![isentia logo]

**CHEAT SHEET**

# Mediaportal Sentiment

**Mediaportal's automated sentiment will help you to quickly identify potentially damaging conversations and understand brand perception.**

## Viewing Sentiment in Mediaportal

All coverage items in Mediaportal are automatically graded with positive, negative or neutral sentiment.
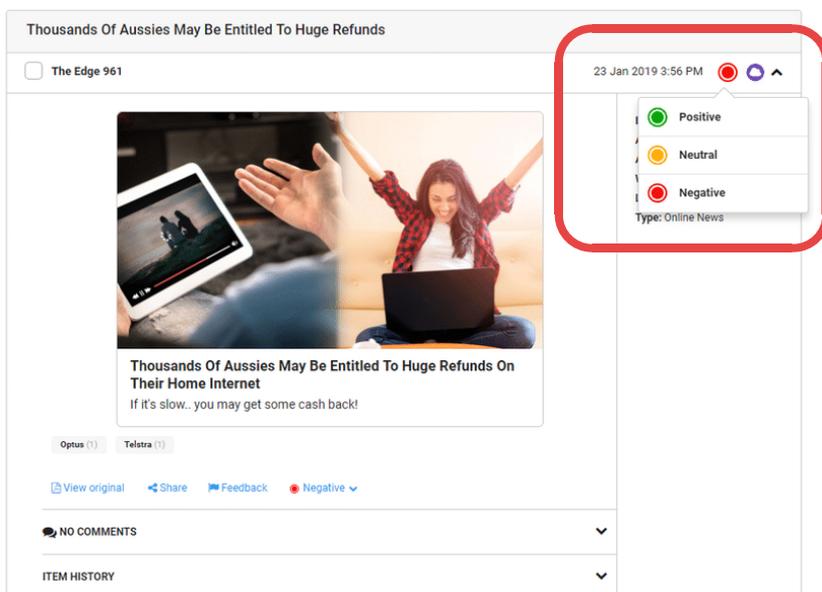


### Who can access sentiment in Mediaportal?

You control who can see sentiment. Want all users to see sentiment? That's fine! Want to restrict sentiment to nominated users only? We can make that happen too!

Just let us know who you want seeing sentiment and we will manage permissions on your behalf.

### How does it work?

Sentiment analysis is performed through NLP (Natural Language Processing). The technology analyses the text to understand the overall attitude (positive, negative or neutral) expressed in the content.
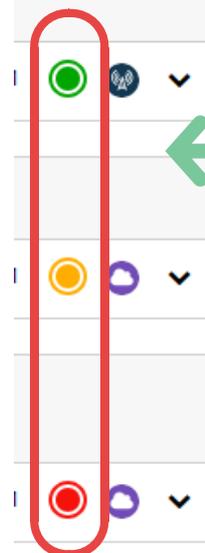
Grading can easily be identified by the **GREEN**, **AMBER**, or **RED** icons on the top right corner of each item, representing **positive**, **neutral**, or **negative** sentiment.

