



Using Semantics to enhance your e-Reputation

*Click here to
join in our
web seminars
in French or
English*

The Web and Social Media Revolution

Tracking a brand's image and reputation on the Internet is a growing concern for many companies. Numerous comments, reviews and opinions about brands, products and people circulate freely online, whether on Websites, blogs, forums, consumer review sites, social networks such as Facebook and Twitter, or photo and video sharing sites. In today's Internet world most transactions, business-related or not, begin with a comprehensive Web search. Renting an apartment, buying a digital camera, deciding who to vote for, preparing a vacation or searching for a new job are all tasks that are increasingly handled online.

These new types of consumer behavior mean that companies and organizations must quickly adapt and learn how to effectively manage their business "e-Awareness" and, above all, their "e-Reputation." This implies not only knowing if the company is being talked about (brand/corporate awareness), but also what is being said and accurately measuring the impact this information might have on the business itself (reputation).

In order to do so, companies and organizations must be able to properly analyze the subjects discussed on the Web, and also get a good understanding of the tone of each consumer review, comment or message posted online. When the sheer volume of data makes it impossible to accurately track and analyze the information "manually" then businesses must be able to rely on smart software solutions to efficiently automate the task.

E-Awareness consists essentially in measuring a company or brand's presence on the Internet. It is quite easy, in fact; all you have to do is "count" the number of times their name appears on the Web. There are a great many companies that offer this type of service and although many of them use the term e-Reputation – over 200 in France alone – most simply track presence and very few actually address the issue of reputation, which is much harder to determine.

Tracking a reputation is a tricky matter. It means analyzing the themes, tones, opinions, recommendations circulating on the Internet and requires a far more detailed approach. Given the constant flow of new sources of content making its way across the Web, it has become impossible to do the job "manually", and analysts must now be able to rely on smart software solutions to help them in their task.

Using semantics to enhance your e-Reputation

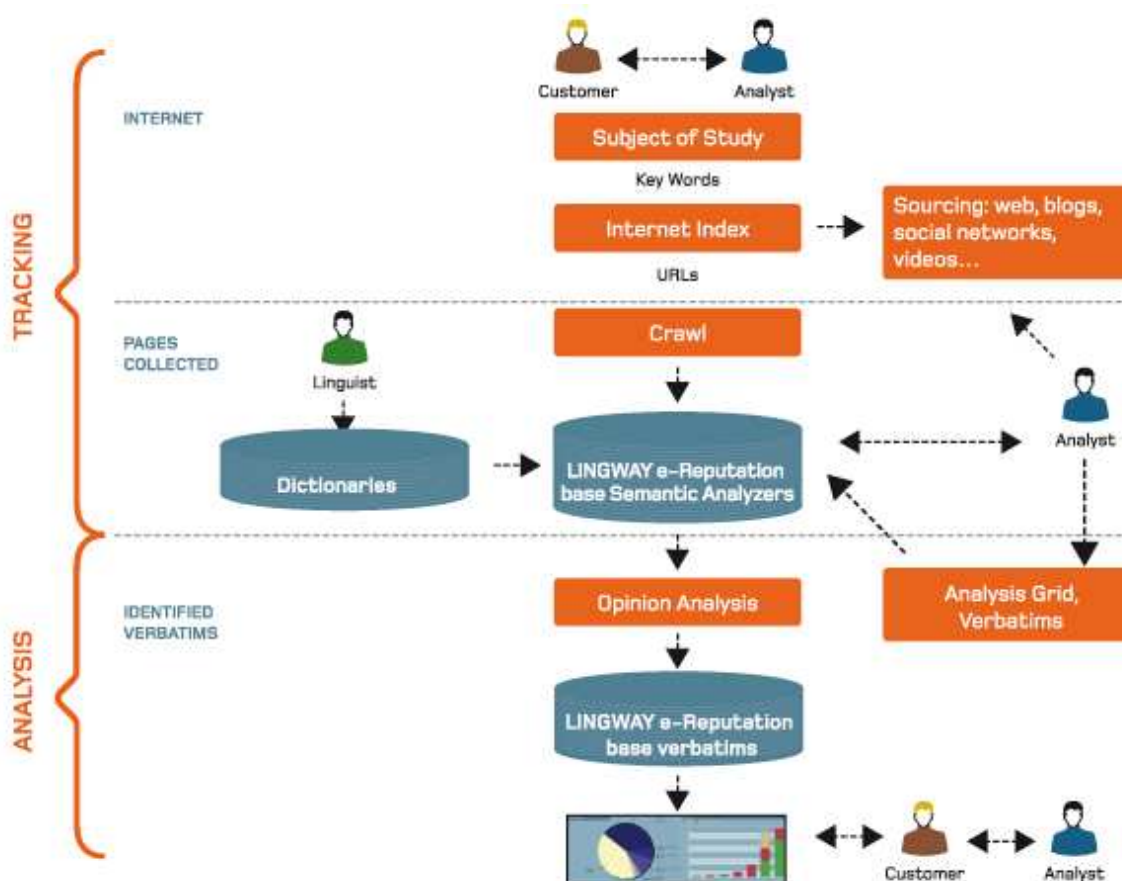
Automated Language Processing (ALP) has been Lingway's core business since it was founded, and is the key technology for carrying out "in-depth" text analyses. LINGWAY's e-Reputation offer is based on this technology.

