

This article aims at explaining how to use and make the most out of Synthesio Classifiers. Please note that in June 2021, Collections were renamed to Classifiers. We made this change to reflect new and powerful functionality.

A Classifier is an enrichment available in your dashboard that enables you to gather mentions that talk about the same topic or theme. Classifiers allow you to create a group of mentions based on the criteria of your choice. It can be your personal mix of multiple sub-topics, groups of topics, brand mentions, product mentions, topic modeling clusters etc...

### **Agenda:**

- What is a Classifier and what does it enable you to do?
- Creating Classifiers
- Classifiers Library
- Save, edit, and enrich Classifiers
- Analyzing and making the most out of Classifiers Results
  - In the Listen Tab
  - In Reports
  - In Signals

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## **What is a Classifier and what does it enable you to do?**

A classifier is an analytical layer that aims at segmenting and analyzing conversations under the lens of specific business questions (e.g. Brand Intelligence, Product Innovation...). The objective is to provide better, richer, and thinner consumer insights.

There are several reasons why you may want to create a Classifier:

- Because you want to power quick analysis on a specific Topic.

- Because you don't have the time or rights to create a new Topic.
- Or because you want to **add a third dimension to your dashboard, overlaying your Topics and Subtopics**

Adding a third dimension to your dashboard is certainly the main use case for using Classifiers. Indeed, you can default build a two-level structure in your dashboard(s) with Topics and Subtopics. However, in some cases, a third dimension can be really useful for your analysis.

For example, if we think of the Video Games industry, the topic structure could be defined as follows:

- **Topics** can be the different brands (Nintendo, Electronic Arts, Ubisoft, Sony...)
- **Subtopics** can be the different video games of each brand (FIFA, Super Mario, Call of Duty, GTA...)
- **With Classifiers**, a third dimension could be added and it could be the different characters in the video games (Crash Bandicoot, Bowser, Cristiano Ronaldo, Ezio Auditore...)

**Another example for using Classifiers can be in the soft drink category. This is the example we are going to follow to show you how to use Classifiers.**

Let's say that we built a dashboard to capture online conversations across health & wellness, flavors & consumption moments within the Soft Drinks landscape.

We built a two-level structure dashboard with Topics and Subtopics:

- **Flavors**
  - Citrus fruit
  - Cherry
  - Rose / Pink
  - Strawberry

- ...
- **Consumption Moments**
  - Breakfast
  - Watching Sport
  - Snacking
  - Lunch
  - ...
- **Health Conscious Trends**
  - Sugar-free
  - Vegan
  - Gluten-free
  - ...
- **Lifestyle & Wellness Trends**
  - CBD
  - Premiumisation
  - Cheat Day
  - ...

When exploring the dashboard, there are different ways to identify interesting lenses that would deserved to be tracked and analyzed through Classifiers.

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## Create a Classifier

### Create a Classifier from a Topic Modeling cluster

The easiest way to create a Classifier is to convert a Topic Modeling cluster into a classifier.

Should you want to learn more about Topic Modeling, please [read our dedicated article](#).

As a reminder, Topic modeling scans and categorizes millions of consumer conversations for you, **automatically clustering word groups and similar expressions that best characterize a set of documents**, enabling you to visualize consumer-led themes.

If you find a cluster valuable, you can convert it into a 'Classifier' for further tracking and incorporation into your reporting. This new feature is powered by AI, as Synthesio will convert the cluster theme into a query-based filter, which can either be used as a Classifier. We will show you what it looks like below. Let's first cover the steps.

In the case of converting a theme into a classifier, it means that the algorithm will auto-generate a query in order to match and map all mentions within the scope of the existing topics:

- You are NOT expanding the scope of the dashboard. Instead, a Classifier buckets the mentions that are currently defined within your existing Topic/subtopic structure.
- It classifies all the mentions matching the query (both existing and new incoming mentions) in the classifier
- Thus, it enables you to analyze your data set under the lens of these classifiers.
- You can assess, track, monitor, and report about your classifiers.

Let's imagine that within our Topic Modeling Study, we found a cluster talking about "Kombucha Latte". As it's relevant to our analysis, we may want to convert this cluster as a classifier to further your analysis.

Should you want to know more about turning a cluster into a classifier, [please read the dedicated article](#).

## Create a Classifier with multiple mentions from the Listen Tab

Within the dashboard, we identified two soft drinks for which we need to power a deeper analysis: Kombucha and Ginger Beer.

We need to head to the Listen Tab to **create Classifiers and gather (separately) all mentions related to Kombucha and Ginger Beer**.

Once in the Listen Tab, you need to think of the filters you need to apply to gather only the mentions you want.

In our example, if we would like to gather only the mentions related to Kombucha, in English, over the last 3 months, on Instagram only, in the topic Health & Conscious Trends and with a positive sentiment only, we would have to use the following filters:

- Query filter contains “Kombucha\*”
- Period filter: Last 3 months
- Language filter: select English only
- Publisher Categories filter: select Instagram only
- Topics filter: select only “Health & Conscious Trends”
- Sentiment filter: select only positive

The above example demonstrates how precise we can be when building a Classifier.

However, in our example, we want to be as broad as possible and gather all the conversations around Kombucha and Ginger Beer.

Let's start with Kombucha.

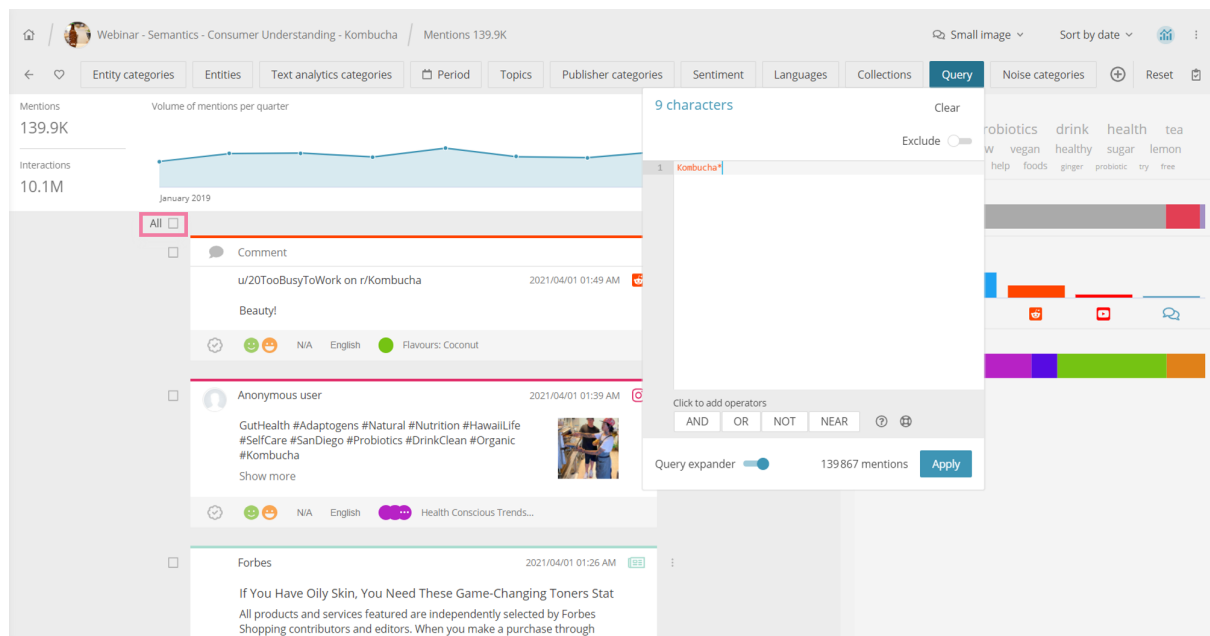
So we can create a very basic query filter: “Kombucha\*”

We found around 140K mentions containing Kombucha.

You can **take a look at this quick video to see how to build a Classifier** (or we detail the process right below). \*Please keep in mind that while the video talks about 'Classifiers', the same exact functionality and experience can be duplicated using Classifiers. To clarify, you will no longer see the term 'Classifiers' within our product. It has been renamed to Classifiers.

