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## What is the Listen tab?

The Listen tab was created to allow you to view the raw mentions that are getting captured by your dashboard. The mentions include the content itself, the author, timestamp, media type, sentiment, location, language, Synthesio Rank, topics, and interactions (if applicable).

With this rich view, users get a better understanding of the content that is driving conversations.

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## Listen Tab Display



The goal of this user guide is to show you how to browse within the Listen Tab and learn how to use the different features at your disposal.

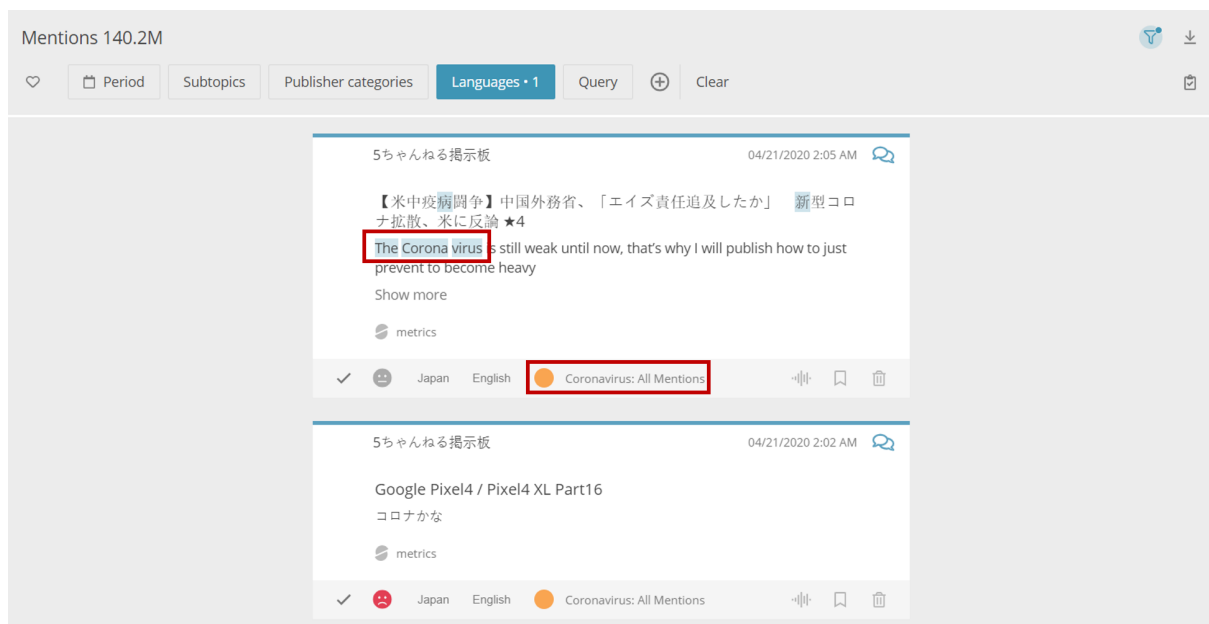
In the Listen Tab, mentions are default chronologically sorted. The following sorting capabilities are available too:

- Interactions
- Views
- Potential impressions
- Engagement rate

- Review date (as Human Review is now available from the Listen Tab, Review date filter that was available in the Human Review has been moved to the Listen Tab)
- Retweets