Our semantic analysis tools provide a unique solution to:

- **Web marketing and communications professionals**
 - Web-mining: Monthly brand awareness reports (quantitative)
 - Monthly brand reputation analysis reports (qualitative)
 - Identification of the subjects discussed and tones of the language used (sentiment analysis)

- **Online Community Management and Monitoring Professionals**
 - Real time monitoring
 - Source bundle monitoring
 - Tracking of "online exchanges"

LINGWAY's e-Reputation analysis process



- Source identification
- Data collection
- Extraction of information
- Presence analysis
- Extraction of verbatim
- Tone analysis
- Categorizing
- Confirmation Interface
- Viewing results

Identifying the most relevant sources

> Preliminary search on the subject of a study

The first step involves the drawing up of a comprehensive list of keywords (subjects and objects) pertaining to the study:

- Brands, products;
- Governmental and non-governmental agencies, institutions;
- Political figures, prominent businessmen;
- News, etc.

> Initial data collection

To begin, a first search is performed on different search engines, blogs, social networks, video sharing sites...

- Yahoo, Google Alert, etc.
- Twitter, Facebook, Dailymotion, YouTube, etc.
- Review sites (e.g. Ciao).
- The purpose of this search is to build a sufficiently broad “pre-corpus” of pages to properly
- Identify the topics covered and companies mentioned;
- Target the sites to monitor;
- Obtain a first estimate of the volume of content.

> Setting up of monitoring flows

In addition to the development of this initial stock of pages, monitoring flows are created by aggregating RSS feeds. This allows you to accurately gauge the volume of documents of interest created daily, as well as to regularly update the bundle.

Creating source bundles

Each monitoring and e-Reputation application is based on Lingway's multilingual source management platform. The sources are defined mainly by domain, type of source and media category.

The tool is used to identify, classify and add sources in order to create custom bundles:

> Storing and classification of the sources collected by:

- Source category: e.g., "General Interest Media", "Specialized Media";
- Type of source: e.g., "National Press", "Local Press";
- Source domain.

Tracking of the document indexing process: collection, purging, clipping and page indexing

> Statistics: Number of pages indexed by source

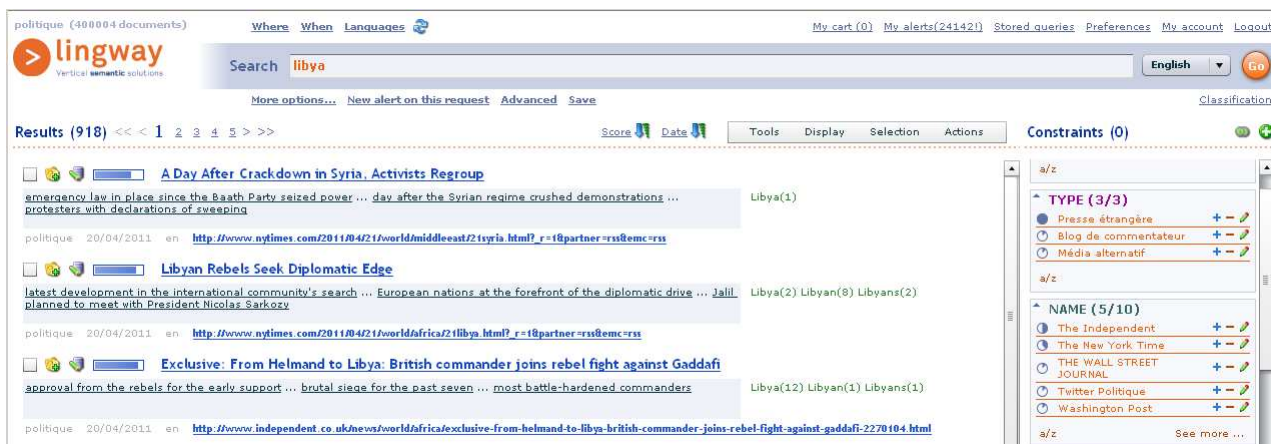
The sources of the content bundle are collected regularly (depending on their update frequency) and are incorporated into Lingway's e-Reputation platform according to a schedule set by the customer.