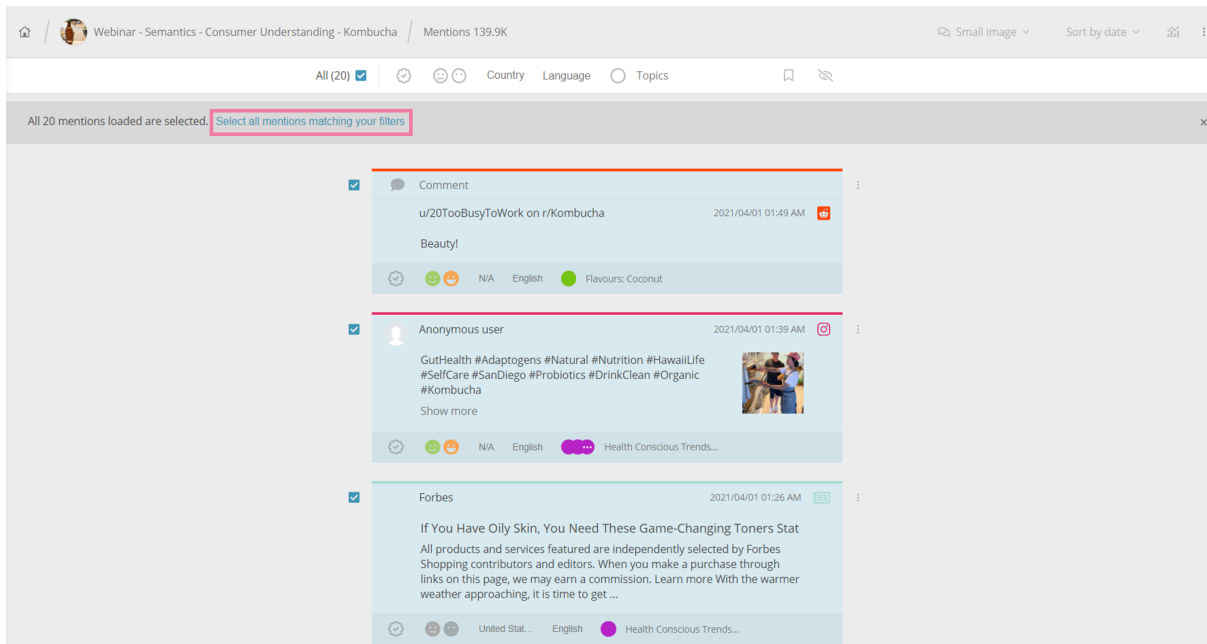
And **below is the step-by-step process to create a Classifier with all mentions related to Kombucha:**

Once you are in the Listen Tab and you activate the “Query” filter with Kombucha, click on “All” right below the timeline.

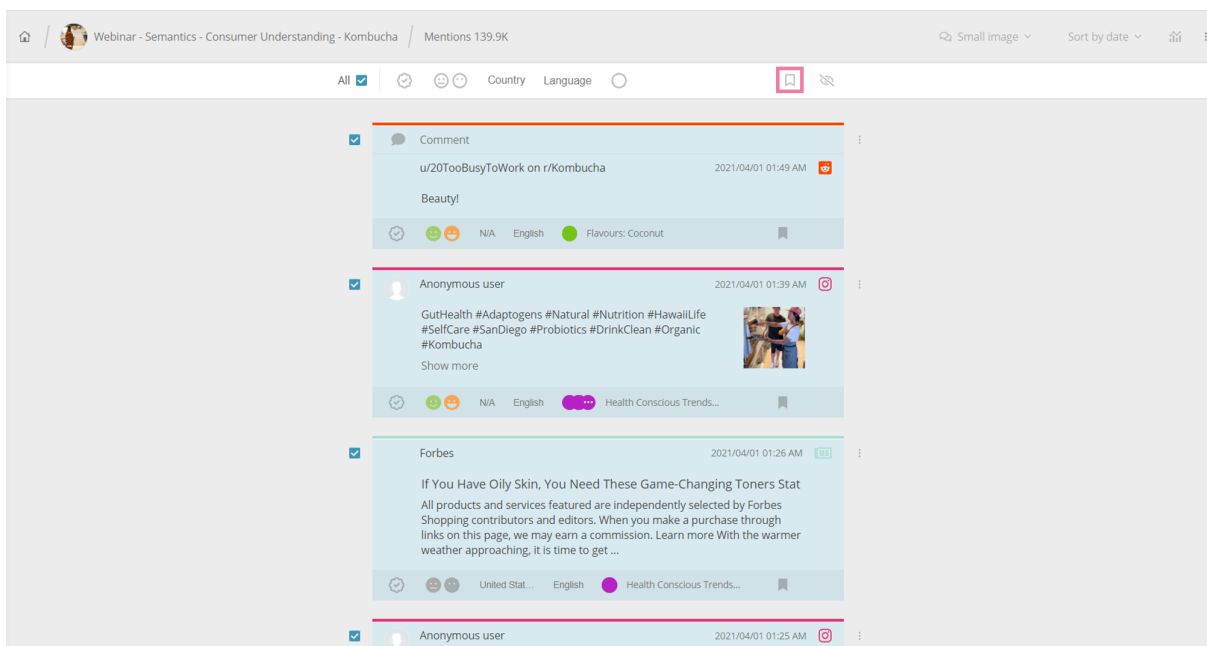


Default, the 20 first mentions are selected. If you want to select all mentions, please click on “Select All Mentions” and keep on selecting it after more Mentions populate.

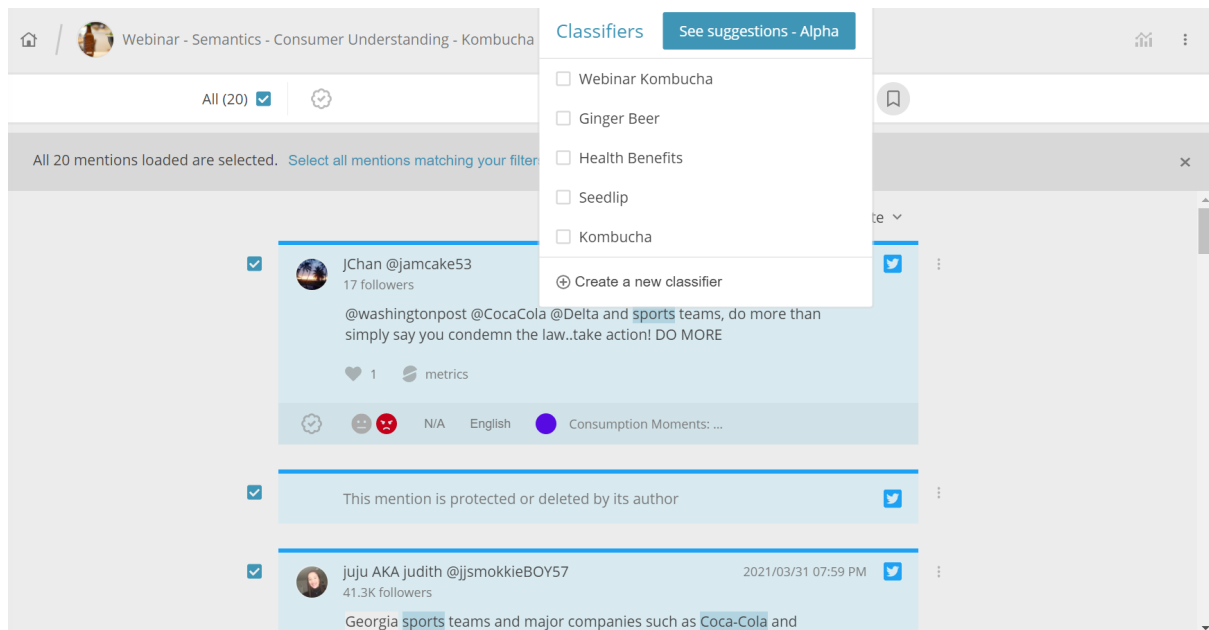
*If you are trying to group a specific amount of Mentions, put a search query in your Classifier for the best results.*



