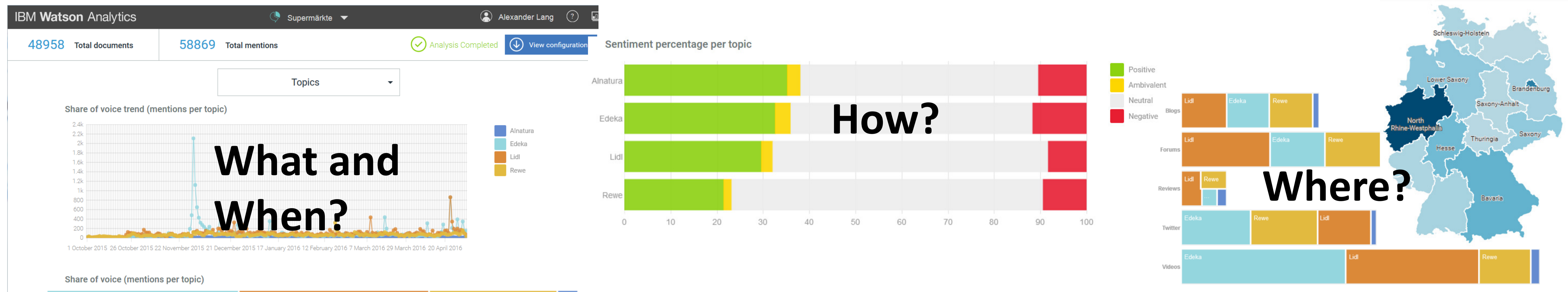
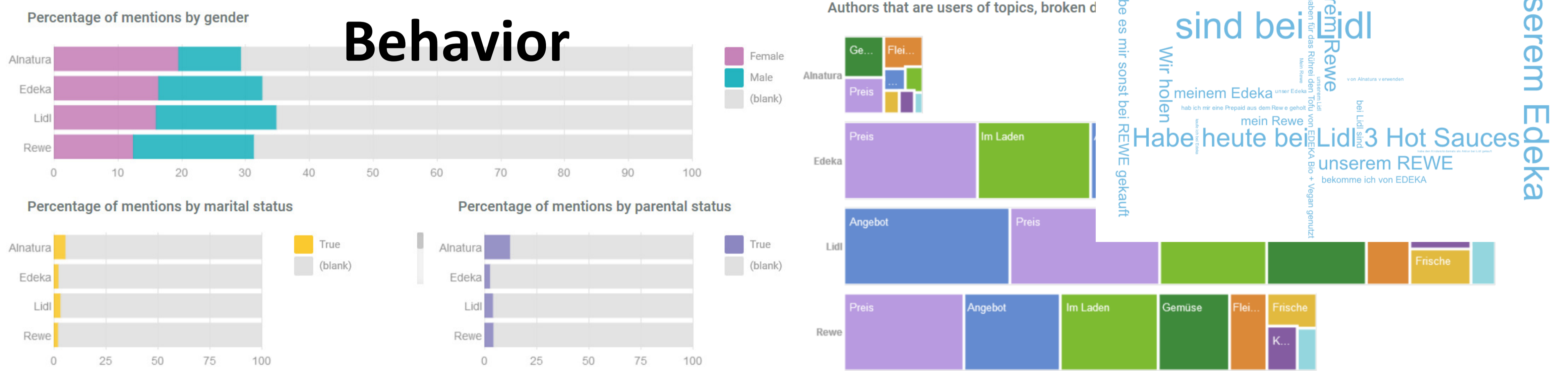


## Deep Social Media Insights for Business Users



### Author Demographics and Behavior



### Challenge: Actionable sentiment and behavior for 10+ languages, across all social media sources

What's the sentiment of this facebook post?

Lmao everyone I ask says my galaxy s5 is way better than my brothers iphone 5s

Like · Comment · Share

Some say „neutral“ ...

...some say „positive with a 0.5 probability“

We think it's...