Monitoring the sources

> Source monitoring via Web and email alerts:

In structured documents such as newspaper articles, reports and studies, for example, you can perform a targeted search of specific sections in order to retrieve relevant documents.

The monitor is kept informed of any new results via LINGWAY's e-Reputation platform message alert system or by alert emails sent directly to his inbox.

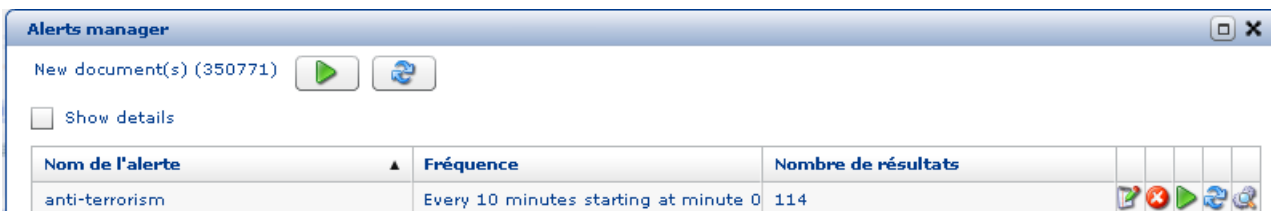


The screenshot shows the Lingway search interface. At the top, there's a search bar with 'libya' entered. Below it, there are navigation options like 'More options...', 'New alert on this request', 'Advanced', and 'Save'. The main area displays search results for 'libya' on 20/04/2011. Three results are visible, each with a title, a snippet, and a URL. A sidebar on the right contains filters for 'TYPE (3/3)' and 'NAME (5/10)'. The 'TYPE' filter includes 'Presse étrangère', 'Blog de commentateur', and 'Média alternatif'. The 'NAME' filter includes 'The Independent', 'The New York Time', 'THE WALL STREET JOURNAL', 'Twitter Politique', and 'Washington Post'.

Results of the "Libya" alert – 2011/04/20

> Monitoring the entire corpus: storage of queries performed on the corpus as a whole or free queries made in natural language

The "New documents" indicator informs the user of any new documents that may have been added to the database since it was last viewed.