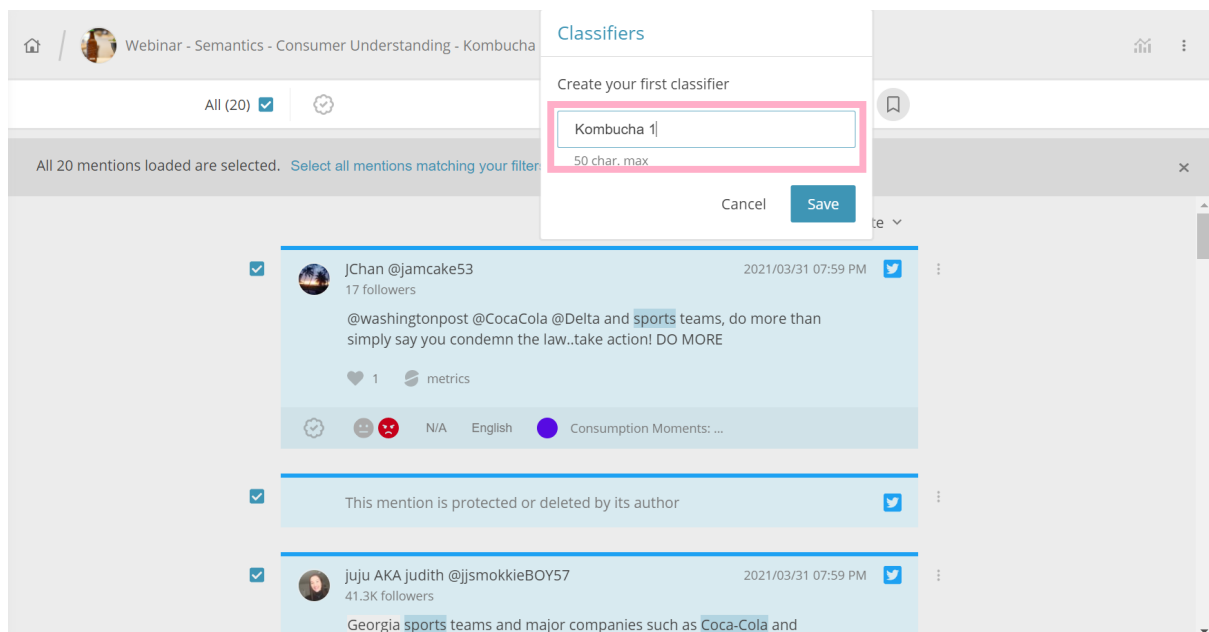
Then on the right, click on the Classifiers Icon.



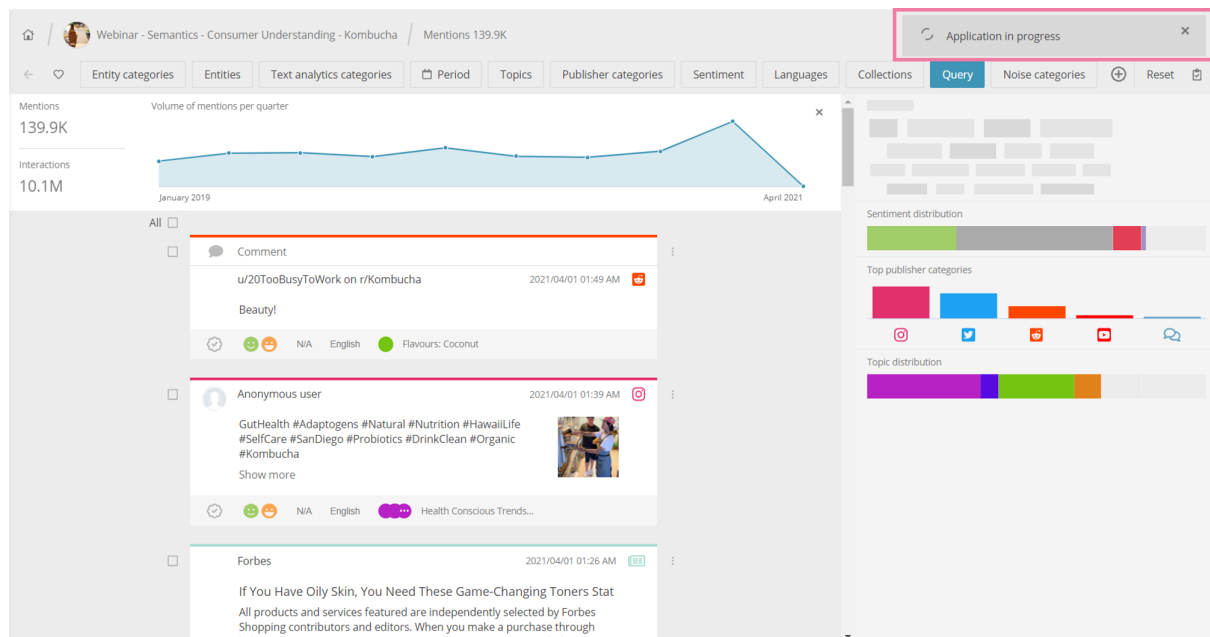
You can choose to add the mentions to an already existing Classifier. Or you can create a new one. In our case, we will create a new one.



Once you created the Classifier, click on Save and then on Apply.



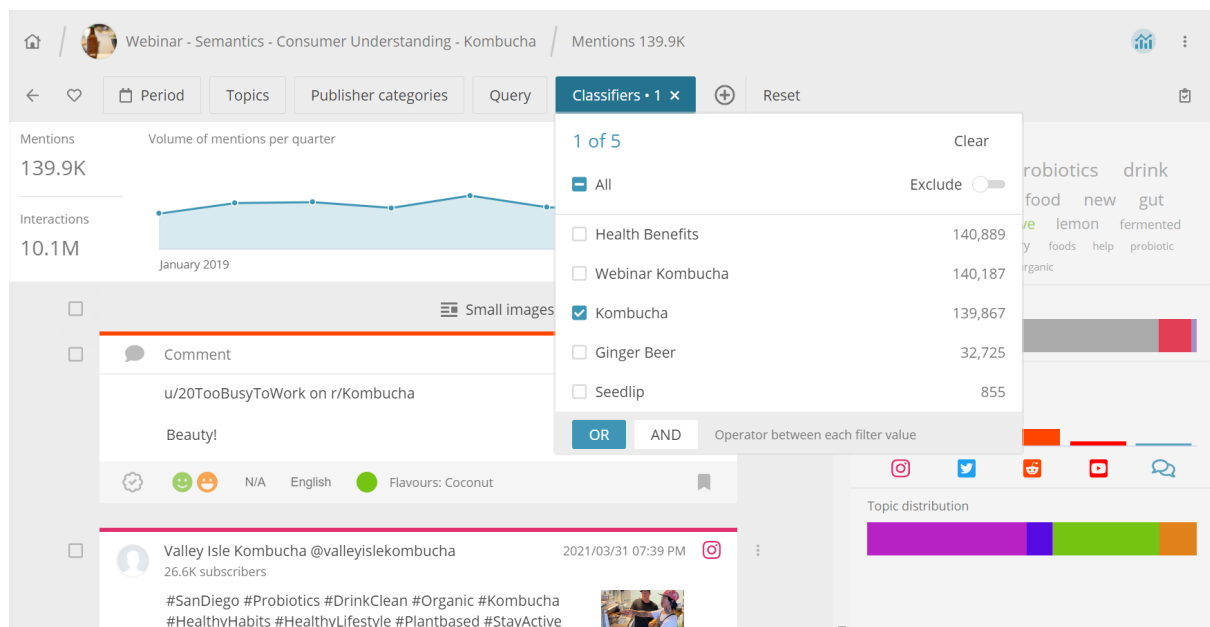
You will then see a pop-up “Application in progress”.



Once the application is done, **please refresh the page to see your mentions populating your Classifier(s).**

It can **take up to a few seconds or up to a few minutes before all the mentions are added to the Classifier.**

You can then retrieve the Classifiers you created in the filters.

