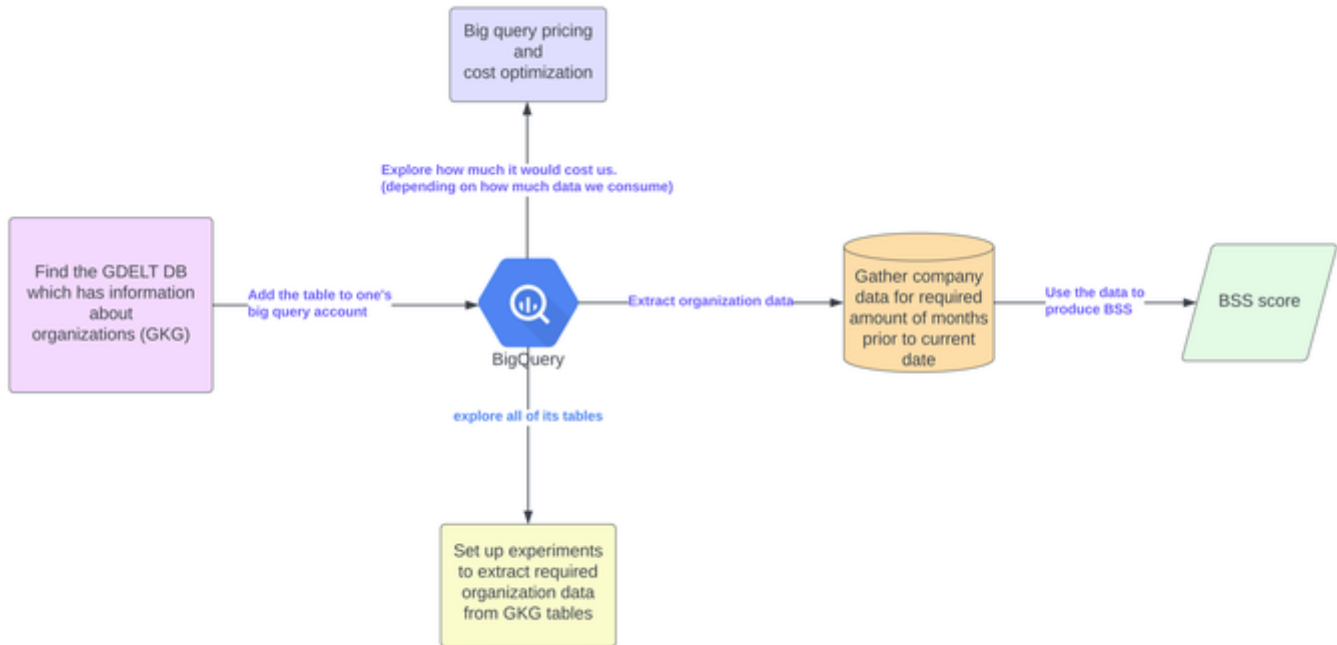


Brand Sentiment Score(BSS) using GDELT

Goals

To obtain brand score/trend score for a given company using GDELT data

Architecture



Architecture flow

1. Find the required tables in GDELT that can give tone information about a company.
2. Set up a Bigquery billing account and explore the cost involved with data and querying.
3. Search for GDELT tables in the Big query and add the necessary tables to your account.
4. Perform multiple querying experiments to extract tone data for a company.
5. Gather all the tone-related data for a particular company for a period(time range).
6. Perform a few more actions on the data to produce a BSS score.

Previous GDELT documentation

Glossary

1. **iatv** - television news (internet archive)
2. **gdg** - global difference graph
3. **geg** - global entity graph
4. **gemg** - global embedded metadata graph
5. **ggg** - global geographic graph
6. **gng** - global numeric graph
7. **gqg** - global quotation graph
8. **gsg** - global similarity graph

Important tables:

1. **domainsbycountry_alllangs_april2015**: Has info on, the Domain name(URL), the Country to which the URL belongs, and the country code.
2. **eventmentions**: This is the GDELT 2.0 Mentions table. Data begins February 19, 2015, till today.
3. **events**: List of all the events that happened.
4. **gdg_partitioned**: This table has data on the correctness of the article URL, image etc.
5. **geg_g1**: This table consists of all the articles along with an entity column that has processed article data.

6. **geg_gcnlapi**: Same as above but has extra columns-like, lang, polarity, magnitude, score
7. **geg_gcnlapisent**: Same as above but it does not have the entities column.
8. **gegv2_iatv**: entities table for iatv.(what is iatv?)
9. **gemg**: (GEMG), records the hidden semantic metadata in news articles that underlie the modern web, spanning July 2018 to the present.
10. **gfg_linguistic1grams_20190831**: [Announcing the GDELT Global Frontpage Graph \(GFG\)](#)
11. **ggg** - [Announcing The Global Geographic Graph](#) - this table has doc tone!
12. **gkg** - biggest table(14TB) - main table to use
13. **gkg_socialoutlinks** - has information about the document and its link
14. **gng**: [Announcing The Global Numeric Graph](#)
15. **gqg**: [Global Quotation Graph \(GQG\) Reaches 184 Million Records](#)