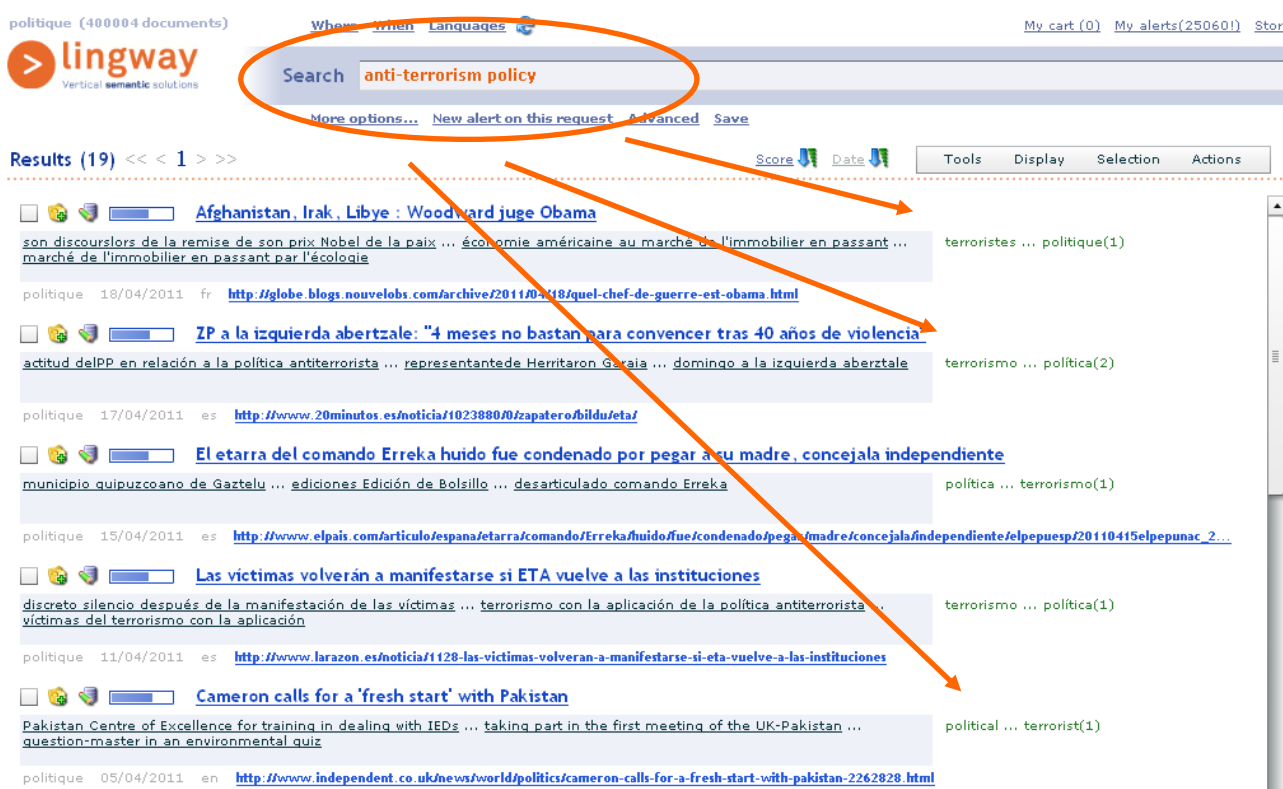


The screenshot shows the 'Alerts manager' window. At the top, it says 'New document(s) (350771)'. Below that, there's a 'Show details' checkbox. The main part of the window is a table with the following columns: 'Nom de l'alerte', 'Fréquence', and 'Nombre de résultats'. One row is visible with the following data: 'anti-terrorism', 'Every 10 minutes starting at minute 0', and '114'. To the right of the table, there are several icons for actions like refresh, delete, and play.

Indicator of new documents in the database

The Linguistic Resources

LINGWAY e-Reputation is available in 10 different languages. The five main languages (French, English, German, Spanish, and Dutch) include over 90,000 lexicalized concepts and represent from 75,000 to 98,000 words each. Business-specific dictionaries are also available, except for the Spanish version.



The screenshot shows the Lingway search interface. The search bar contains the query "anti-terrorism policy" in English. The search results are displayed in French, but the engine has interpreted the query in English and Spanish, as indicated by the arrows pointing to the search bar and the resulting results.

Language	Query	Results
French	anti-terrorism policy	Afghanistan, Irak, Libye : Woodward juge Obama
Spanish	anti-terrorism policy	ZP a la izquierda abertzale: "4 meses no bastan para convencer tras 40 años de violencia"
English	anti-terrorism policy	El etarra del comando Erreka huido fue condenado por pegar a su madre, concejala independiente
English	anti-terrorism policy	Las víctimas volverán a manifestarse si ETA vuelve a las instituciones
English	anti-terrorism policy	Cameron calls for a 'fresh start' with Pakistan

Multilingual semantic interpretation of the query

The query words are interpreted by the engine in the language of the query (French) so that the search can be extended to similar terms as well as to the other application languages selected by the user (here English and Spanish).

The different forms of quantitative analysis

You can also obtain a graphical representation of the breakdown of information extracted from the documents called up by a given query. In the example below, the entity named “source type” was selected for the query "anti-terrorism policy”:

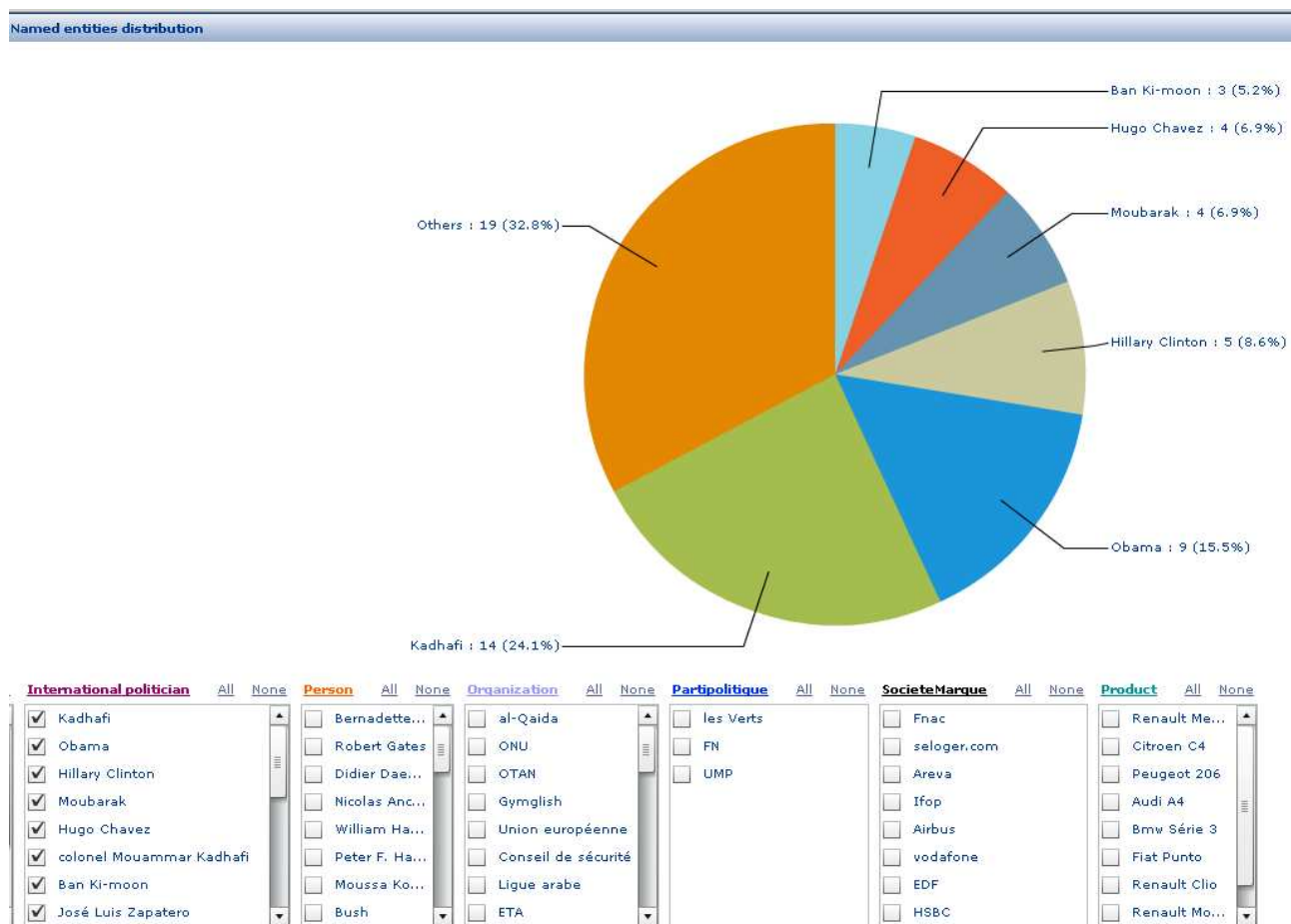


Diagram showing the “source type” metadata.

This same operation can be performed on all entities of the same type, in other words, French political figures and their foreign counterparts discussing the subject, observers identified by the analyst. A cvs export tool provides the statistics for the corpus results of the query by metadata.

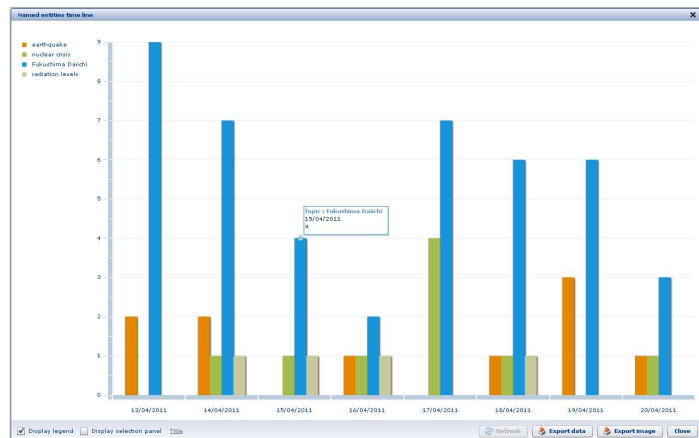
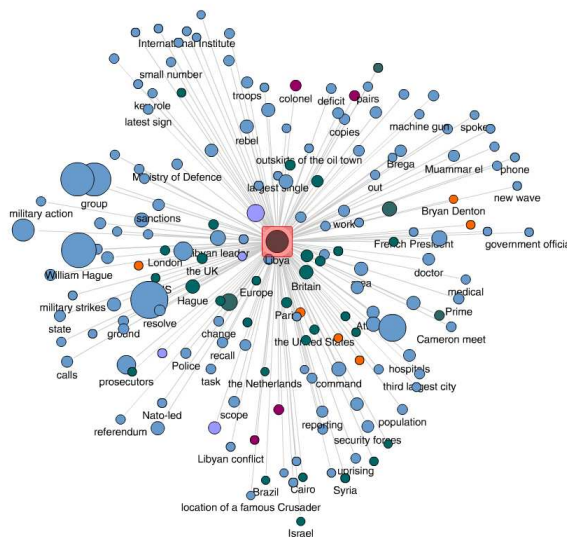
Quantitative analysis, continued...