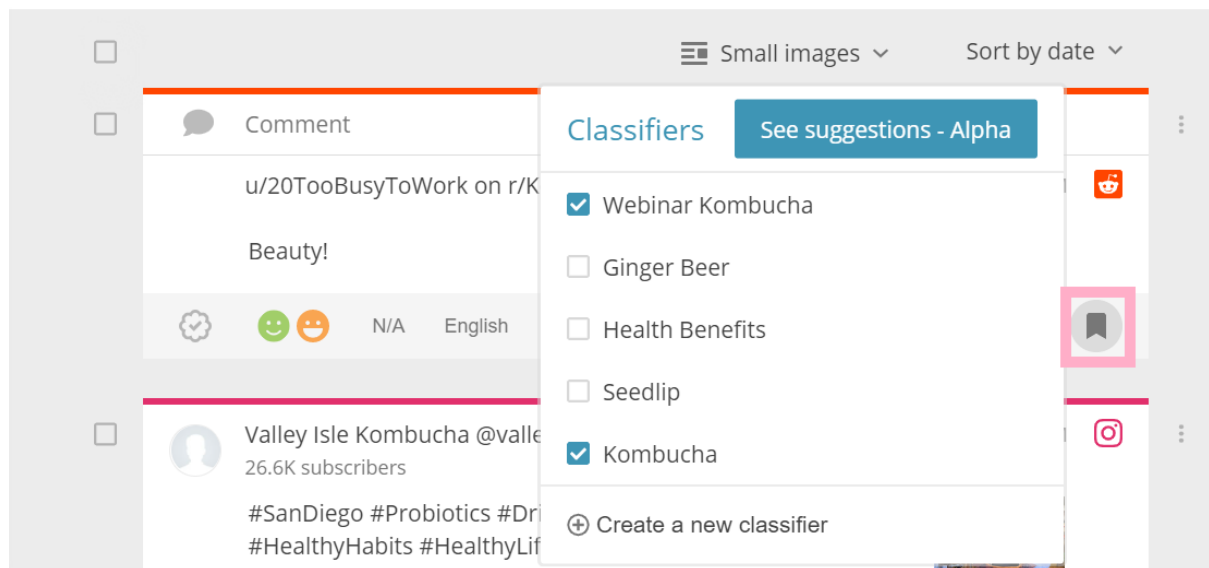


**We followed the exact same process to create a Classifier with all the mentions related to Ginger Beer.**

Before moving forward and showing you how to use Classifiers in your Reports pages, let's quickly show you other ways to create or enlarge your Classifiers.

## Create a Classifier and enlarge it on-the-go

You can click on the Classifiers button on any mention of the bucket that mentions the most relevant existing Classifier.



When you are browsing through your mentions stream, you can then add mentions to this Classifier on the go.

As mentioned above, you can also add mentions in bulk to a Classifier.

## Create a Classifier from any data point in your dashboard

You can create a Classifier from any “deep-dive” point in the tool, any time you get to a listen tab to see the raw mentions themselves.

Let's take an example, you can create a Classifier directly from the Semantic Explorer.

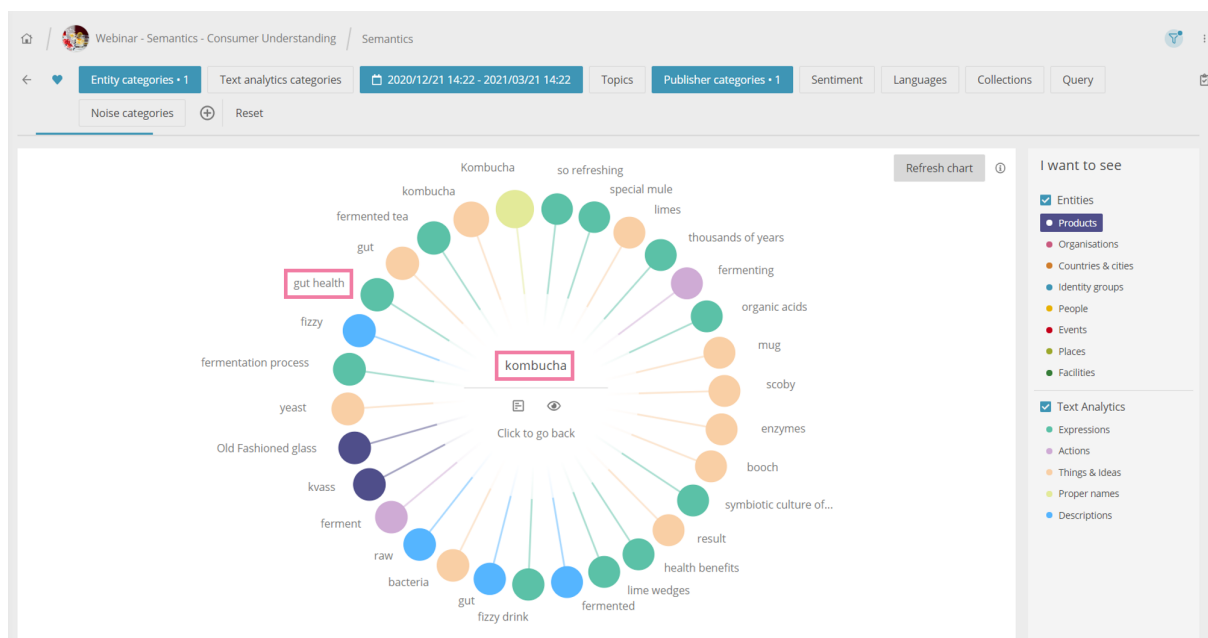
You can **watch this quick video that shows how to create a Classifier from the Semantic Explorer** (you also have the process in more detail right below). \*Please keep in mind that while the video talks about 'Classifiers', the same exact functionality and experience can be duplicated using Classifiers. To clarify, you will

no longer see the term 'Classifiers' within our product. It has been renamed to Classifiers.

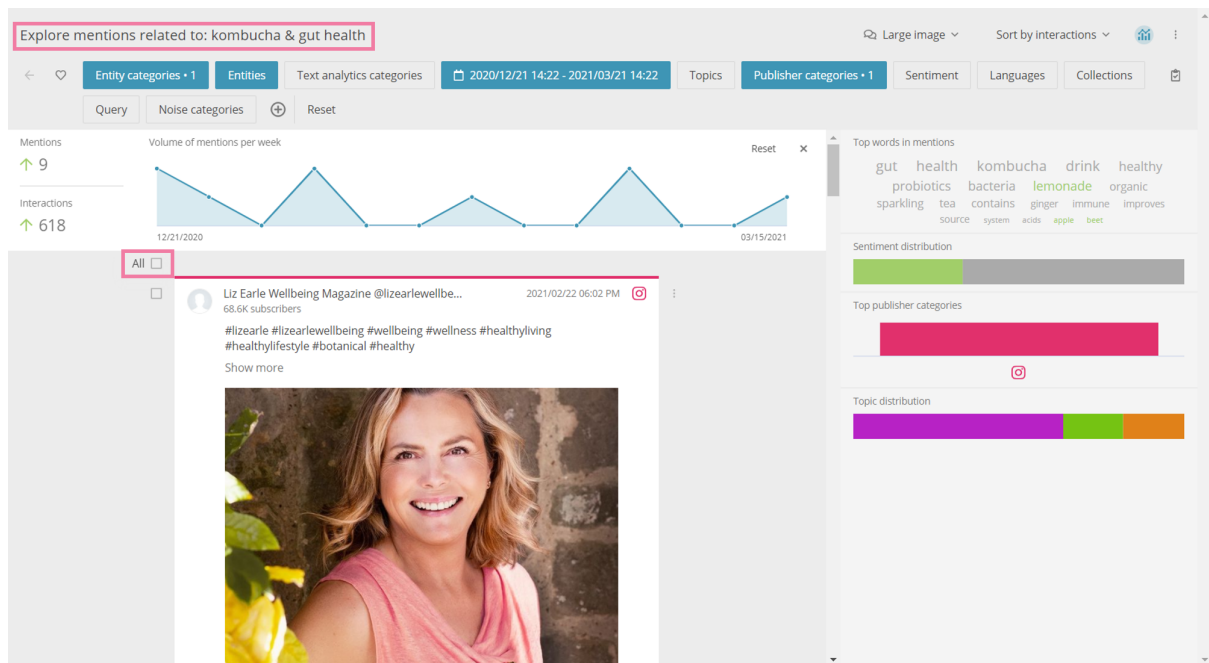
Please note that the Semantic Explorer was only an example, **you can also create a Classifier when you click on a data-point in a widget in Reports (spike on a timeline chart...) or in Signals.**

And **here is the step-by-step process.**

When you are in the Semantic Explorer and find something interesting. For example, if you click on the entity "Kombucha" and see an interesting associated expression, "gut health".



