

Who Are You People?

Leading provider of social analytics & engagement applications

Analyze and Act on social conversations, no matter where they occur:

Twitter • Facebook • Google+ • blogs • reviews • forums • communities • emails • surveys • more



- 12+ years experience in unstructured analytics
- 9 patents in natural language processing
- 150+ installations worldwide
- Government, Media, Enterprise

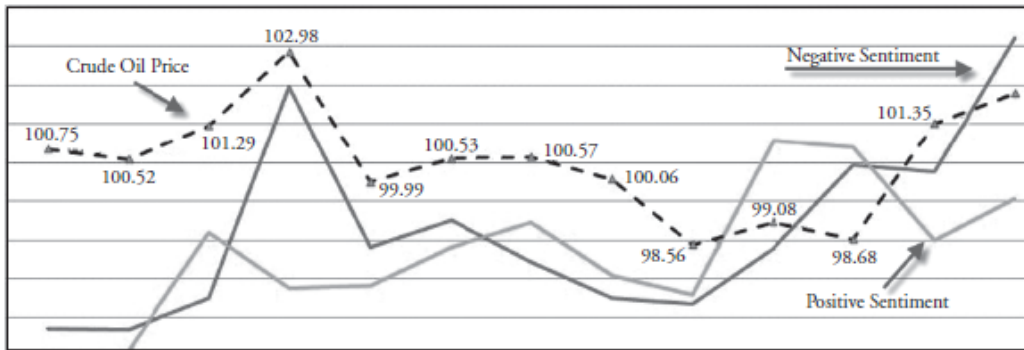
ATTENSITY

Using Social Media Sentiment For Forecasting

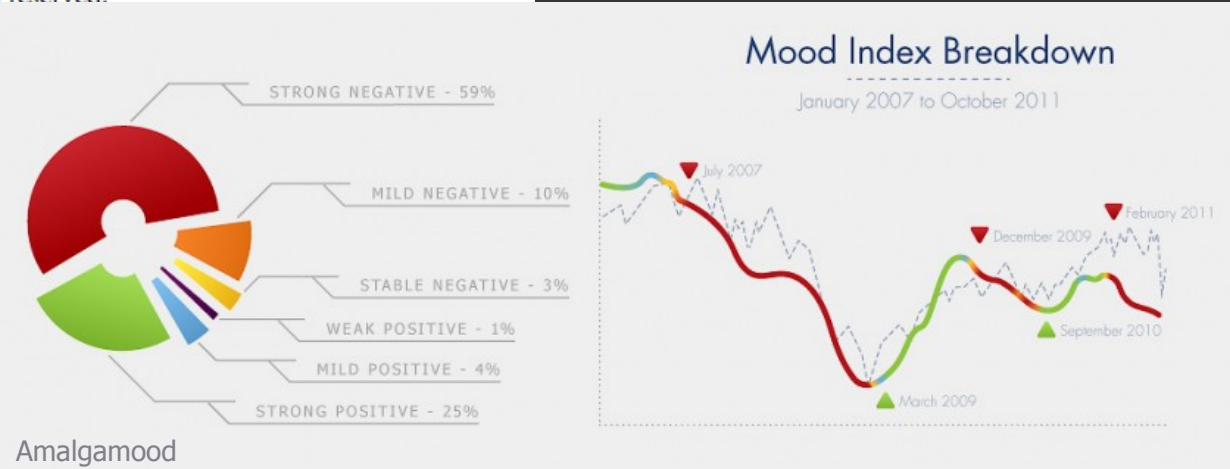


Forecasting markets

FIGURE 3.2 Negative and Positive Sentiment and Crude Oil Prices



Source: © 2011 Attensity Group, Inc. All rights reserved.



Forecasting elections major and minor

ELECTION ★ 12

Candidate Match Game II

Election Coverage

Can social media predict election outcomes?

Updated 3/6/2012 1:20 PM

weet 480

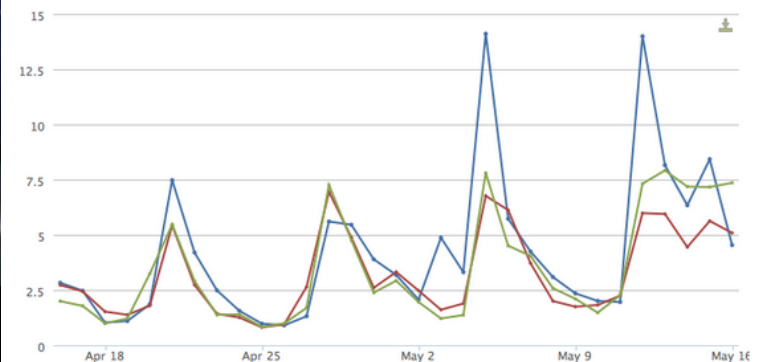


Reprints & Permissions

the Republican presidential nomination will put

Facebook, Twitter and YouTube are key battlegrounds for the campaigns of **Mitt Romney**, **Newt Gingrich**, **Rick Santorum** and **Ron Paul**. As people interact with

American Idol top 3 buzz



Query	Total	Minimum	Maximum	Average	Deviation
Haley Reinhart	4.2%	0.90%	14%	4.2%	3.3%
Lauren Alaina	3.2%	0.81%	6.9%	3.2%	1.9%
Scotty McCreery	3.5%	0.83%	7.9%	3.5%	2.4%



But what if you could use social media
to do more than *predict* the future?