This information can also be represented as:

Tag clouds,

'Intervention Impériale' **Sarkozy** Ahmed Bani alliance Amnesty International Amr Moussa Andrew Mitchell assets Bahrain organisation
 Secretary General Ban Ki-moon **barrages** John Bercow **body amour** boots **British** British Army **Bryan Denton** Mr. Bakatef **Bush** **Cameron meet**
 Catherine Ashton Christopher Prentice **civilians** **Hillary Rodham Clinton** **colonel** Conversation avec Jacques Attali **Jeremy Corbyn** Council, Mustafa Gheriani
 Alan Cowell Crescent Society **Prime Minister** **David Cameron** **fighting** **François Fillon** Anders Fogh **foreign ministers** Foreign Secretary William Hague
 Franco Frattini Mr Gbagbo **George W. Bush** **group** Robert Halfon **Mr. Haslam** helping hitting **civilians** **Hosni Mubarak** International talks **LTV** **Evagelia** **John Baron**
 Mr Juppe **Alain Juppé** **Moussa Koussa** Mr Kusa **Musa Kusa** **Libya** **Libyan leader** **Libyan rebels** Gerard Longuet **Chancellor** **Angela Merkel** **MIS** **military advisers**
 Ministry of Defence **mission** Mr Hague **Muammar el** **Mustafa Abdel** National Security Council **NATO** **ROD NORDLAND** **Obama** **Alessandra Quattrone**
 party, Mr. Berlusconi Pentagon **Peter Bone** **rebel** **regime change** reporting **resolve** Uri Rosenthal **Saddam Hussein** ERIC SCHMITT **scope** Security Council
 Tea Party the British Government the C.I.A the Dutch government The French government **The Independent** the legitimate government of Libya The Libyan government
The New York Time the Next Century Foundation the previous government the provisional government the Qatar government the rebels and government the UK Government
THE WALL STREET JOURNAL **third largest city** **Twitter** **Politique** **Twitter** **Politique** **RTweets** **UMP** UN Security Council **United Nations Security Council**
 Washington Post western Libya, International **William Hague** **David Winnick** **Wissam Tarif**

Mapping,

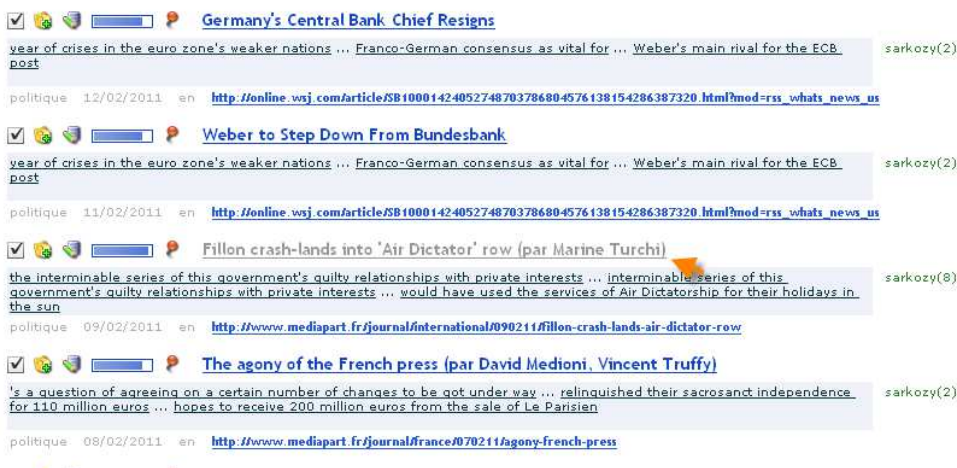


Curve evolution.

The different forms of qualitative analysis: Linguistic Analysis

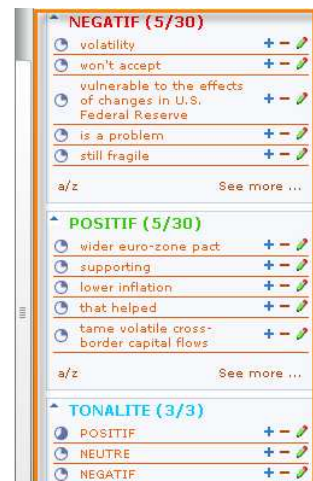
Two tools can be used for the qualitative analysis.