You can click to display the mentions related to Kombucha AND gut health.



If you want, you can create a Classifier to gather these mentions.

The process is the same as above.

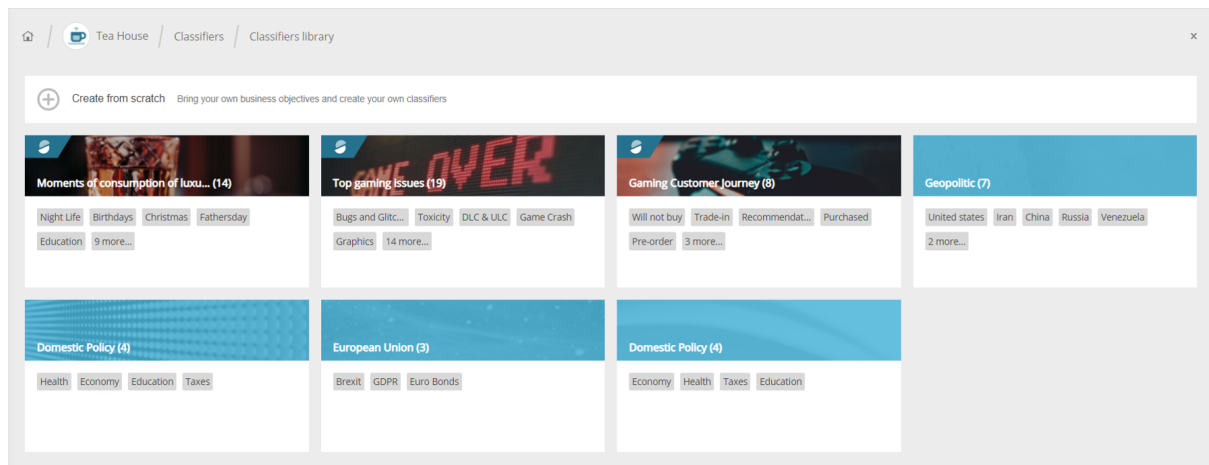
If you want to see how to do it, please read the section “Create a Classifier with multiple mentions from the Listen Tab”.

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## Classifiers Library

A library of classifiers is at your disposal:

- Synthesio-validated classifiers that you can apply
- You will be able to store and share your classifiers with your organization and use your classifiers across multiple dashboards.



Quick tips to help you best use the library:

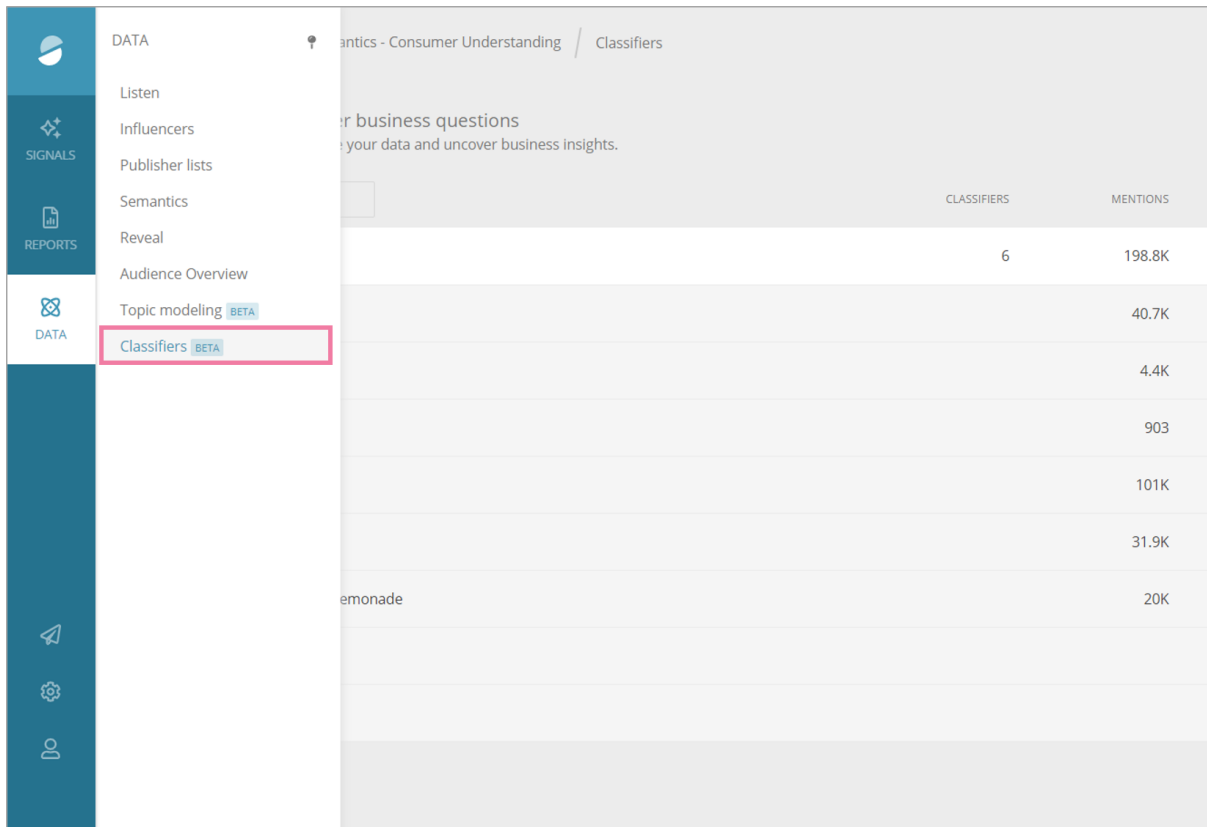
- Select and apply available Synthesio validated classifiers to your dashboard. We will regularly add new classifiers to this list.
- Choose a classifier that you have already used in another dashboard and that could be useful in this one as well.

Come back in a week and discover recently added classifiers!

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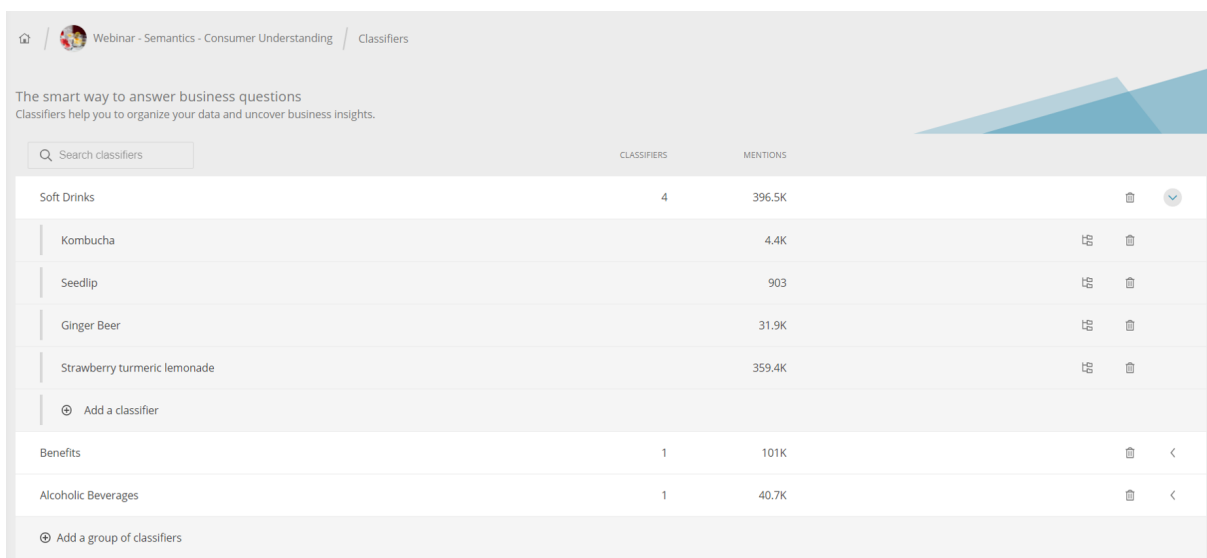
## Save, edit, and enrich Classifiers

When you create a classifier, it is automatically saved in your Classifiers page that you can access in the Data section.