# Manual Override

Automated sentiment can be manually overridden by expanding the clip and selecting your preferred grading from the sentiment drop-down.
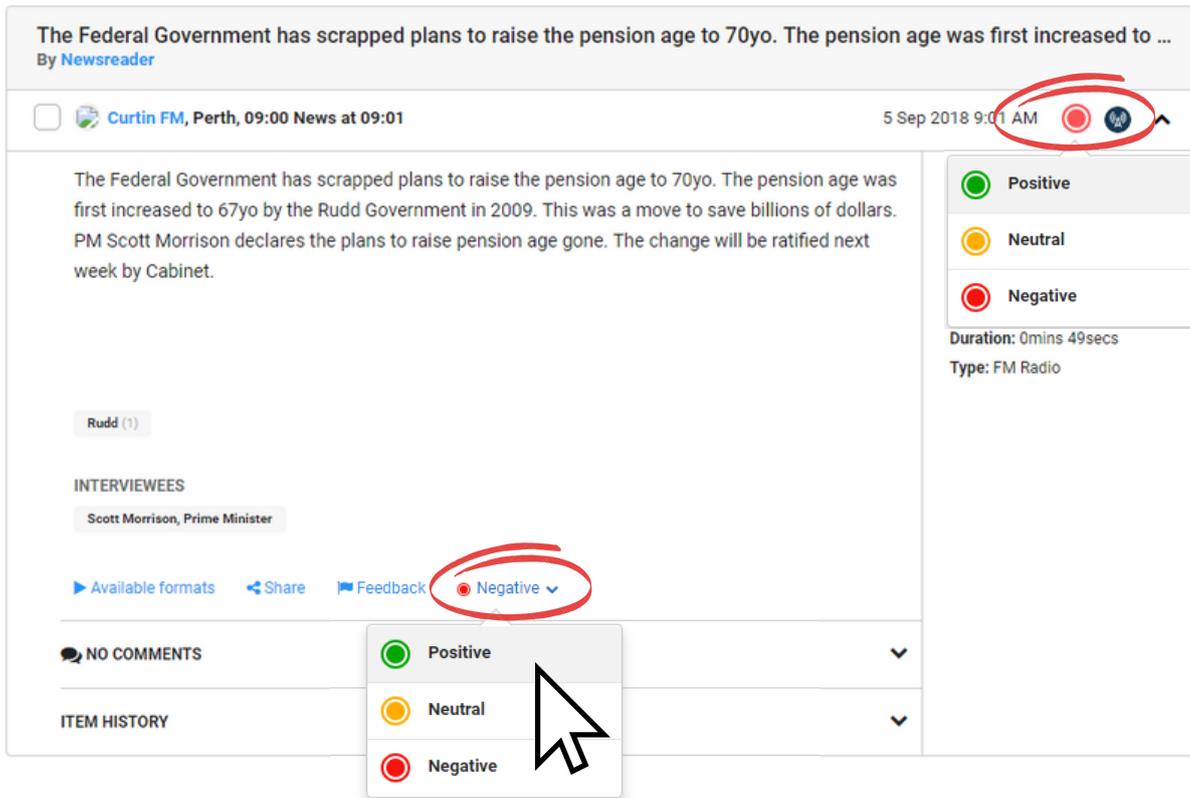


Once manually changed, a tick will appear in the coloured sentiment badge, and the drop-down will be labeled as "Verified".



Any items that you or your team have manually verified will show the new grading for all users on your account
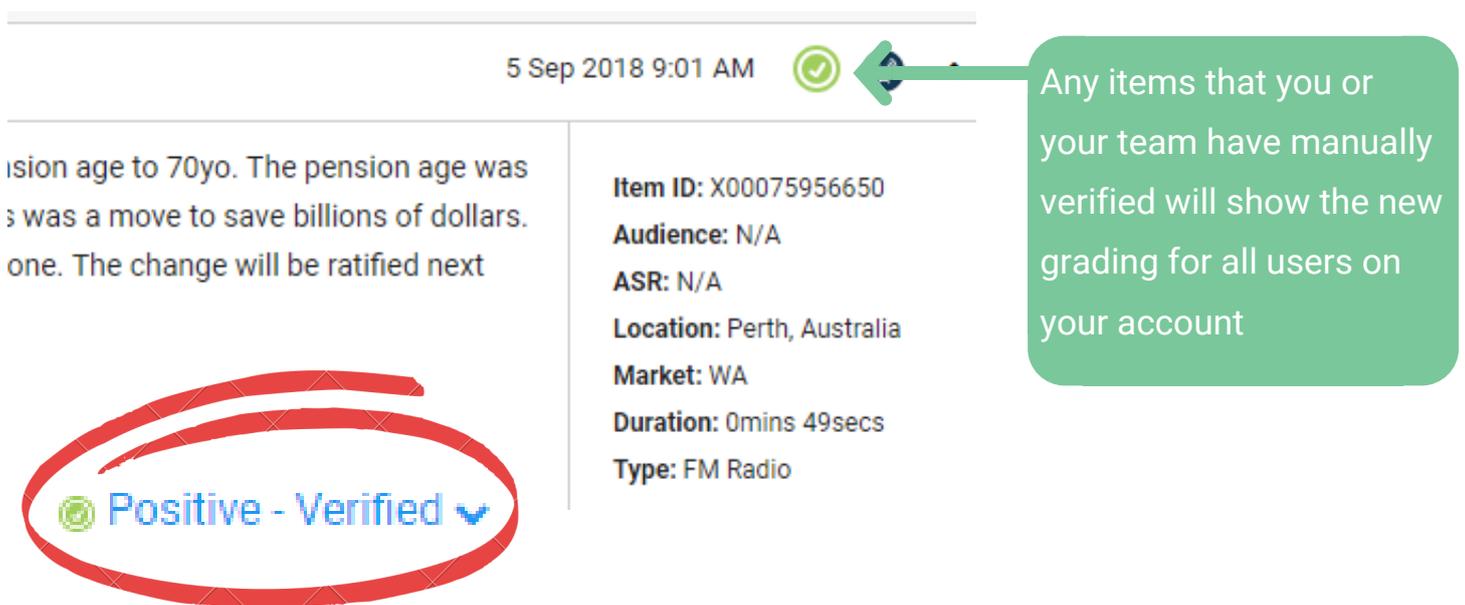
# Group by sentiment

