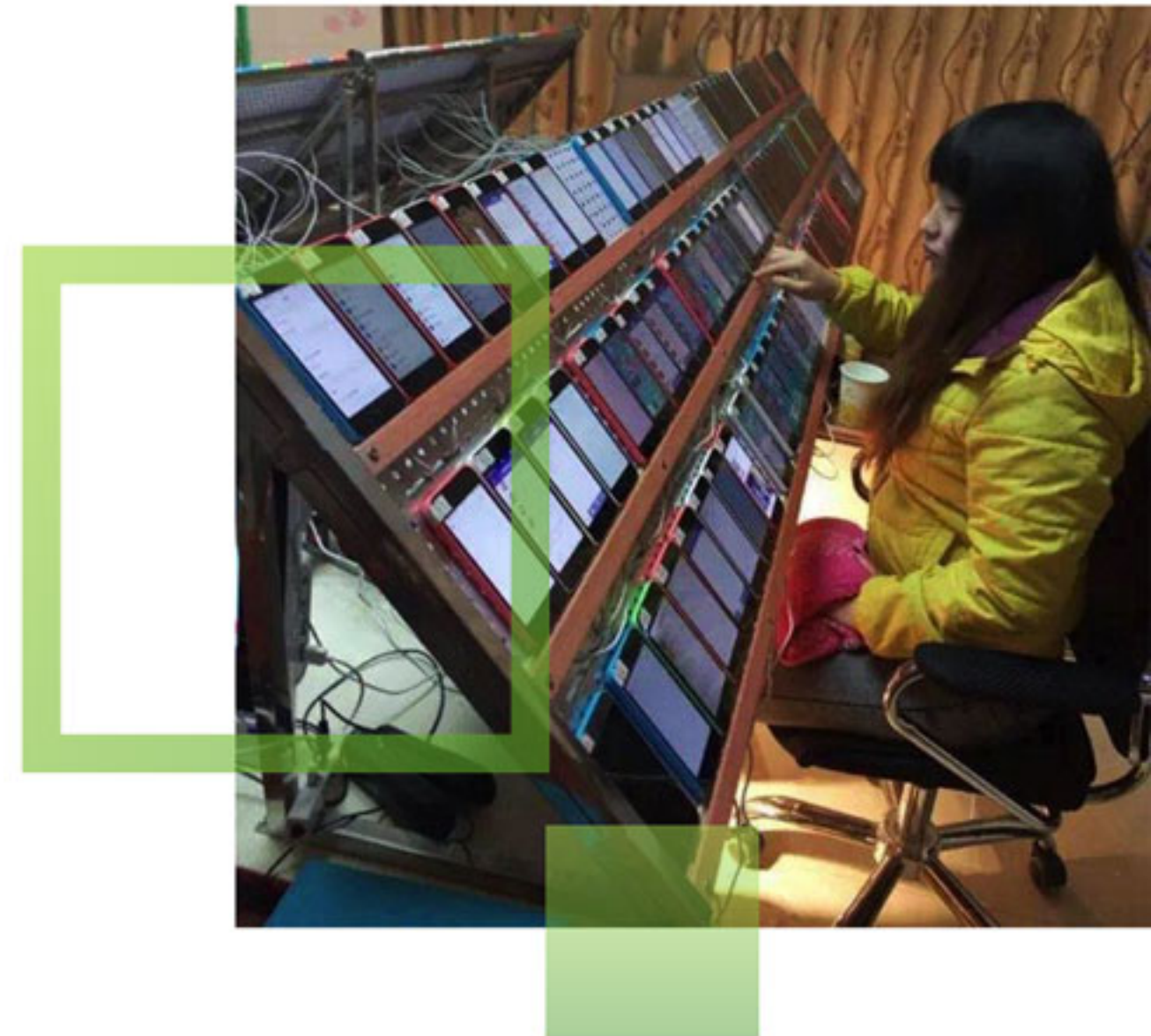


Reasons for failure?

There are large quantities of unclean and unstructured data in your sentiment analysis. We've found that 60-80% of data collected related to your brand is irrelevant. This unclean data massively distorts any sentiment insight. To overcome this you need to clean the data. This means you need to perform the cleansing manually which is time consuming and expensive.

Who creates dirty data?


Most of dirty data comes from click farms. A click farm is a form of click fraud where a large group of low-paid workers are hired to create fake accounts, fake likes and fake mentions. In December 2014, Instagram carried out a purge where many accounts were affected - including Instagram's own account, which lost 18,880,211 followers!



Unstructured Data

Once the dirty data is cleaned, you need to add structure to it! Round about 90% of the cleaned data is unstructured. This means labelling the data to give it context. Here you need to understand things such as: sarcasm, irony, slang, emoji's and perplexed text like OMGor cuteeee. Sarcasm text is certainly easier to understand when it is accompanied by photos or videos.


Examples Facebook Posts:

 **JennyB** Like Page

Thanks DeltaAirlines for making 2018 my best Xmas ever!

