



The Social Media API™

## Building Sentiment Analysis on the Right Social Data



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# We Believe

Social data has unlimited value  
and near limitless application

# The Ideas Expressed Today Come From

Delivering social data for over 4 years . . .

Serving 8 of the 9 leading social media monitoring firms. . .

Our customers serving over 90% of the Fortune 500 . . .

Delivering over 100 billion activities every month . . .

# Data Considerations for Sentiment Analysis

Reliability

Sustainability

Completeness

# Many Sources of Social Conversation



You Tube

flickr™

vimeo

facebook



intense debate



WORDPRESS

delicious



reddit

StumbleUpon

tumblr.

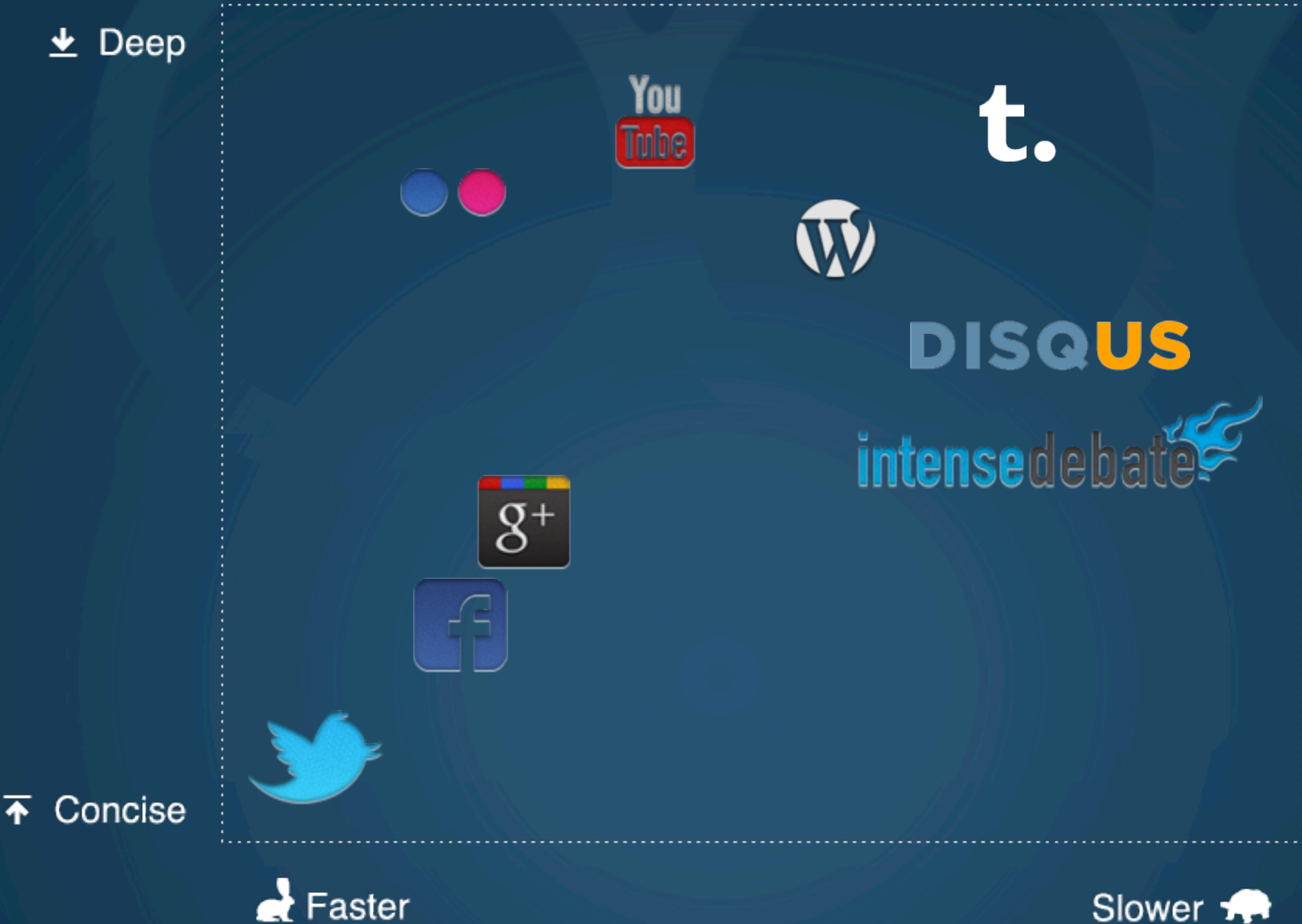
newsgator

StockTwits®

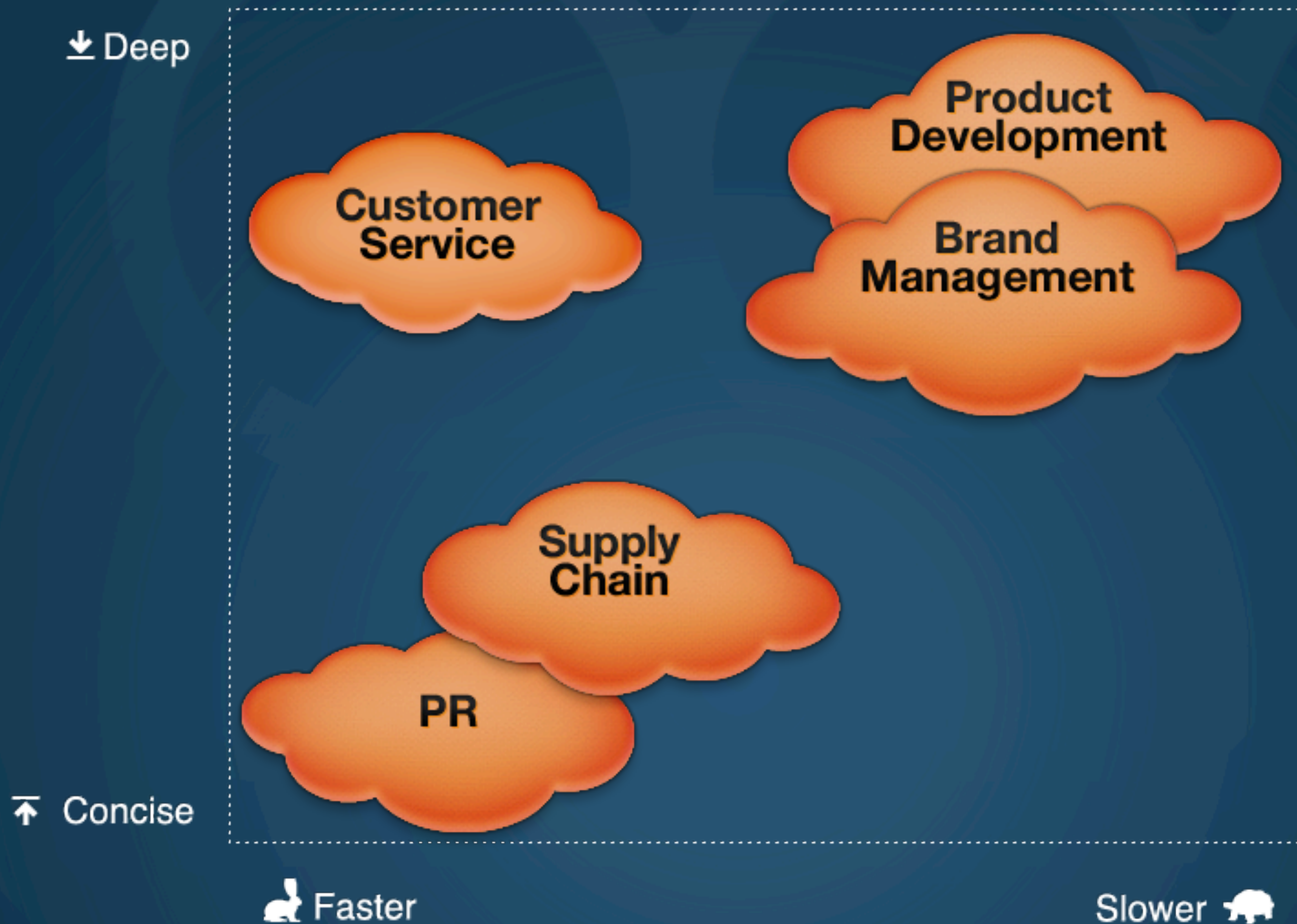
Dailymotion

DISQUS

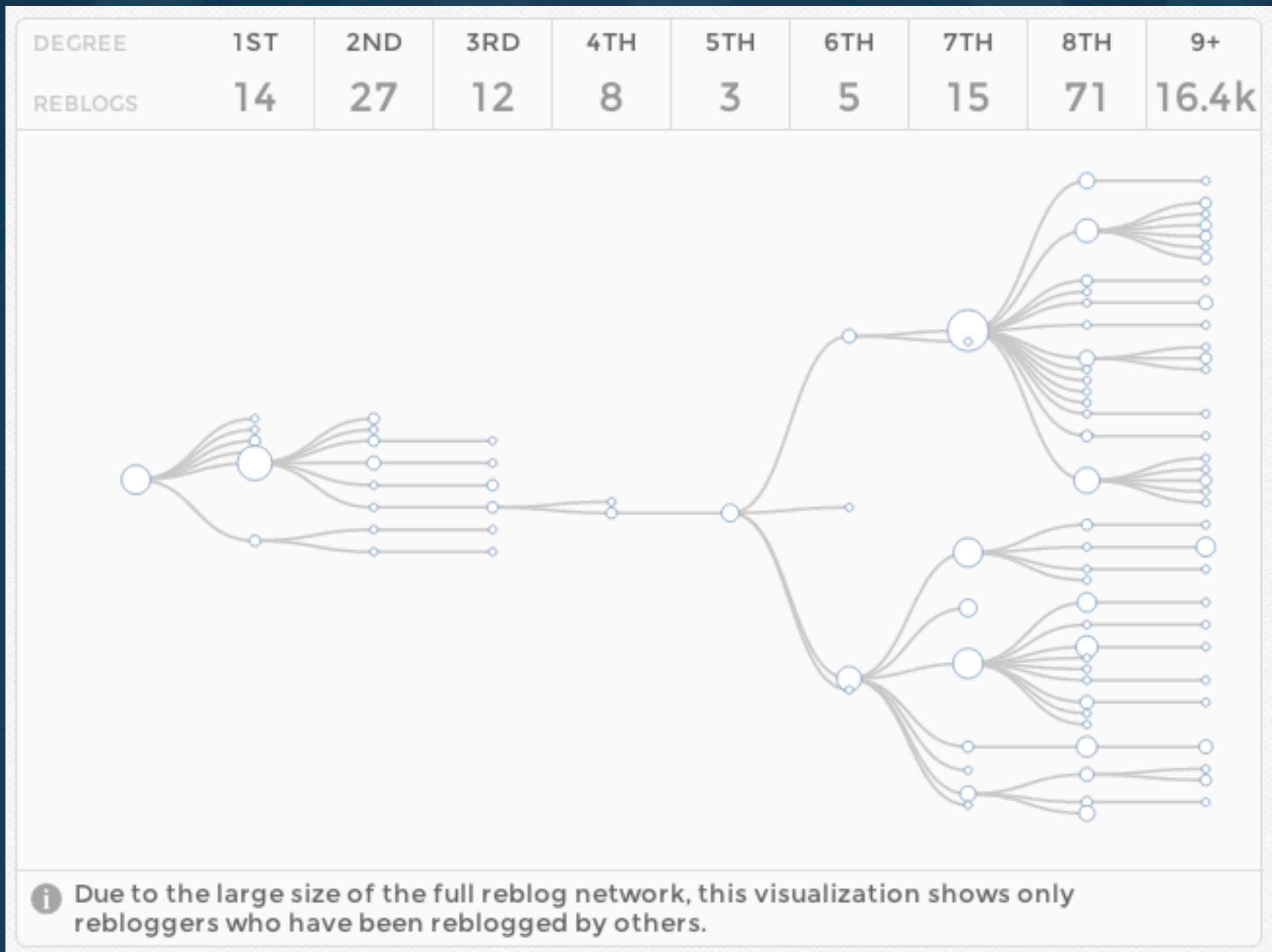
# The Social Cocktail



# Applying the Social Cocktail



# Reach and Shelf-Life of Tumblr







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