

## How to Use These Prompts Effectively

1. **Customize** the placeholders: Replace **[TOPIC]**, **[TIMEFRAME]**, **[INDUSTRY/ISSUE]**, etc., with specific details relevant to your research goals.
  2. **Iterate & Refine**: Experiment with prompt variations and follow-up questions to drill deeper into any insights that arise.
  3. **Combine Approaches**: Use multiple prompts together—e.g., begin with a “Spot Sudden Spikes in Engagement” prompt and follow it with a “Compare Platform Trends” prompt to observe how the spike appears differently across platforms.
  4. **Incorporate Real-Time Data**: Leverage live data sources (news APIs, social media scraping, etc.) to ensure your custom GPT has the most up-to-date information.
  5. **Look for Serendipitous Findings**: Pay special attention to anomalies, overlooked angles, and correlations—they often lead to the most novel and strategic insights.
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### 1. Track Narrative Evolution

Examine how public sentiment and key talking points around **[TOPIC]** have changed over the past **[TIMEFRAME]**. Identify any pivotal moments—such as major news events, influencer statements, or viral content—that correlate with shifts in sentiment. Which narratives have emerged, peaked, evolved, or declined? Highlight any surprising or counterintuitive turns.

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### 2. Detect Weak Signals

#### Prompt:

Identify subtopics, hashtags, or niche themes related to **[INDUSTRY/ISSUE]** that are experiencing noticeable yet relatively small spikes in engagement. Focus on those that have shown consistent growth but remain underrepresented in mainstream discourse. Highlight what might be causing this growth and speculate on their potential to become larger trends.

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### 3. Compare Platform Trends

#### Prompt:

Compare the conversation around **[TOPIC]** across at least three platforms—such as Reddit, TikTok, X (Twitter), and mainstream news sources—over the last **[TIMEFRAME]**. Note differences in language, sentiment, engagement patterns, and prevalent narratives on each platform. Explain how these variations might reflect deeper audience segmentations or cultural nuances.

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#### 4. Identify Cultural Undercurrents

**Prompt:**

Identify memes, slang, coded language, or symbolic references used in discussions about **[TOPIC]** across social media. Analyze the context and origin of these cultural artifacts, and explain what they might indicate about shifting cultural attitudes or emergent community values.

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#### 5. Spot Blind Spots

**Prompt:**

Investigate which critical issues or perspectives within **[INDUSTRY/SECTOR]** are being discussed in smaller, alternative online spaces but are absent from mainstream media coverage. Assess the potential impact if these issues gain wider attention and outline any indicators that may predict if or when they will break into mainstream consciousness.

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#### 6. Analyze Engagement Shifts

**Prompt:**

Examine how engagement around **[TOPIC]** has changed over the past **[TIMEFRAME]** in terms of format (e.g., short-form video, long-form articles, image-based memes, live streams). Which content types and styles receive disproportionate engagement, and how do these preferences vary by platform or audience segment?

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#### 7. Reveal Hidden Audience Segments

**Prompt:**

Based on conversation patterns (e.g., shared language, thematic interests, behavioral markers), identify new or unexpected audience segments that are actively discussing **[TOPIC]**. Explain how they differ from traditional demographic categories and provide insights into their values, motivations, and online behaviors.

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#### 8. Early Indicators of Political or Social Movements

**Prompt:**

Monitor discussions to detect early-stage organization or mobilization around **[TOPIC]**. Look for petitions, protest planning, coalition building, or rapid membership growth in related online communities. Evaluate the likelihood and potential timeline for these discussions to evolve into a significant political or social movement.

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## **9. Spot Sudden Spikes in Engagement**

### **Prompt:**

Identify recent spikes in conversations, shares, or search queries related to **[TOPIC]**. Pinpoint the catalysts (e.g., viral posts, influencer mentions, news events) and assess whether these surges will likely sustain momentum or drop off. Highlight any subtopics that experienced a parallel increase in interest.

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## **10. Uncover Hidden Patterns in Audience Behavior**

### **Prompt:**

Analyze the behavior of users engaging with **[TOPIC]**—including posting frequency, peak activity times, and cross-posting to other subjects or communities. Identify any unexpected correlations or anomalies that might indicate emerging behaviors or overlooked segments of the conversation.

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## **11. Find Gaps in Public Discourse**

### **Prompt:**

Highlight aspects of **[TOPIC]** that are crucial but rarely mentioned in mainstream discussions. Compare coverage in academic papers, industry white papers, or expert forums with mass-media reporting. Suggest reasons for these gaps and evaluate the potential consequences of continued underreporting.

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## **12. Sentiment Shifts Over Time**

### **Prompt:**

Conduct a sentiment analysis on **[TOPIC]** at regular intervals over the last **[TIMEFRAME]**. Identify periods with marked changes in sentiment—positive, neutral, or negative—and link

these shifts to key external events or viral moments. Provide a visual or tabular breakdown of sentiment trends.

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### **13. Language Evolution & Meme Tracking**

#### **Prompt:**

Trace the evolution of specific phrases, memes, or coded language related to **[TOPIC]** from their origin to their current usage. Determine which subcultures or communities initially adopted these terms, how they transformed over time, and to what degree they have penetrated mainstream discourse.

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### **14. Cross-Platform Influence Mapping**

#### **Prompt:**

Identify key influencers and content creators who significantly impact discussions about **[TOPIC]** across multiple platforms (e.g., Reddit, TikTok, X/Twitter). Evaluate which voices or formats drive the most cross-platform engagement and analyze how quickly narratives spread from one community to another.

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### **15. Detect Emerging Subcultures**

#### **Prompt:**

Scan lesser-known forums, Discord servers, niche subreddits, and online communities for emerging subcultures centering around **[TOPIC]**. Describe their defining characteristics—language, values, content preferences—and assess their potential to influence or intersect with mainstream culture in the near future.

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### **16. Uncover Unexpected Correlations**

#### **Prompt:**

Explore data across multiple topics or hashtags to find any correlations between **[TOPIC]** and seemingly unrelated discussions or events. Investigate whether these correlations suggest new social, cultural, or economic links that are not yet recognized in mainstream analysis.

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## 17. Engagement Drivers & Emotional Resonance

### Prompt:

Focus on posts or discussions around **[TOPIC]** that receive disproportionate engagement (likes, shares, comments) compared to their reach. Identify common elements—such as emotional appeals, humor, controversy, or novelty—and explain how these factors differ across audience segments or platforms.

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## 18. The Narrative Impact of Breaking News

### Prompt:

Evaluate how a major breaking news event related to **[TOPIC]** altered online discussions. Compare engagement and sentiment before and after the event across multiple platforms, and analyze any shifts in user demographics or the types of content generated. Provide potential reasons for these changes.

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## 19. Overlooked Trends in the Data

### Prompt:

Conduct a deep-dive analysis on large-scale data related to **[TOPIC]** to highlight any recurring patterns, anomalies, or outlier events that have gone unnoticed. Propose hypotheses for these patterns and discuss their potential significance for future forecasting.

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## 20. Forecast Emerging Trends

### Prompt:

Using current engagement metrics, sentiment data, and cultural signals around **[TOPIC]**, project which emerging trends will likely gain traction in the next **[TIMEFRAME]**. Provide a risk-opportunity analysis for each trend and recommend areas that warrant continued monitoring or proactive engagement.

CONTENT FOCUSED PROMPTS

