

# Semantria Sentiment Tuning Guide

## Best Practices for Sentiment Adjustment

### Sentiment Tuning Guide

Sentiment tuning is very subjective, and as such does not have specific rules. The phrases that define positive or negative are dependent on the customer and their view of their content. The steps we generally advise with regards to sentiment tuning are to identify a set of content, and have humans categorize the content as positive, negative, or neutral. Once that is done, run the content through Semantria and see what sentiment judgment Semantria applies.

In cases where Semantria assigns sentiment different from humans, have humans identify the phrases where the sentiment differs. Then have humans confirm or adjust the sentiment weights on the phrases that contributed to the Semantria assessment of the content. In most cases sentiment-bearing phrases are adjective-noun combinations like "horrible pitching" and "devastating loss".

Depending on your content and desirable score, you need to identify the key phrases and add them through either the sentiment settings option in the Excel Add-In or with [a direct API call](#).

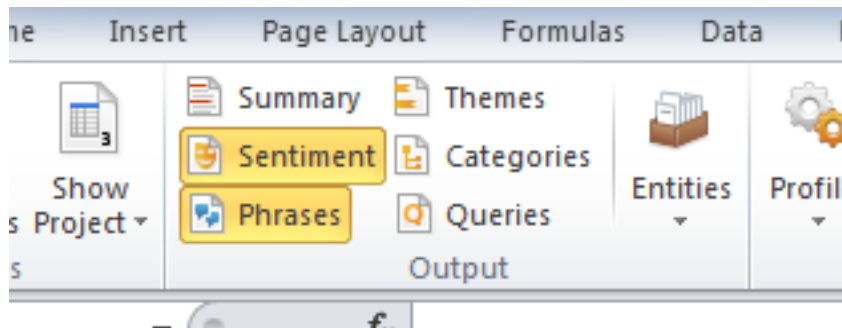
Each phrase should follow with appropriate weight depending on its sentiment meaning in text. The range of the weight is between -1 and 1 inclusively. See samples below.

absolutely necessary	0.4
acceptable level	0.3
rapidly growing	0.6

With Semantria, each user can create his own profile that comes with its own user dictionary. So essentially, there can multiple profiles with multiple values of the same sentiment-bearing phrase for one account. It's important to note that even if such a phrase already exists on Semantria, you may override it with your own score to adjust the overall sentiment score.

Below is an example of how to adjust sentiment settings in your Excel Add-In:

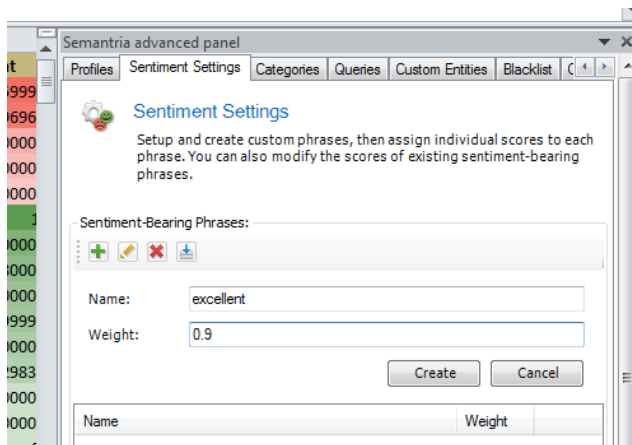
1. First make sure to turn off everything except for "Sentiment" and "Phrases" as shown in the following image:



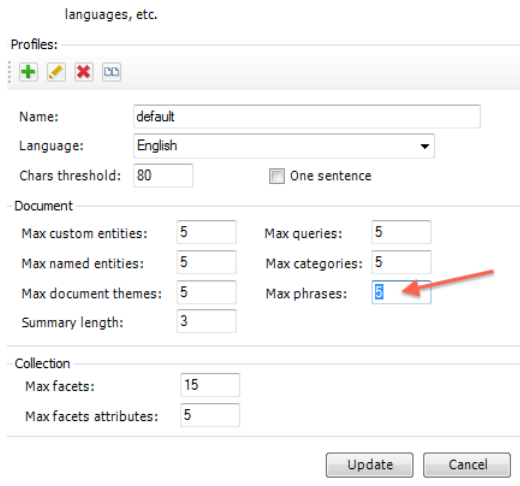
2. Process your data like normal and find one or more phrases where you believe the sentiment should be adjusted to suit your needs. In the following example, “excellent” has a phrase bearing sentiment score of ‘0.72’.

ideri	0.468101919	tranquility	0.60000024
ideri	0.468101919	good	0.5
iven e	0.476285726	sane	1.26880002
iven e	0.476285726	excellent	0.72000029
iven e	0.476285726	superb	0.60000024
iven e	0.476285726	elegant	0.58800059
iven e	0.476285726	friendly	0.48000019
ch a	0.675000012	wonderful	0.80000012
ch a	0.675000012	very important	0.80000012

3. Let’s say that you feel excellent should be associated with a more positive sentiment score. To accomplish that, you need to adjust the sentiment in the “Sentiment Settings” panel. Please make sure to keep the weight of the phrase that you are trying to modify between -1 and +1. For this example, “excellent” was given a weight of ‘0.9’.



Also, it is important to note that the default program settings are limited to a maximum of 5 sentiment-bearing phrases adjustments. To change this limit, go into the “Profiles” panel and click on the “edit” button (the yellow pen). Then change the “Max Phrases” limit.



4. Re-process your data and find your newly adjusted results! You can see in the image below that “excellent” now has a score of ‘1.08’ instead of ‘0.72’.

considerin	0.468101919	nice	0.800000014
considerin	0.468101919	really enjoyed	0.81298399
considerin	0.468101919	great	0.600000024
considerin	0.468101919	tranquility	0.600000024
considerin	0.468101919	good	0.5
e haven e	0.527714312	sane	1.26880002
e haven e	0.527714312	excellent	1.080000043
e haven e	0.527714312	superb	0.600000024
e haven e	0.527714312	elegant	0.588000059
e haven e	0.527714312	friendly	0.480000019
as such a	0.675000012	wonderful	0.800000012
as such a	0.675000012	very important	0.800000012

If you have any additional questions or comments about this guide or the Excel Add-In in general, feel free to contact us at [support@semantria.com](mailto:support@semantria.com)