In any brief or personal folder, content can be grouped by sentiment using the "Group by" drop-down.
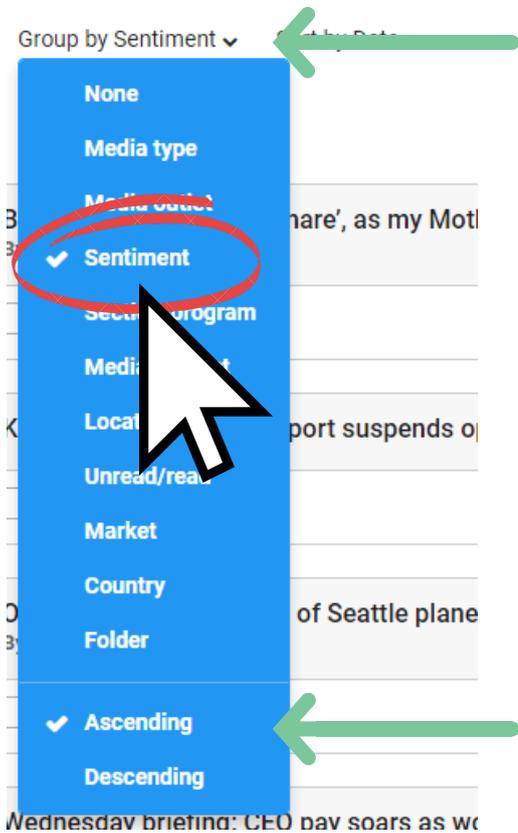


From the drop-down list select the sentiment grouping and then the "Ascending" or "Descending" order arrangement.

Coverage in the list will be grouped into one of four categories: **Positive**, **Negative**, **Neutral**, or **Not scored**.

If an item includes a grey icon or is listed as "Not scored", this means it is still in the process of being graded. Items should not remain unscored for more than a few minutes, and will become positive, neutral or negative once the system has completed its analysis and assigned a sentiment to the item.
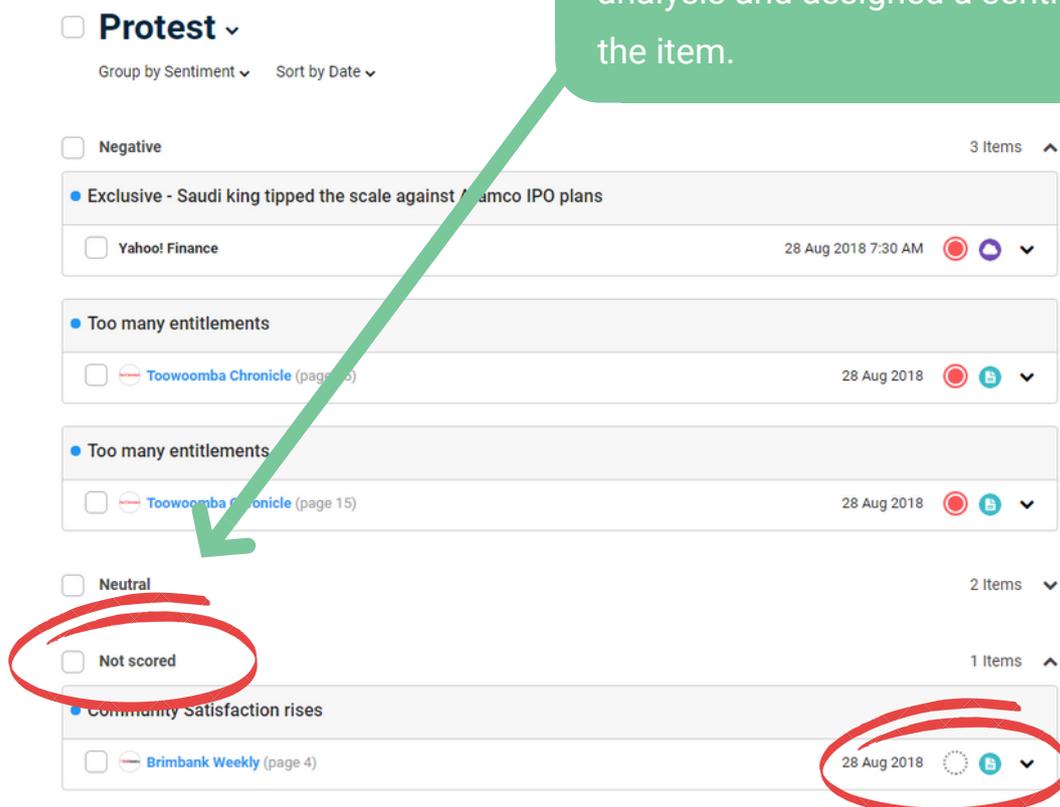
# Searching by sentiment