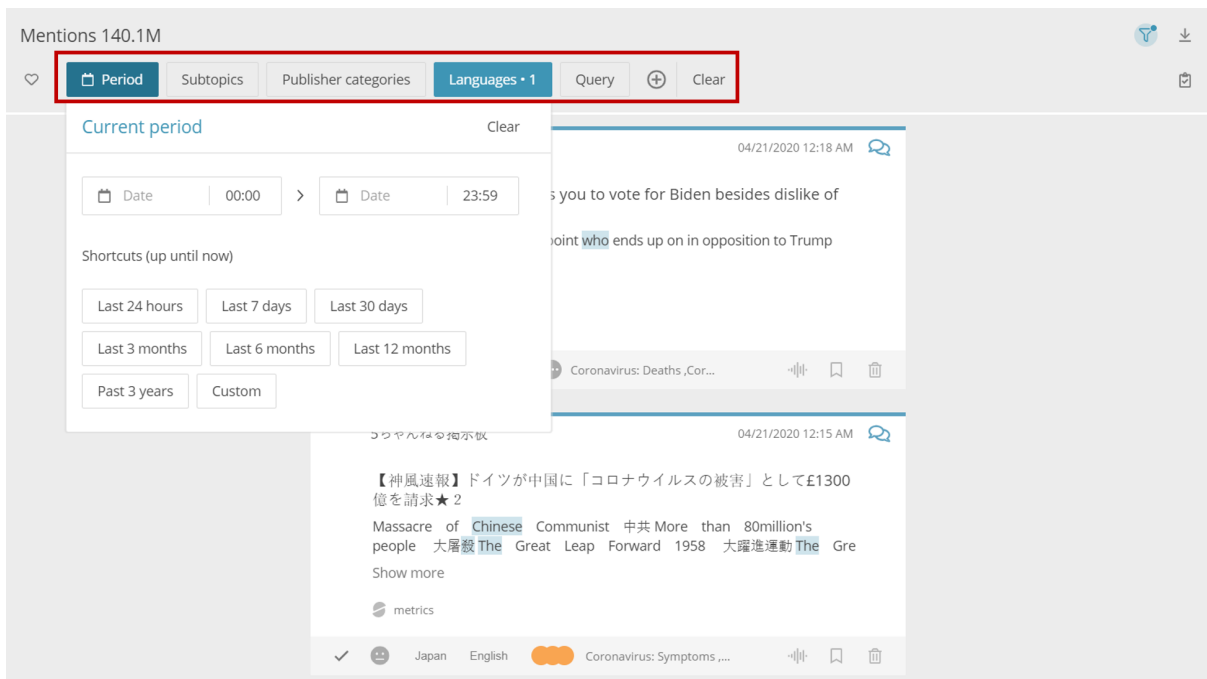
## Keywords Highlighting

In your mentions you can choose to display the keywords that have been assigned to the topics you have defined in your dashboard.