In this page:

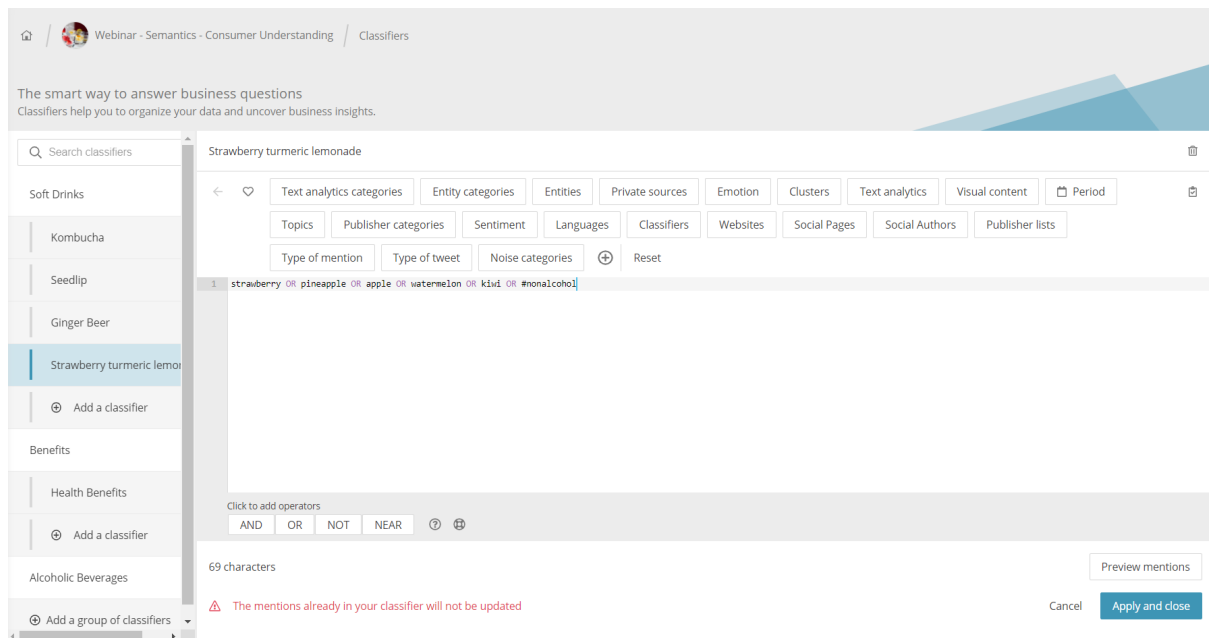
- You have access to all the classifiers you created
- You can edit and enrich your classifiers
- You can create new classifiers and groups of classifiers



**Your classifiers default aggregate the mentions matching the query**

**auto-generated by the algorithm and update in real-time with the new incoming mentions matching your query.**

However, you may want to adapt and/or enrich this query.



This is why you have access to this interface where you can refine the query or apply some filters to narrow down the scope.

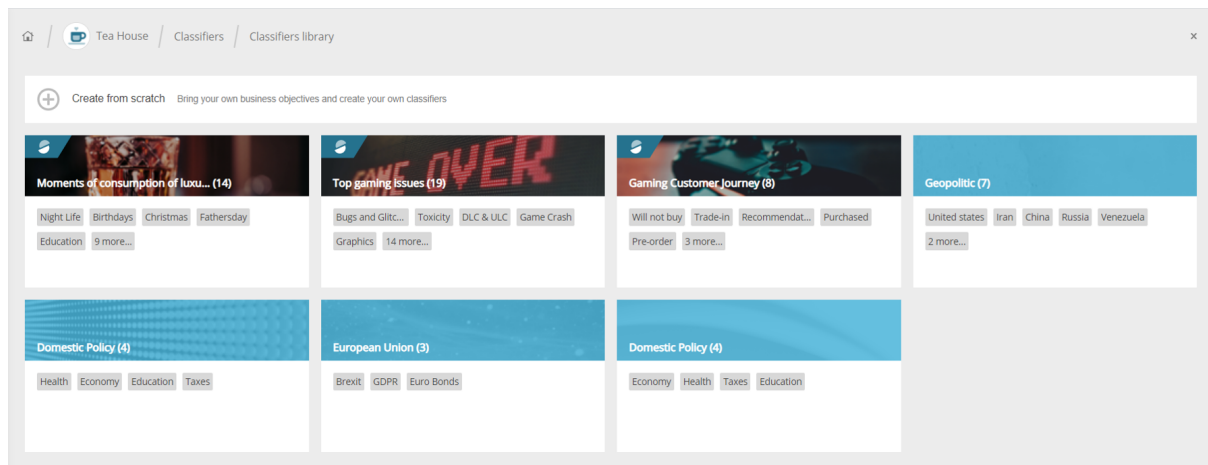
Please note that it is not mandatory to write a query to populate your classifier, you can populate a classifier only by applying some filters. If you want to know more about non-query-based approaches to populate classifiers, [please read this article](#).

## Coming soon: Classifiers Library

A library of classifiers will soon be at your disposal:

- Synthesio-validated classifiers that you can apply
- You will be able to store and share your classifiers with your organization and use your classifiers across multiple dashboards.

Stay tuned, we'll let you know when it's live.



## Analyzing Classifiers

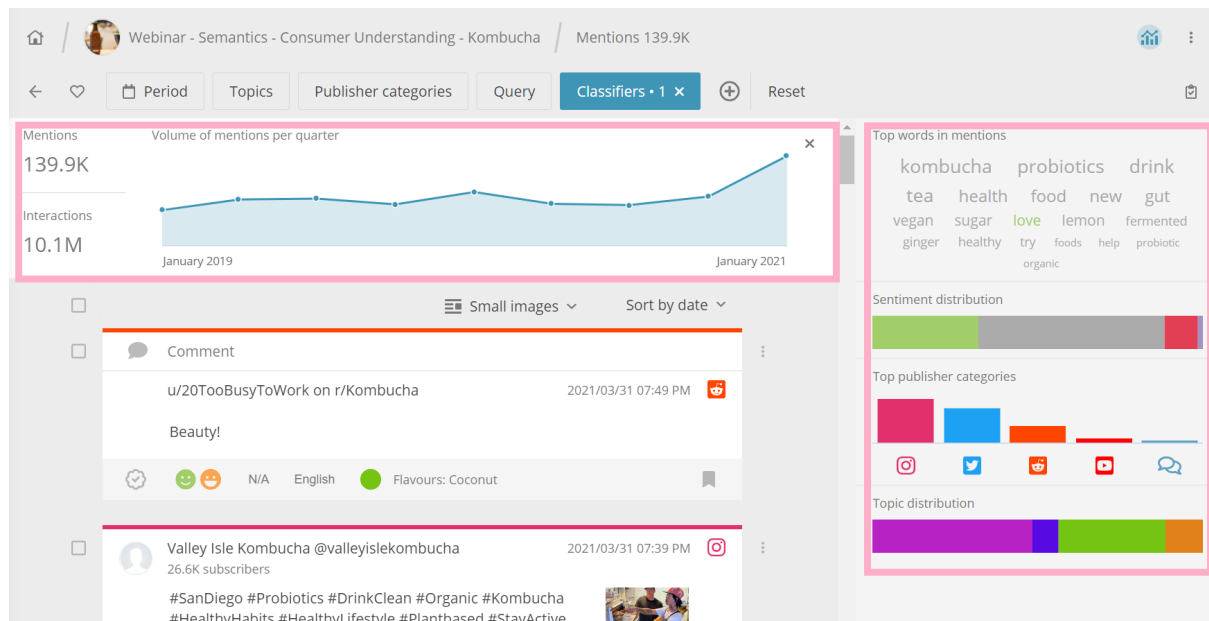
### In the Listen Tab

We are now back to our Kombucha and Ginger Beer example. We now have 2 Classifiers with all mentions related to both.

What's great about Classifiers is that they can be used right away.

