



HARVESTING MOBILE MICRO-SLANG

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Sentiment Analysis Symposium, SF

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IMPROVE YOUR ABILITY TO FIND CRITICAL INFORMATION



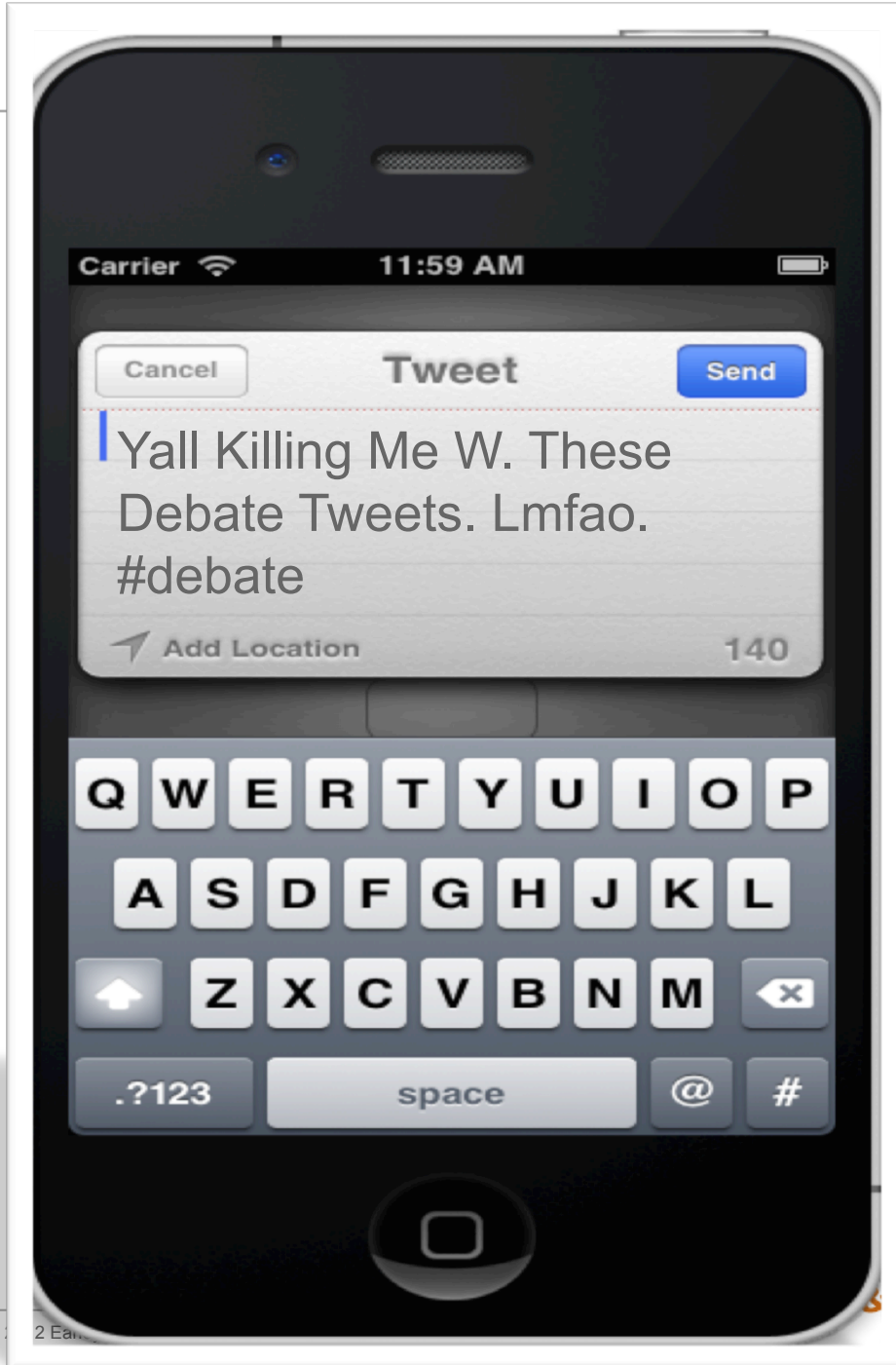
A LOOK @ MOBILE MICRO-SLANG – IS MOBILE REALLY ANOTHER DIALECT?