Using the search tool you can quickly find specific coverage filtered by a particular sentiment grading.
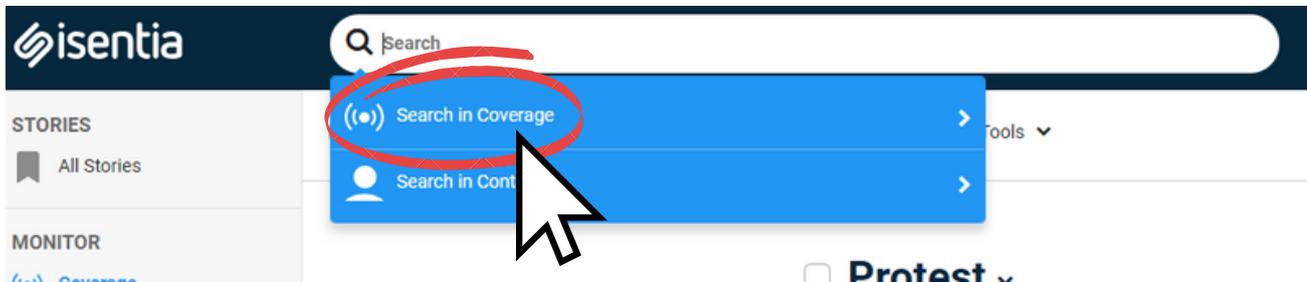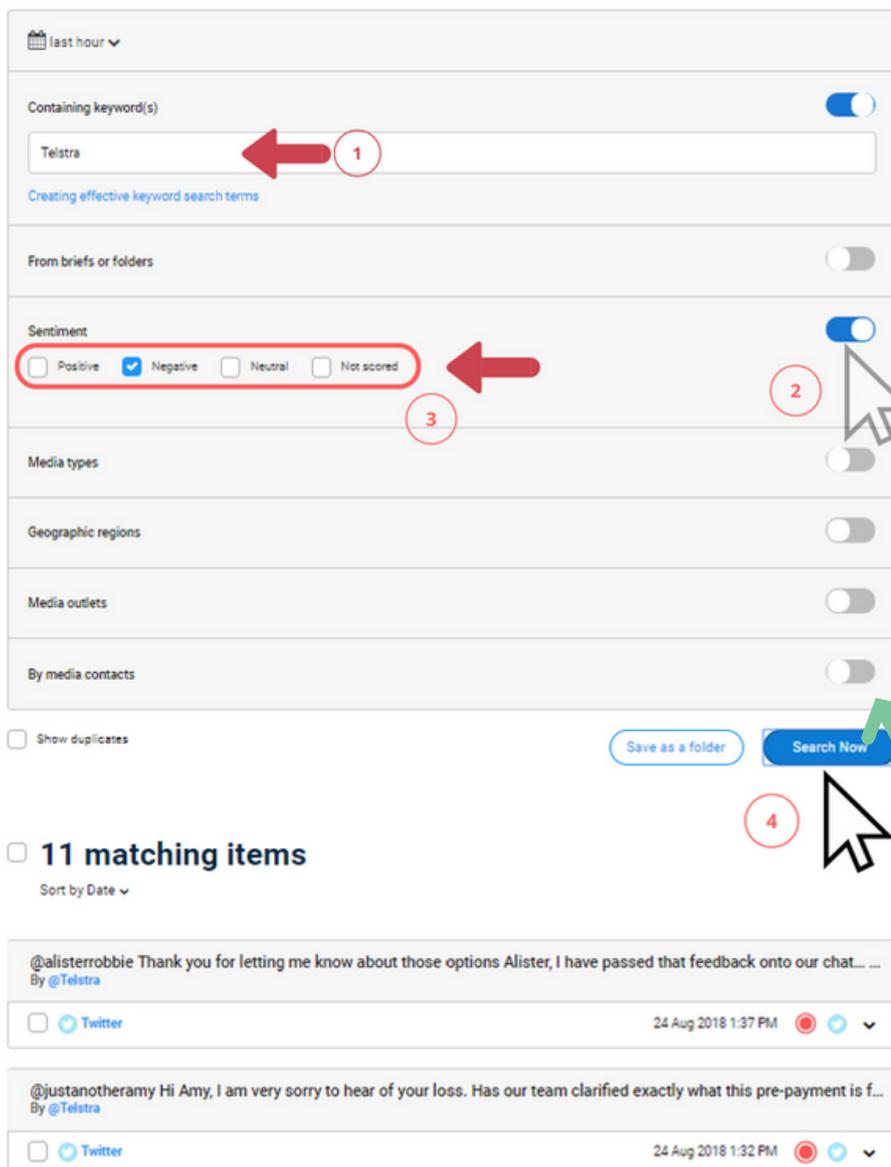