**Positive for the S5**

**Negative for the iPhone**

No further content | Language: English | Author Nathaniel Rosell XD (Nathaniel Rosell XD) | Sources: boards (Facebook / Nathaniel Rosell XD)

- Extensive set of grammar rules, covering language structures that are relevant for sentiment detection
- Highly granular rules to determine the sentiment target, and clearly define the sentiment phrase in the document

[My D5000] [doesn't work well] [in fuzzy light conditions]. **Behavior**

[My D5000 doesn't work well] in fuzzy light conditions. **Sentiment**

[My D5000] [doesn't work well] [in fuzzy light conditions]. **Chunks**

PP NP VAUX NEG VB ADV PREP ADJ NN NN **PoS**

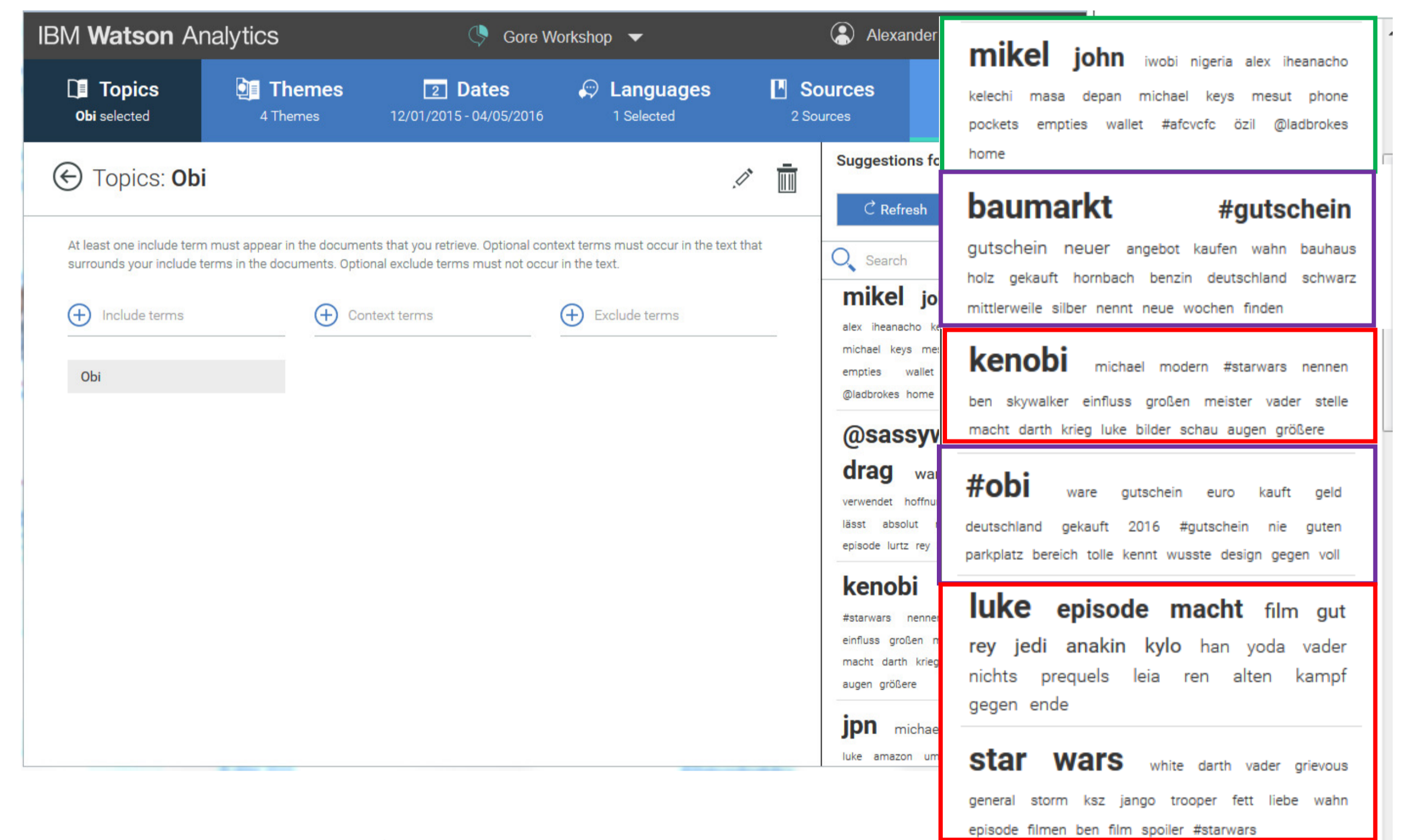
My|D5000|does|n't|work|well|in|fuzzy|light|conditions **Tokens**