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Not exactly the Queen's English, is it?

Limited form factors, no pressure to spell correctly, tweets limited to short messages, and a culture addicted to humor, criticism and satire...

Can we make real sentiment decisions based on mobile chatter?



Recognizing Twitter **debate search:txt -rt**

Americans have had enough of @BarackObama's stale rhetoric & canned excuses. We need real leadership <http://mi.tt/TbKYUU> #CantAfford4More

I don't think undecided voters will be able to choose between the debate, baseball, and football tonight. They'll just sit there paralyzed.

Your like obama in a debate... Goin in circles around a topic so you can avoid it

My mom was talking about the debate last night and she said "Obamney" on accident. It made me laugh.

This debate BS is really getting on my nerves

The guy next to me is passed out watching the presidential debate. Wise move...

#PatientExperience continuum passes from giving & getting info, generating fora for debate to participation @iirhealthcare

OBAMA is the ONLY PRESIDENT in American History that's Got TEENAGERS watchin the Debate by Choice...

#Debate. Romney. There is a reason why your sweating.

"I actually won't tell you my plans in this debate that is designed to do so. Check my FAQ for info if you want." - Romney

This foreign policy debate sounds like Imperialism 2.0...

Tonight is last presidential debate. If you still want pointless arguing punctuated by constant interruption, there is always Hardball.

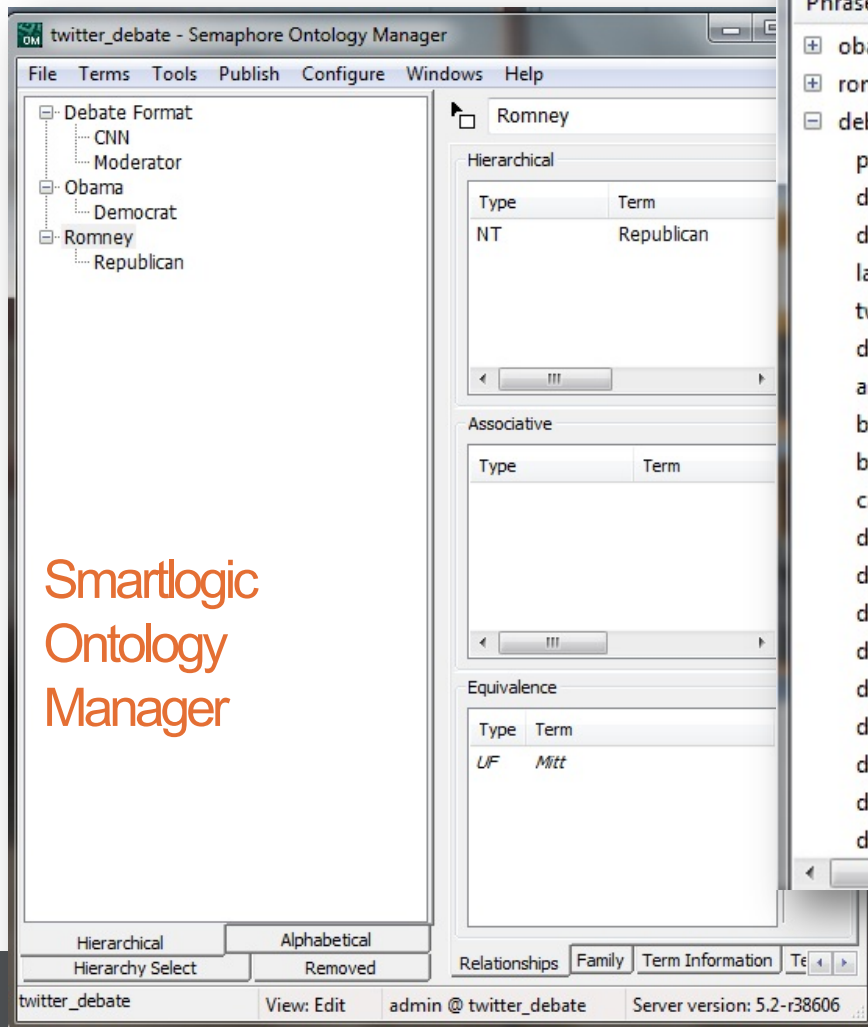
#Romnesia, getting ready to debate POTUS on foreign policy , forgetting you said "i would not risk going into Pak. To get Osama"!!