For example, you can use this option to search for negative mentions of your organisation, to see what you may need to respond to as a priority.

This can be found by simply typing the name of your organisation into the "Containing keyword(s)" field, ticking the Negative checkbox, and then clicking "Search Now.

Additional search filters can also be applied by using the toggle buttons to find more specific results.

# Sentiment in Custom Reports

Share sentiment using our Custom Report builder!

Use the sentiment check box on the left hand side of the report builder to include sentiment badges on the items in your Custom Report.

**DISPLAY OPTIONS**

Headlines and Summaries

- ☑ Section List
- ☑ Embedded image/video
- ☑ Sentiment
- ☑ Thumbnails and Outlet Logos
- ☑ Cost and Contact Links
- ☑ Mediaportal Comments
- ☑ Allow Duplicates from Different Folders
- ☑ Item Details  [Customise]

When you build a Custom Report with sentiment enabled, your report will show sentiment on each item card.

**30 AUG 2018**

## Telecommunications Merger Alert!

Two of the largest telcos in Australia have combined to create a $15 billion giant. A move that's sure to increase competitive pressure across the industry, there's mixed emotions surrounding the merger - check out the sentiment below.

### Positive

**sky NEWS BUSINESS** Jones reports the TPG-Vodafone deal is worth $15b.
Leanne Jones at Sky Business News, Sydney, Trading Day: Countdown on 30 Aug 2018 9:00 AM.

Source Language:
Jones reports the TPG-Vodafone deal is worth $15b.

The move will see the teleco be able to compete with rivals Telstra and Optus. https://finance...
@Nine News Australia at Twitter on 30 Aug 2018 10:03 AM.

### Negative

TPG and Vodafone announce merger
Canberra Times on 30 Aug 2018 10:17 AM.

Vodafone, TPG to become $15b telco giant to disrupt Optus and Telstra https://www.smh.com...

# Personal Folders with sentiment

Using personal folders, you can automatically file your coverage into separate folders by sentiment.



To isolate coverage by sentiment with Personal Folders, simply turn the Sentiment toggle on and select the option(s) that matter to you.

🔔 **Stay informed where it matters most**

If you're using Personal Folders to stay across negative mentions of a sensitive topic, connect this Folder to a Mediaportal Alert or Isentia App Notification to ensure you're informed anytime, anywhere.

Using Personal Folders to segment coverage by sentiment allows you to easily measure your coverage by sentiment using Mediaportal Analytics.