 **DEPARTURES**


| TIME | DESTINATION | FLIGHT | GATE | REMARKS |
|-------|-------------|--------|------|-----------|
| 12:39 | LONDON | CL 903 | 31 | CANCELLED |
| 12:57 | SYDNEY | UQ5723 | 27 | CANCELLED |
| 13:08 | TORONTO | IC5984 | 22 | CANCELLED |
| 13:21 | TOKYO | AM 608 | 41 | DELAYED |
| 13:37 | HONG KONG | IC5471 | 29 | CANCELLED |
| 13:48 | MADRID | EK3941 | 30 | DELAYED |
| 14:19 | BERLIN | AM5021 | 28 | CANCELLED |
| 14:35 | NEW YORK | ON 997 | 11 | CANCELLED |


 200 562 Comments 311 Shares

Like Comment Share

 **CoD_Newble** Like Page

This game is dope AF!



 542 233 Comments 11 Shares

Like Comment Share

Latest technology in the field of Sentiment Analysis

Keyword Tracking You can track relevant keywords/hashtags to understand the sentiment on this topics. It's quick and it's affordable but the accuracy is very low. This forces you to double check the results and manually correct them.

COUNT THE NUMBER OF OCCURENCES TO DETERMINE THE SENTIMENT

NEGATIVE

loss
losses
problems
bad
difficult
claims
poor
...

POSTIVE

good
gain
best
great
despite
achieved
enjoy
...

UNCERTAINTY

might
risk
believe
could
may
appears
seems
...

LITIGIOUS

admission
law
regulated
whatever
claims
moreover
contracts
...

Example 'Words driving sentiment scores in Warren Buffet's shareholders letters

Natural Language Processing (NLP) This is the most advanced solution which combines Computer Science, AI and computational linguistics. This method is able to interpret complex text. It gives higher accuracy than keyword tracking. But it is expensive, slow to configure and still lacks a notion of human sense. And this is just for text. Should you want to understand sentiment from images or videos then you would require additional computer vision frameworks.

Judge the sentiment by humans

It is very complex to guarantee accuracy when automating sentiment analysis. The most reliable method to ensure accuracy when understanding sentiment is to have humans themselves analyse the information. However, this is a very manual process and increases the time and costs associated with structuring sentiment analysis.



Solutions we offer

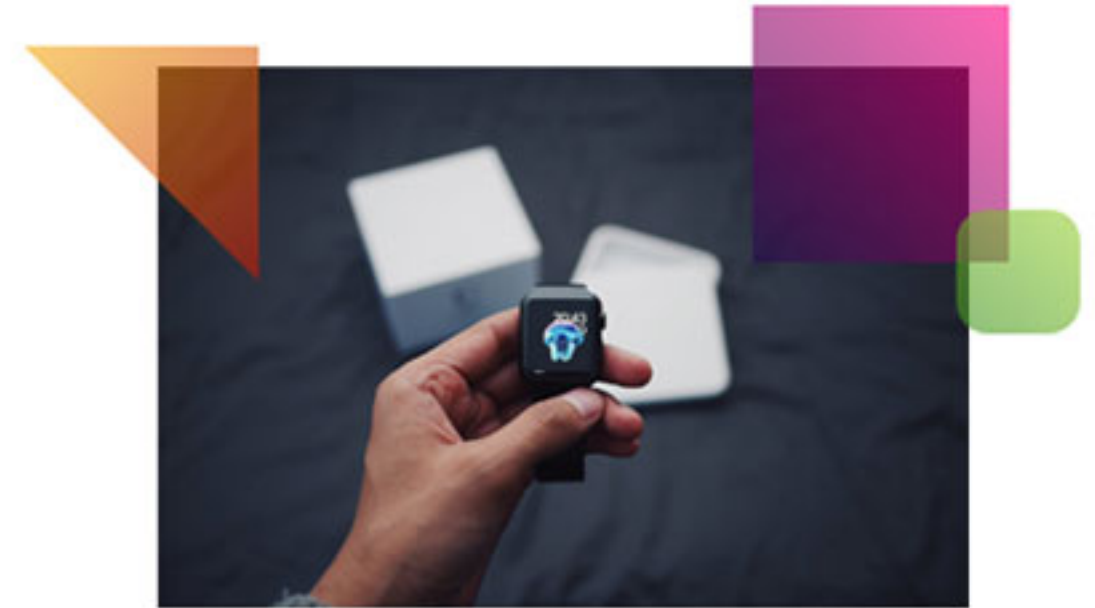


Brand Experience

Organisations can monitor online brand mentions and understand customer brand perceptions, enabling them to optimise their brand and communication strategy with data-driven decisions.

Product Experience

Generate product feedback from online user generated content from youtube reviews to yelp. Stay ahead of competition by labeling online mentions on product feature sentiment which assists your product decision making.



Service Experience

Monitor all online complaints and critique to identify anything that could potentially damage an organisation's reputation or improve your customer service.





How do we do it?