During #debate Obama said "ask any auto exec if the bailout worked." Obama's own bailout Czar says something else. <http://bit.ly/Va0001>

I would vote for the guy who promises to stop doing these debates...#Debate

We are listening to the debate on the radio like its 1940!! #bindersfullofwomen

Mining Mobile Text for New Taxonomy Synonyms



all_tweets_textmine.tmn

Phrase	Count	Model Status
obama	16	PT
romney	15	PT
debate	87	Not present
presidential debate	7	Not present
debate is	4	Not present
debates i	3	Not present
last debate	3	Not present
tweeting about the debate	3	Not present
debate tweets	2	Not present
anyone in debate	1	Not present
bitching about the debate	1	Not present
brawl in this debate	1	Not present
canadianproblems this debate is	1	Not present
debate anyone watchin	1	Not present
debate by choice	1	Not present
debate i muted the	1	Not present
debate is when the candidates	1	Not present
debate like 80 %	1	Not present
debate on the radio	1	Not present
debate this debate	1	Not present
debate to participation @ iirhealthcare	1	Not present
debate tweets are annoying	1	Not present

Can Traditional Text Miners Improve Sentiment Analysis?

SHORTCOMINGS

- They usually ignore capitalization, punctuation, special characters prevalent in mobile texting
- Might be ignorant of hashtags, metadata cues
- May jump to wrong conclusions on spellchecking

OPPORTUNITIES

- Perform well at new phrase and noun recognition
- Built to help discover new terms vs. existing terms
- Useful in building out synonyms and thesaurus
- Can be used both pre- and post sentiment analysis for building taxonomies



WHAT ABOUT BUILDING MOBILE APPS TO COLLECT SENTIMENT SIGNALS?

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Purpose-Built Mobile Sentiment Cues | Facebook's Hidden "Like"

"[Facebook] has managed to introduce a toolkit that allows developers to weave data collection capabilities deep into the fabric of the future Internet - that is, the world of mobile apps....

You're not **Liking** a Facebook Page, you're **Liking** an Instagram photo. And it's not a thumbs up icon – it's a little heart...or whatever else the developer sees fit to use....

And what could it become? The possibilities are mind-boggling. You **Like** photos of beaches, you launch a travel app to book plane tickets for a work trip and find Caribbean vacation packages are now on sale. Coincidence, or **Like** tracking?"



Sarah Perez, TechCrunch, June 2012



CAN MOBILE IMAGES BE ANALYZED FOR SENTIMENT? IS TEXTING PASSÉ IN MOBILE?

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Much of New Mobile Content is Imagery

Pinterest, Tumblr, Instagram, etc. are all sources of new trends to watch in mobile communities

Tagging and captions are easier to compose than well-formed text and blog entries for most consumers