Select your sentiment Personal Folders when building your Analytics chart, to anaylse your coverage by sentiment.
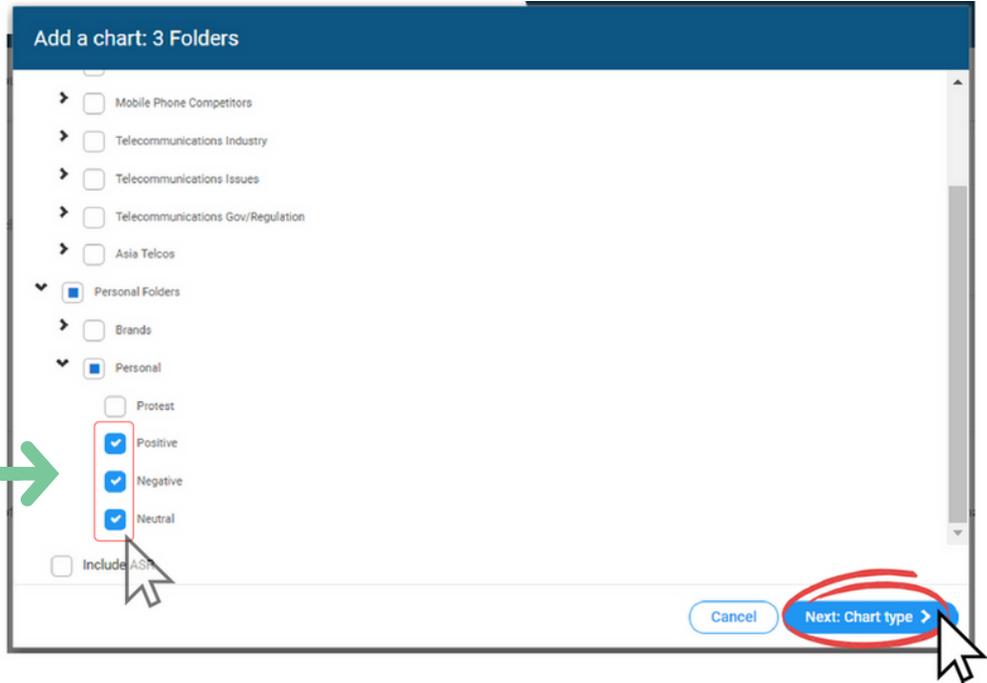


### Volume of CEO Mentions by Sentiment



Positive (93 total items/24.03 %)

Neutral (157 total items/40.57 %)

Negative (137 total items/35.4 %)

● Neutral ● Negative ● Positive
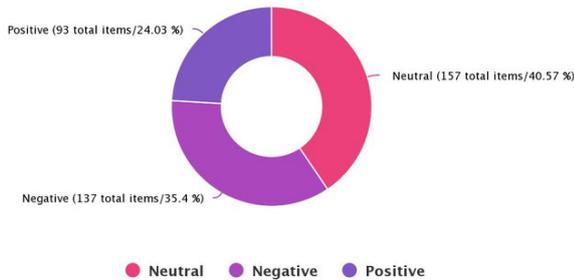
### Brand Mentions by Sentiment – Volume and Audience
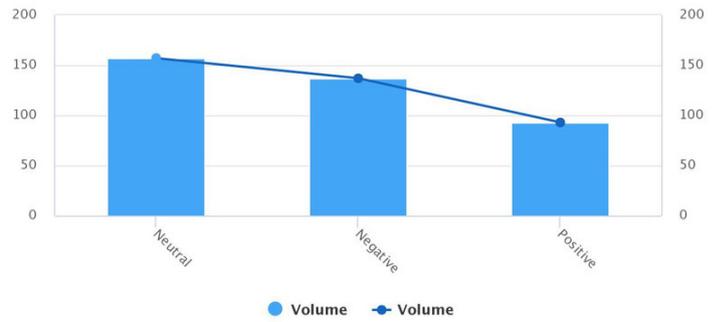


● Volume ◆ Volume

### Brand Sentiment – Volume across Media Types



● TV ● AM Radio ● FM Radio ● Newspaper ● Online News
● Social Network ● Magazine
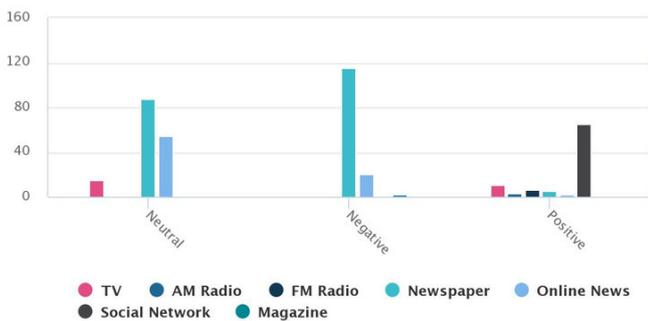
### Overall Sentiment Coverage by Date



23 Aug 2018   25 Aug 2018   27 Aug 2018   29 Aug 2018

●— Positive ◆— Negative ■— Neutral