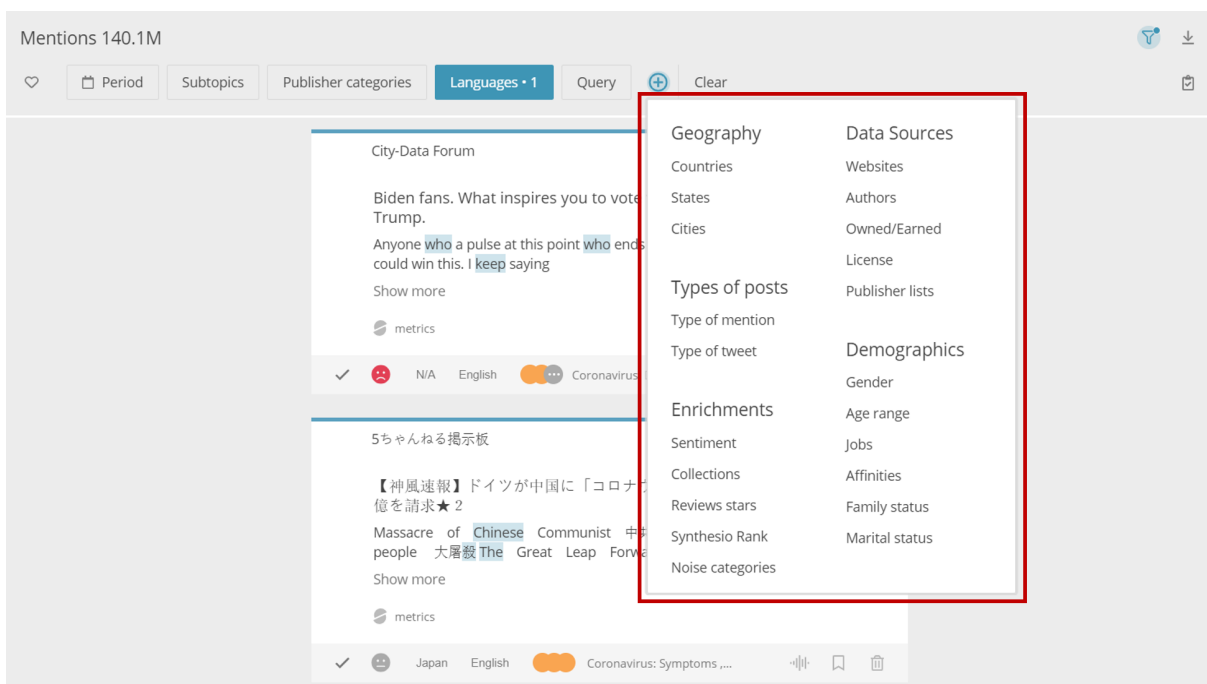


## Filters

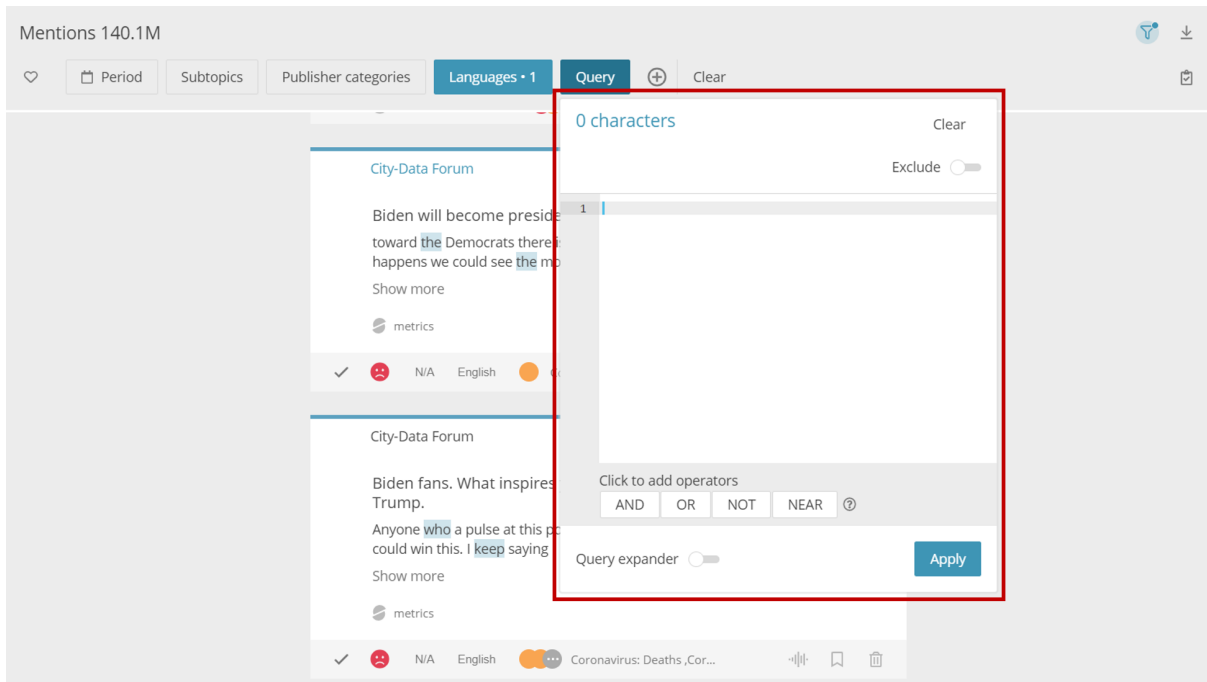
Filters are displayed on the top of the mentions stream. The main filters (Period, Topics, Publisher categories, Languages, Query) are default displayed.



Other filters are available when clicking on the “plus” button.