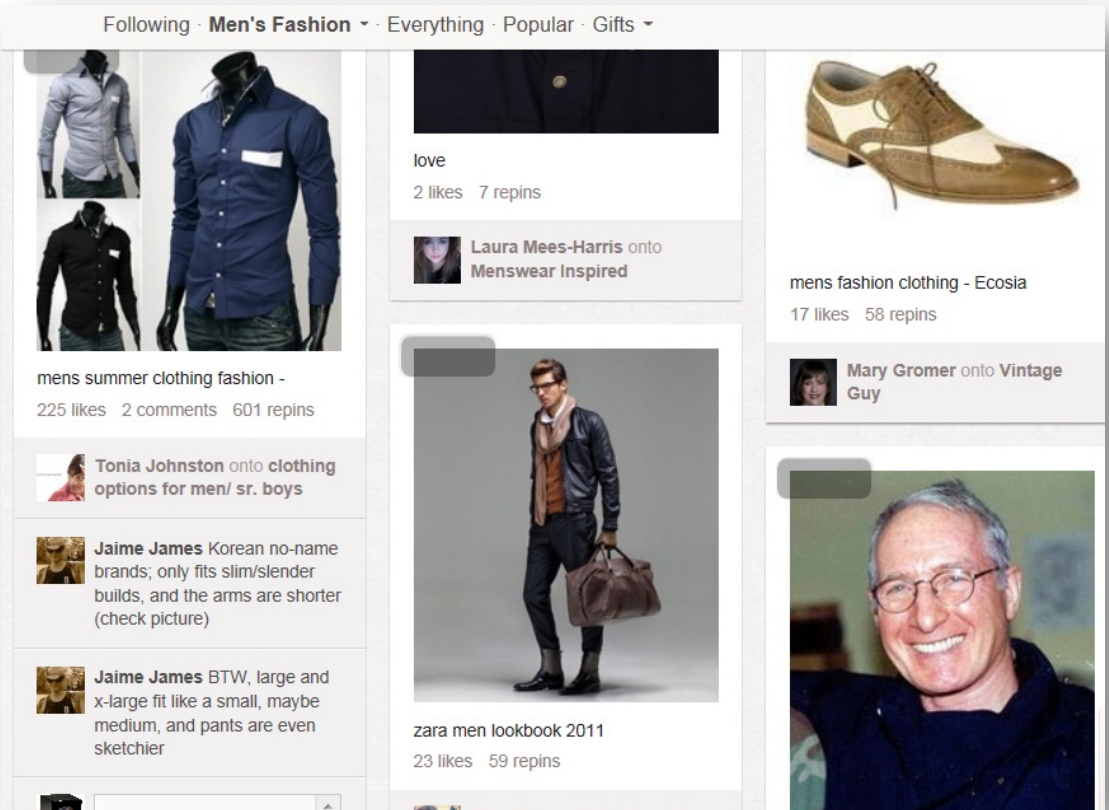
But can we overcome traditional DAM limitations?



Pinterest | Menswear

Nickelson Wooster, Vice president of brand, trend and design' at JCPenney, an active Tumblr user and a "menswear authority who has spent over 25 years working with leading luxury department stores like Barneys New York, Neiman Marcus and Bergdorf Goodman" recently quoted on BusinessOfFashion.com:

"Tumblr, The Fancy, and Pinterest are all really going to change how we look at things. I'm really interested in how publishing and retail might work together."



Tumblr | Menswear

Much of Tumblr is tagged, captioned and re-posted photography, all accessible via an API which includes the ability to detect whether the source is mobile.



#windowpane #polkadots & #stripes #classicmenswear @ejny #ISAIA w/ coral removed fo sho #pocketsquare #tie #shirt (Taken with [Instagram](#))

 Instagram

#classicmenswear #isaia #shirt #pocketsquare #windowpane #stripes #tie #pol

Classifying by Image Similarity | Imprezzeo

Search for a image by keyword:

Search

Or

Upload an image:

Browse...

Upload

Refine search

Refine results for keyword: 'Apostles'

first < 1 2 3 4 5 > last





sidneyjane +

3



home demos of astrazeneca employees

#SHAC #animal rights #vegan #protest #LA

Will we ever recognize sentiment directly from images?

All Press = Good Press?



MOBILE MICRO-SLANG TAKEAWAYS

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1. Use text mining to understand if your mobile audience has its own micro-slang – *build out and supplement your taxonomy, SEO terms and sentiment analysis thesaurus*
2. Build sentiment analysis cues such as hidden “Likes” and brand taxonomy tags into new mobile apps – *pre-build for easy interaction and data collection with the 99% of mobile users who are not content creators*
3. Keep an eye on the future of sentiment expressed by shared digital images – *mobile trend spotting requires a strategy for tracking Instagram – text isn’t dead, but digital image sharing is on the rise*





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What We Do – Design information architecture and deliver digital content and search solutions via Content ChoreographySM

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