

Aspects of Content Analytics

Function	Definition	Use
Affinity	Analysis of the relationship or coincidence between two or more entities	Predict buying behavior Identify historical context of events and contact between people Infer entity attributes based on affinity to another
Reputation	Assessment of attitudes toward, or opinions of, a person or organization	Seller trustworthiness (online auctions) Company reliability (delivery records) Client satisfaction (complaints)
Sentiment Analysis	Assessment of an individual's or company's attitude toward a person, product, nation, organization or any specifiable entity.	Opinions about travel destinations (tone of voice and a balance of positive vs. negative words) Political predictions Predict product success/failure
Speech Analytics	Processing of a spoken content stream to identify key elements. The content stream is converted to text before processing. After conversion, speech analytics becomes very similar to text analytics, except speech has the ability to infer attributes like gender.	Call center support—Analysis of an audio stream to confirm people's gender or emotional state
Summarization	Linguistic processing to create a shortened version of content that captures the gist, topic or essence of that content	Reduce reading time Automate analysis of customer feedback Identify key points Cluster content from multiple sources
Text Analytics	Processing of textual sources to identify components. When identified as a person, company or country, for example, components are labeled with "categorical" metadata. Component identification is determined by process engine capabilities. These could be derivative, that is, based on lists of people and company names—or inferred from other factors. For example, a person typically has two names, both with initial capitals, and, in most cases, are not common words (they fail spelling checks).	Customer self-service Detect fraud; identify correlation between related responses Determine customer opinion Categorize content