You can have an overview of some metrics directly in the Listen Tab. With the Kombucha example:

- **Timeline:** we can see there is a peak in volume in Jan 2020 to investigate
- **Associated Top Words:** probiotics, gut, vegan
- **Sentiment:** overall quite positive & neutral
- **Topics:** letting us know quickly within which topics conversations about kombucha feature most prominently => health-conscious trends
- **Publishers:** strong leaning toward Instagram - a place where health trends tend to germinate & flourish. On Twitter & Reddit, it's more niche communities talking about how to make kombucha at home - Reddit again is a really rich source of consumer insights.



But what's even more interesting is that you can **use Classifiers as a dimension when building out your Reports pages**. Let's walk you through a Reports page to show you how to use Classifiers in Reports.

## In Reports

In Reports, you can use your Classifiers as a dimension in every widget you build.

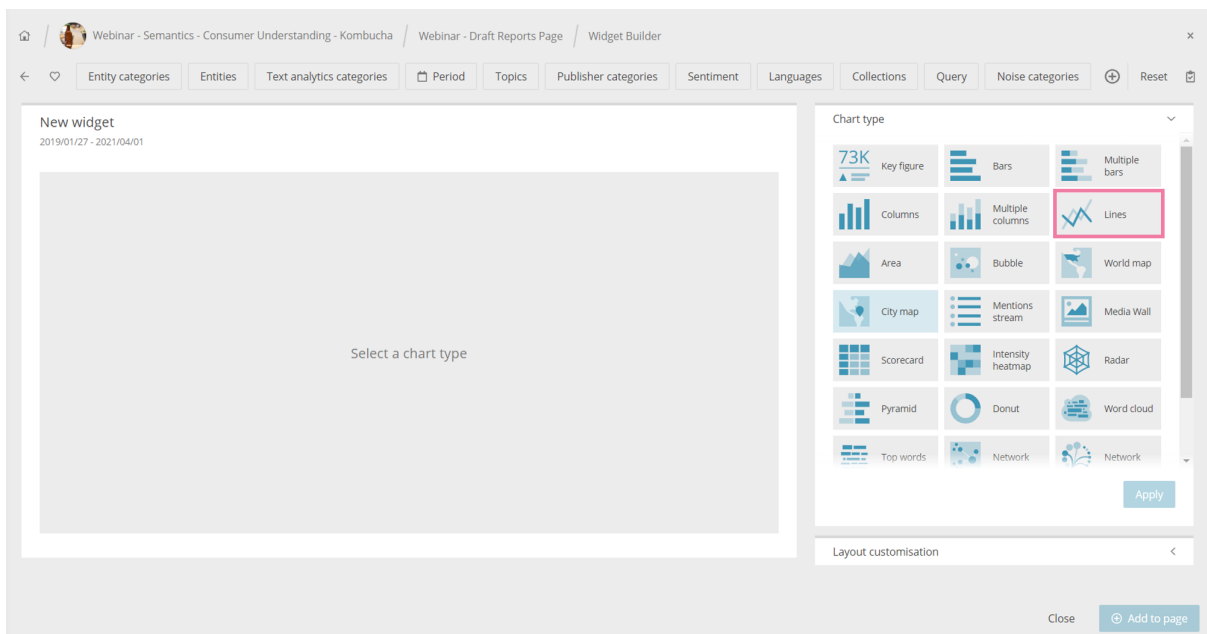
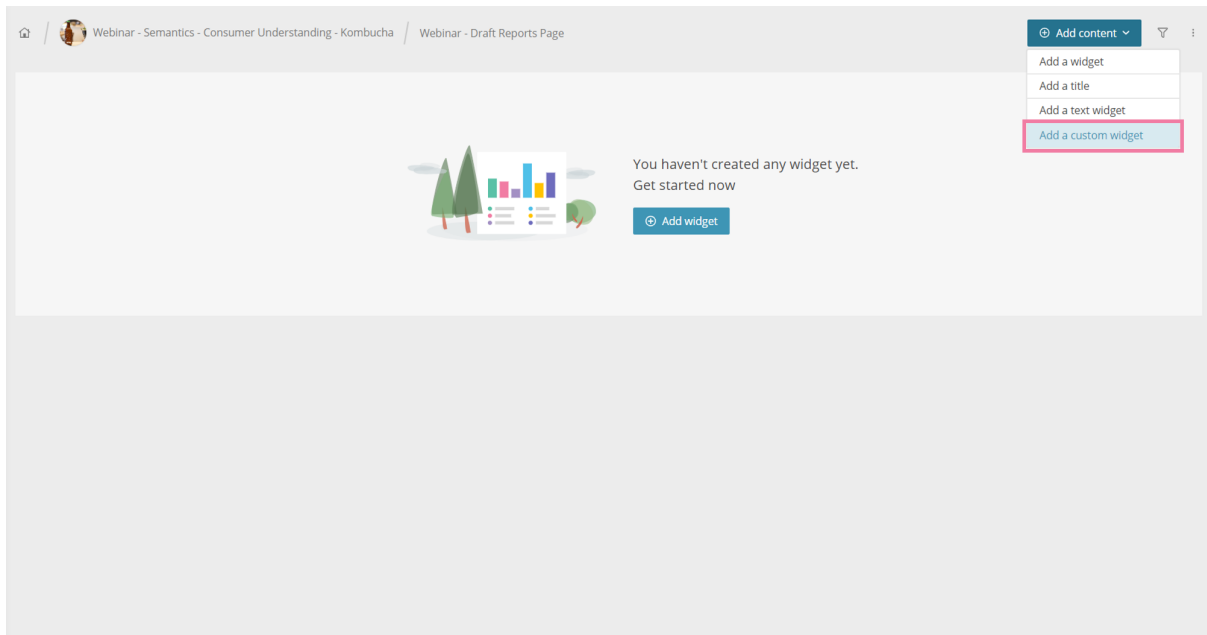
Let's go back to our Kombucha & Ginger Beer example and take a quick example with a Timeline widget. We want to know whether Kombucha is a trend worth being investigated.

Therefore it is interesting to see how mentions relative to Kombucha are evolving:

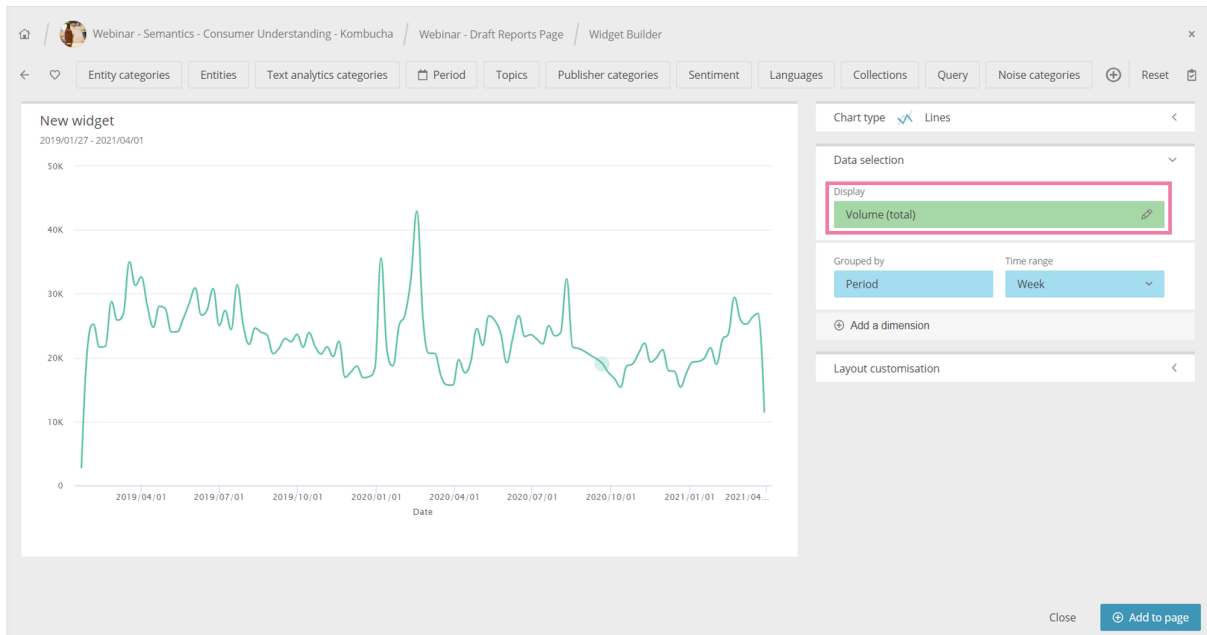
- Are they rising?
- Are they declining?