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@catevz @attensity

Social Media and Entertainment

*Attention increasingly growing to the “second screen” –
As many as 86% of viewers use mobile devices while
watching TV (Yahoo/Nielsen 2011)*

Involvement highly drives second screen engagement

*Especially where they can affect the outcome on the
first screen*

SPECIAL "PUNISHMENT POLL"!

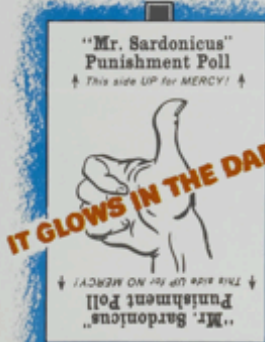
MERCY or NO MERCY for Mr. Sardonicus?
In the spirit of foul play YOU will decide
during the "Punishment Poll" by voting
"thumbs up" or "thumbs down"
with your ballot card!



ANOTHER
FRIGHTENING
"FIRST"
FROM THE SCREEN'S
NO. 1 SHOCK MAKER!

A MAN
OF EVIL...
WITH A FACE
THAT COULD
STOP A
HEART!

BE SURE YOUR
BALLOT IS ACTIVATED



Mr. Sardonicus

COLUMBIA PICTURES presents

starring
OSCAR HOMOLKA · RONALD LEWIS · AUDREY DALTON
and GUY ROLFE as Sardonicus

Written by RAY RUSSELL - Produced and Directed by WILLIAM CASTLE - A WILLIAM CASTLE PRODUCTION

The MYSTERY of EDWIN DROOD

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The "Inside" Experience: Intel and Toshiba Collaborate on Hollywood Social Film

Posted By [Marcia Hansen](#) on July 20, 2011

Emmy Rossum ("Shameless," "Phantom of the Opera") stars as Christina, a 20-something woman trapped in a room with only a 2nd Generation Intel® Core™ i7 processor-powered Toshiba Satellite® P775 series laptop and an untraceable Internet connection.

You can help Christina and participate in this social film in multiple ways.

1. Answer the casting call by posting a short video before 8:00 p.m. today. More details, rules, etc. at [The Inside Experience](#).
2. Watch the videos already submitted to [Like](#) and [Tweet](#) your favorites (Use [#theinsideexperience](#)).
3. Beginning July 25, 2011, you can help Christina figure out where she's being held and how to escape by posting tips, ideas, and clues after watching each new episode at [TheInsideExperience.com](#).

Not only is *Inside* an exciting social innovation in filmmaking, but the project enables you, the viewer, the ability to have an active voice and play a participating role in the film's outcome.