The first provides a **linguistic analysis of the pages** presented in the search interface. This analysis highlights the nouns, verbs, adjectives, according to their tone (positive or negative) as well as the themes extracted. The tool is designed to help “quality” analysts to “fine-tune” their interpretation of a corpus. It allows the text to be classified, annotated, and marked in as many categories and with as many tags as needed.



The screenshot shows search results for the theme "Sarkozy". Each result includes a title, a snippet of text with linguistic analysis annotations (nouns, verbs, adjectives), and a source link. The annotations are color-coded and include small icons for tone and theme.

- Germany's Central Bank Chief Resigns**: "year of crises in the euro zone's weaker nations ... Franco-German consensus as vital for ... Weber's main rival for the ECB." (sarkozy(2))
- Weber to Step Down From Bundesbank**: "year of crises in the euro zone's weaker nations ... Franco-German consensus as vital for ... Weber's main rival for the ECB." (sarkozy(2))
- Fillon crash-lands into 'Air Dictator' row (par Marine Turchi)**: "the interminable series of this government's guilty relationships with private interests ... interminable series of this government's guilty relationships with private interests ... would have used the services of Air Dictatorship for their holidays in the sun." (sarkozy(8))
- The agony of the French press (par David Medioni, Vincent Truffly)**: "'s a question of agreeing on a certain number of changes to be got under way ... relinquished their sacrosanct independence for 110 million euros ... hopes to receive 200 million euros from the sale of Le Parisien." (sarkozy(2))



The screenshot shows the linguistic analysis tool interface. It displays a list of tones and themes for the search results. The tones are categorized into NEGATIF (5/30), POSITIF (5/30), and TONALITE (3/3). Each tone has a list of associated words and phrases, with a plus/minus icon and a small icon for each.

- NEGATIF (5/30)**:
 - volatility
 - won't accept
 - vulnerable to the effects of changes in U.S. Federal Reserve
 - is a problem
 - still fragile
- POSITIF (5/30)**:
 - wider euro-zone pact
 - supporting
 - lower inflation
 - that helped
 - tame volatile cross-border capital flows
- TONALITE (3/3)**:
 - POSITIF
 - NEUTRE
 - NEGATIF

Tones linked to the theme "Sarkozy"

The Different Forms of Qualitative Analysis: Analyzing Verbatim Tones

In LINGWAY e-Reputation, a verbatim is a series of consecutive sentences from the same content source that expresses an opinion on a particular subject. In the content, this is the short sentence or sentences in which the author expresses an opinion. A verbatim is linked to a theme (query), a tone and the subject of interest.

Document 8/16 << < > >>

<< Back to the results

sarkozy(7)  

Fillon crash-lands into 'Air Dictator' row (par Marine Turchi)

UMP MP and Fillon loyalist Jérôme Chartier mounted a defence of the prime minister. "The Egyptian protests began at the end of January, well after his return," he said. "At that time, Hosni Mubarak was viewed as an element of stability in the region [...]" "Whether he be on a public or private voyage, the prime minister traditionally benefits from the protection of the country in which he was residing." It was three hours after the release of the communiqué when UMP president Jean-François Copé announced his "total support" for Fillon and denounced – in clear confusion – the "systematic manhunt" employed by the Socialist Party. It was, of course, the Canard Enchaîné which revealed the favours enjoyed by Fillon in Egypt, and not the opposition party. "The prime minister is obviously not a citizen like any other," he added. "He remains the head of the government also when he is on holiday. In that capacity, for reasons of protocol and security, it would have been unthinkable that François Fillon would not be in contact with the Egyptian authorities when he went to Egypt." Copé insisted that "all of the personal expenses" of Fillon's holidays were paid "from his own pocket", which was not precisely what the official communiqué indicated.

Opposition MPs, meanwhile, were enjoying the moment. "I am stunned by the incestuous relations with scumbags, this collusion with criminals," said Green party MP Noël Mamère. "I understand better why François Fillon didn't want to abandon Michèle Alliot-Marie." A press statement by the Green party alliance Europe-Ecologie-Les Verts read: "Alliot-Marie with Ben Ali, François Fillon with Mubarak: France is the laughing stock of the world [...]" How many ministers, then, would have used the services of Air Dictatorship for their holidays in the sun? The **business** system has effaced the limits between power and money. Today, a minister finds nothing abnormal in taking the plane of an oligarch or having their holidays paid by a dictator." Socialist Party leader Martine Aubry, speaking from the Senegalese capital Dakar, where she was attending the World Social Forum, spoke of her "consternation". The party's spokesman, Benoit Hamon, denounced "the interminable series of this government's guilty relationships with private interests."