To do so, we need to compare the evolution of mentions related to Kombucha to another soft drink in the same range of products, Ginger Beer.

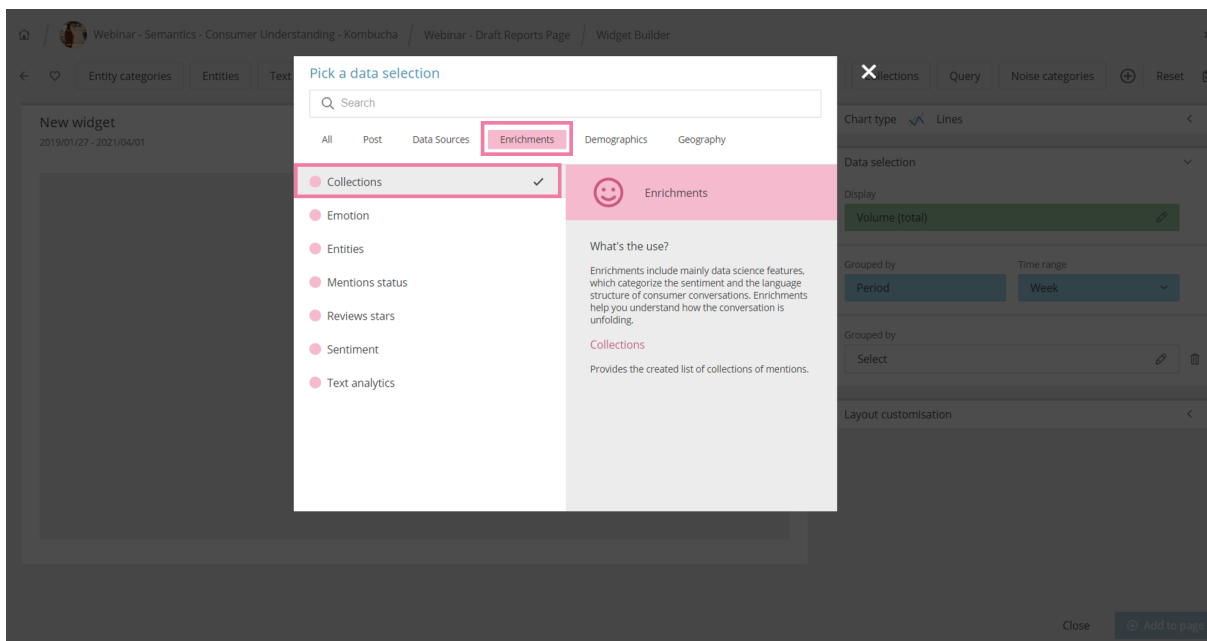
First, you need to go to the widget builder. On your Reports page, click on "Add a custom widget". Then, choose the widget timeline.



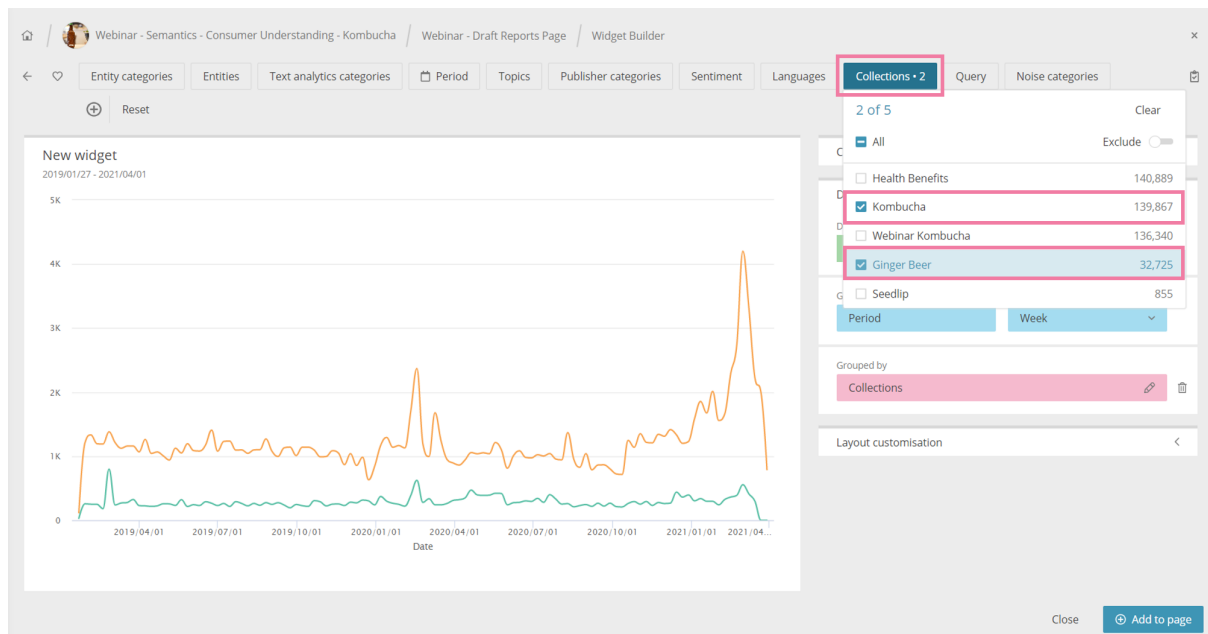
Choose to display volume.



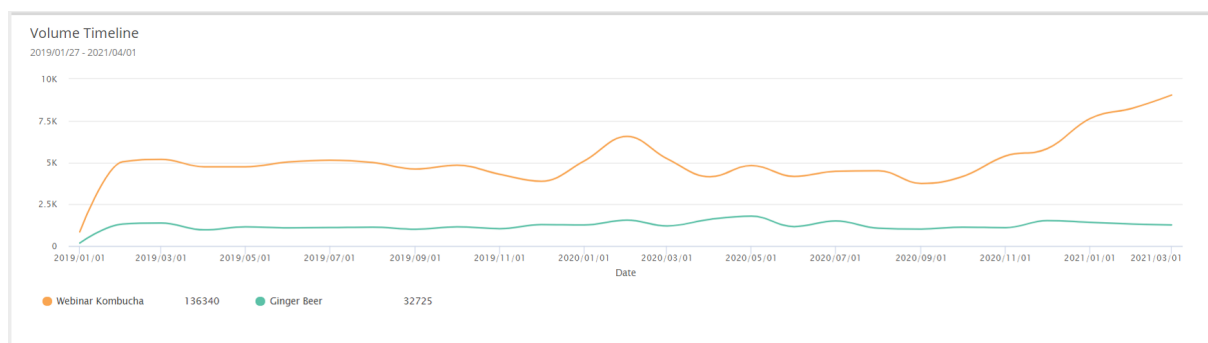
You then need to choose a dimension to cross the volume of mentions with. You can see that you have an **“Enrichments” category** and that you can choose to **display Classifiers**.



Once you have chosen Classifiers, you can **use the Classifier filter to display only some of your Classifiers**. In our case, we chose only Kombucha and Ginger Beer.



You can then add this widget to your Reports page.



You can **watch this quick video** should you want to have more explanation **about how mentions related to Kombucha and Ginger Beer are evolving over time**. \*Please keep in mind that while the video talks about 'Classifiers', the same exact functionality and experience can be duplicated using Classifiers. To clarify, you will no longer see the term 'Classifiers' within our product. It has been renamed to Classifiers.

We can see at a glance that Kombucha is a product that is on the rise in online consumer discussions, especially since September 2020.

Here, in the dashboard we have created, we only grasp mentions related to Kombucha in the realm of the carbonated soft drinks landscape. With this lens, we can definitely say that Kombucha has more and more importance.

At this point, we can assess that Kombucha is an interesting enough trend that deserves a deep dive.

Please know that you can use Classifiers all variations of widgets, like Heatmaps, Wordclouds and within Signals.

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## **Future Enhancements**

Stay tuned, as soon you will be able to automatically populate mentions into Classifiers using rule-based queries for each respective Classifier. After that, Synthesio will investigate AI (no query necessary) means to populating Classifiers.

Should you need more information about Classifiers, feel free to reach out to your Account Manager.