Blockbuster Hollywood Talent

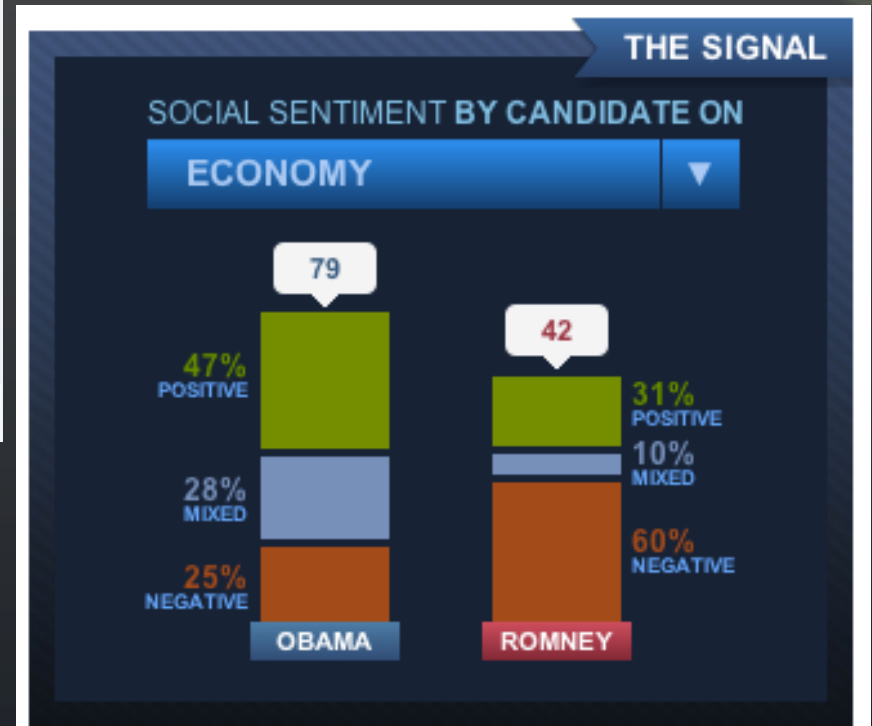
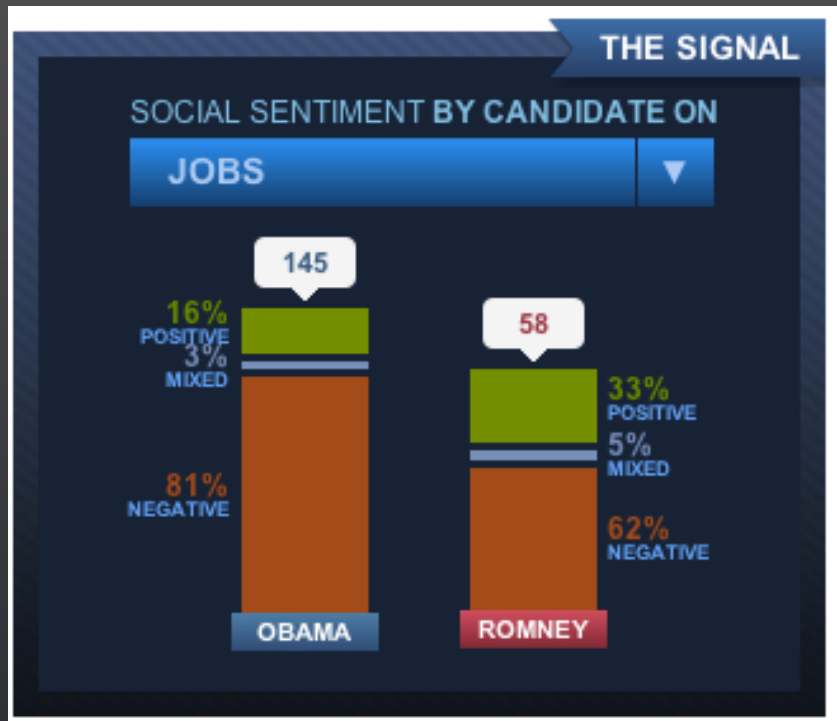
As mentioned above, the film's starring role is played by Emmy Rossum ("Shameless," "Phantom of the Opera,"). It's directed by D.J Caruso ("Disturbia," "I Am Number Four," "Eagle Eye") and showcases the Oscar-winning cinematography of Mauro Fiore ("Avatar," "Training Day").

What if...



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What if each candidate could see in near real-time how people felt... AS THEY WERE SPEAKING?



What if the moderator had access to real-time data?

The majority of
Tweeters say you
are being evasive
with your answer to
that last question.
Care to elaborate?



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What if *I* had access to real-time sentiment?

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Real-time access changes everything?

Entertainment

Politics

Business – Press doesn't like what you are saying

Customer service – live tweet issue and person helps you “I'm in the store right now....”

Keywords, Sentiment Scores and Document-Based Sentiment are not enough

+3

Love

Hate

+1

-2



You Need Fast, Accurate Sentiment

I ate a Happy Meal ... I was happy with my meal

I love watching Revenge ... I love getting Revenge on someone

You Need Fast, Compound Sentiment

I love the show, but hate the misleading episode trailers

Obama – I love you but WTF was with that last answer??

You need language-smart sentiment

她穿不漂亮的衣服. --> She was wearing beautiful clothes.

她穿漂亮的衣服. --> She wears beautiful clothes.

不 -> Not

SENTENCE: 她 穿 [Opinion] [Sentiment] 不 漂亮的 [\Sentiment] 衣服 [\Opinion] .

Sentiment-> 不 漂亮的

Opinion:(Sentiment)-> 不 漂亮的 衣服

@ <http://www.attensity.net/Sentiment#Evaluation=negative>

@ <http://www.attensity.net/Sentiment#Voice=Negation>

SENTENCE: 她 穿 [Opinion] [Sentiment] 漂亮的 [\Sentiment] [Object] 衣服 [\Object] [\Opinion]

Sentiment-> 漂亮的

Object-> 衣服

Opinion:(Sentiment,Object)-> 漂亮的 衣服

@ <http://www.attensity.net/Sentiment#Evaluation=positive>

And you need to be aware of the little things...

Do you think I should close my account? (Question)

I think you should close your account. (Suggestion)

If someone doesn't call me back, I'm closing my account. (conditional)

I plan to close my account tomorrow. (Intent)

I closed my account yesterday. (Past)

I'm not going to close my account. (Negation)

I might close my account, I'm not sure yet. (Indefinite)

Please close my account. (Request)

I'm closing my account ASAP! (Urgent)

I really really need to close my account. (Augment)

CLOSE MY ACCOUNT! (Command)

In conclusion

Sentiment can tell you what happened in the past, predict the future, and even SHAPE the future

Accuracy becomes more key the farther up the value chain you go

Thank You

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@catevz

@attensity