Maverick conservative right MP Nicolas Dupont-Aignan, head of the Debout la République movement, said « it is not a question of a plane nor the discredit of the government, but the discredit of France, the honour of our foreign policies." "Nicolas Sarkozy does not realize the gravity of the situation," he added. "If he continues like that, he won't be able to be candidate in 2012." Making fun of Nicolas Sarkozy's 2007 presidential election campaign promise to install an "irreproachable republic", Dupont-Aignan said France was a "republic of untouchables". Meanwhile, Nicolas Sarkozy is due to appear on television on Thursday evening, when he will answer questions from a panel made up of what the TF1 television channel bills as a cross-section of members of the public. The long-planned programme, Paroles de Français, could not have come at a more awkward time for Sarkozy. French daily Le Monde reported on its website that the presenter Jean-Pierre Pernaut, commenting on the issues submitted by members of the public to the programme by email, said he doubted that the controversy over Alliot-Marie's Tunisian holidays - he was speaking before the revelations about those of Fillon - was a subject of concern for the French public. "I think it's out of the frame," he said. As for Egypt, there appeared no need for viewers to hold their breath.

a/z See more ...

NEGATIF (5/29)

- strife-torn (2)  
- Air Dictator (2)  
- the controversy over Alliot-Marie's Tunisian holidays (1)  
- was a subject of concern for the French public (1)  
- has effaced the limits between power (1)  

a/z See more ...

POSITIF (5/27)

- republic of untouchables (2)  
- paid by a dictator (1)  
- Marine Turchi reports on the parliamentary turbulence (1)  
- Nicolas Sarkozy does not realize the gravity of the situation (1)  
- could not have come at a more awkward time (1)  

a/z See more ...

Portal: Study on the subject of «Sarkozy»

Structuring the Information

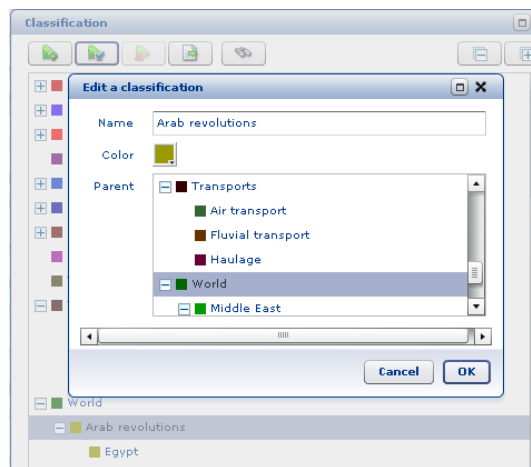
The package/bundle includes all the information required about the sources and content the company has chosen to analyze.

The system automatically provides the following information:

- Web page details: name, location (URL, RSS feed ...), type (e.g., French press), author, etc.
- Content: title, body of text, summary, language of the document, main themes, political figures.

With this information, you can then narrow a search by adding exceptions, browse specific content within the document or get an overall picture of the main subjects discussed.

Users organize their documents by using their own criteria, and then classifying them in the appropriate file or category.



The user can also select a value from a dropdown menu, for example:

- **Add a status:** to be processed, send as an alert, add to a webography.
- **Add a quote** (about or cited by): France, presidential elections, Europe, etc.
- **Add a tone** (positive, negative)
- **Archive a document**
- **Edit a field:** add a comment in free text, etc.
- **Add the documents to a cart**

Document Publication and Distribution

The documents selected and added to the cart can be exported in standard formats (txt, xls, xml ...) or customized to be sent to one or more people (via email to a contact list, to newsletter subscribers or as a Webography).

- Export a document in an email: the article is then sent in the body of an email;
- Create a Webography (a Word document with a table of contents compiled from the document classifications) which allows you to navigate the documents more easily;
- Charts, histograms and statistics can be exported to create reports and document summaries.

For further information, please contact:

Amandine Thevenon

+ 33 (0)1 58 46 12 40

marketing@lingway.com

www.lingway.com

The information above is not legally binding and is subject to change without prior notification.

All company and/or product names are the exclusive property of their respective owners.

Copyright Lingway June 2011. All rights reserved