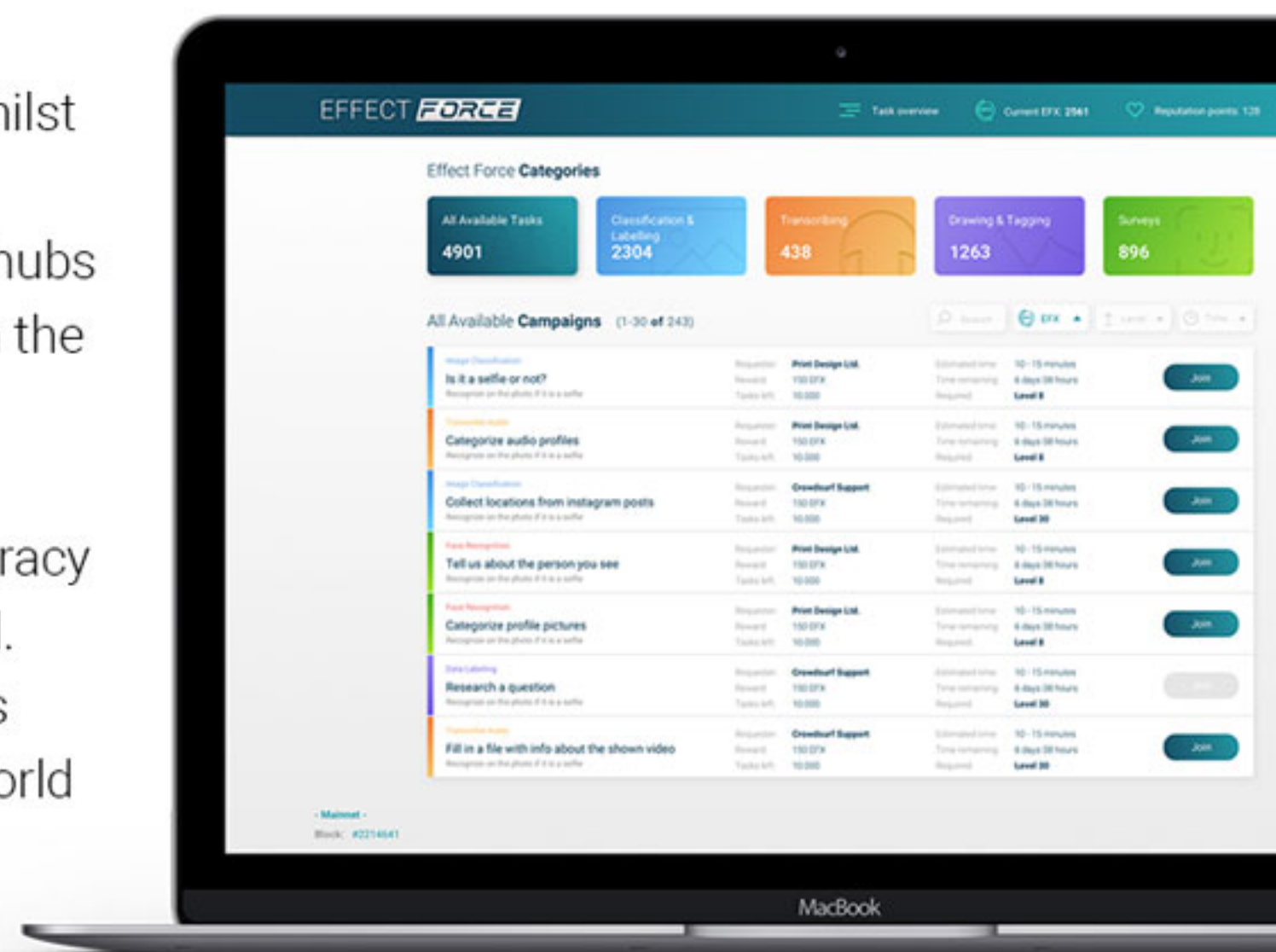
Effect Force connects you with thousands of workers, which you would usually need to hire yourself causing a large increase in costs and time spent hiring and looking after employees.

Our workers are all part of a community which they thrive to be a part of. The community work together to ensure the speed and quality in your data annotations. Workers are rewarded for their work in tokens (EFX). The greater the quality and speed of their work, the greater the value of their tokens.

The EFX token allows us to keep our fees to a low whilst ensuring fair impactful payment to the workforce.

Our workforce is largely comprised of social impact hubs from around the globe driven by our partnership with the United Nations.

We believe humans have the power to increase accuracy in data and will continue to move AI creation forward. On top of this, we have a stronger belief that human's working together in a community from around the world guarantees quality and efficiency in structuring complex data sets.



EFFECT **FORCE**



Gig-economy

❤️ Crypto

EFFECT Force Workforce

- 5.000+ Workers
- Impact hubs
- 10M+ Tasks completed

Want to know more about
Sentiment Analysis?
Book a demo Today!
Go to force.effect.ai

Used by:

daneel 

ING 



Singapore **Government**
Integrity • Service • Excellence