My D5000 doesn't work well in fuzzy light conditions. **Text**

### Challenge: Social Media is ambiguous



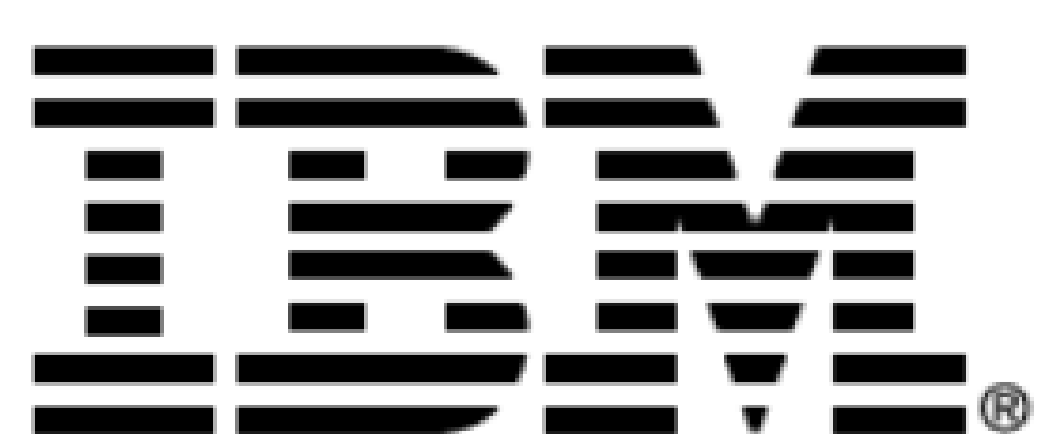
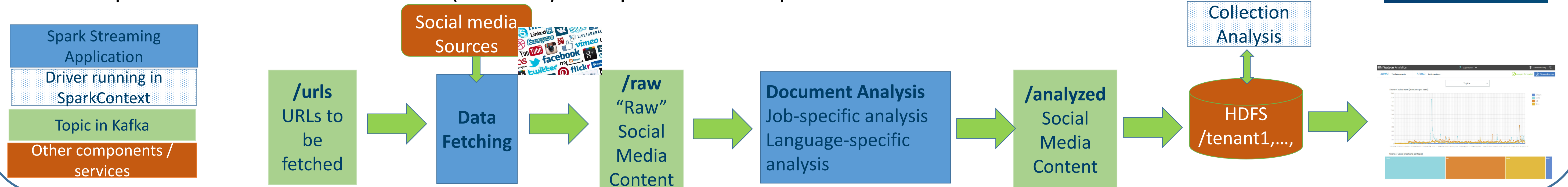
Watson Analytics uncovers ambiguities in real time



- No pre-configured ontologies necessary
- Tailor your analysis to the relevant concept
- Only shows ambiguous topics that are relevant in social media
  - No need to deal with arcane meanings that don't occur in social

### Challenge: Analytics for 3000+ tenants within the same processing environment

- Document-level, stateless text analytics stack embedded into Apache Spark Streaming
- Collection-level text analytics through Spark over HDFS (exploiting GraphX, MLlib,..)
- Results pushed into columnar database (IBM DB2) for rapid end user exploration



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