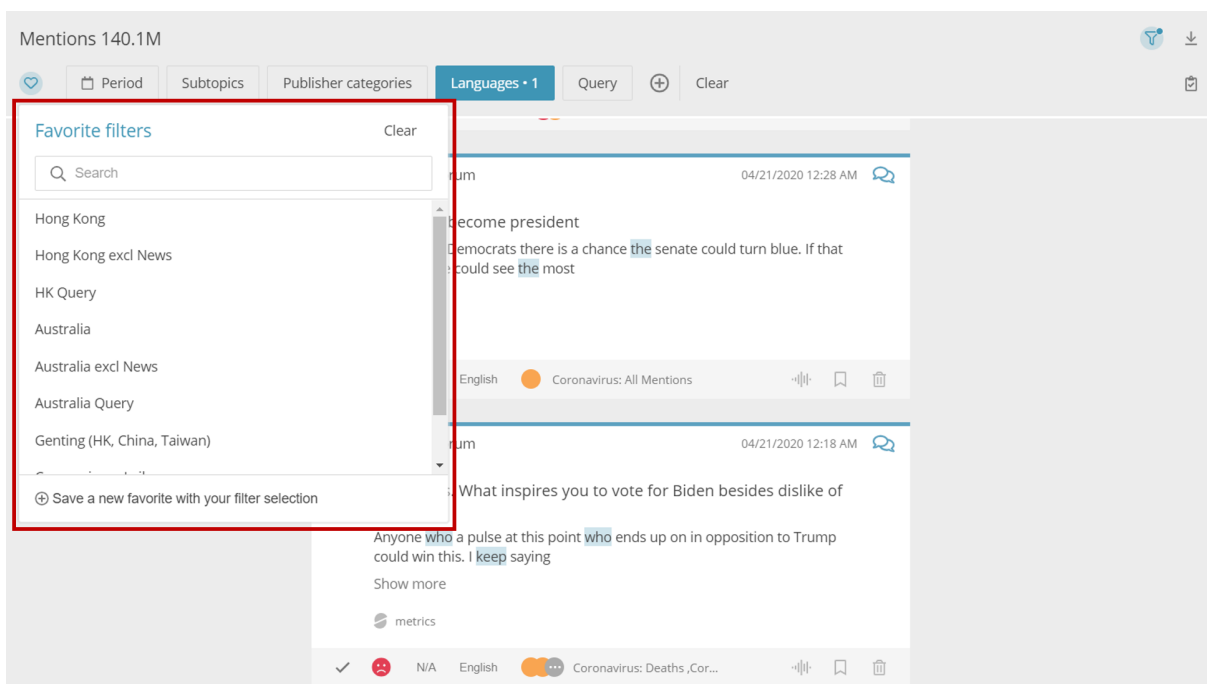
The query builder has also been made easier to enable you to write more advanced queries.



You can now save your queries as favorite filters, instead of copying pasting them each time you need to use them.

## Favorite Filters

You can save your filters as favorite, give them a name and retrieve them for future use.



You can then also use these favorite filters when building Reports or generating Signals.

## Human Review

Human Review is the possibility for users to edit a mention and change the categorization it has been given by the algorithms.

You can select a mention and edit the following points:

- Topic
- Sentiment
- Language
- Country
- Noise categories

You can also choose to delete a mention so that it does not appear in the analytics.



Finally, you have the two following indicators available:

- **Mark as reviewed:** it allows you to indicate other users (or yourself) that the mention has already been reviewed. There are 2 options: Either you read through the mention, nothing needs to be changed and you "click to mark as reviewed", or you edit (at least) one of the categories and the "mark as

reviewed" indicator will be automatically clicked.

The screenshot shows the Mentions interface with 140.1M mentions. The top navigation bar includes filters for Period, Subtopics, Publisher categories, Languages (1), Query, and Clear. The main content area displays a post from 'City-Data Forum' dated 04/21/2020 12:18 AM. The post text is: 'Biden fans. What inspires you to vote for Biden besides dislike of Trump. Anyone who a pulse at this point who ends up on in opposition to Trump could win this. I keep saying'. Below the text is a 'Show more' link. A red box highlights a button that says 'Click to mark as reviewed'. Below the button are icons for a checkmark, a red X, and a speech bubble, followed by 'N/A' and 'English'. At the bottom of the post are icons for a checkmark, a red X, a speech bubble, and a trash can, followed by 'Coronavirus: Deaths ,Cor...'. Below the post is another post from '5ちゃんねる掲示板' dated 04/21/2020 12:15 AM. The post text is: '【神風速報】ドイツが中国に「コロナウイルスの被害」として£1300億を請求★2 Massacre of Chinese Communist 中共 More than 80million's people 大屠殺 The Great Leap Forward 1958 大躍進運動 The Gre'. Below the text is a 'Show more' link. At the bottom of the post are icons for a checkmark, a red X, a speech bubble, and a trash can, followed by 'Japan', 'English', 'Coronavirus: Symptoms ,...', and a trash can icon.

- **Reviewed indicator:** it allows you to know the number of mentions that have been reviewed. In the setup, you can choose to activate an option to default have all the mentions in your data-set considered as reviewed.

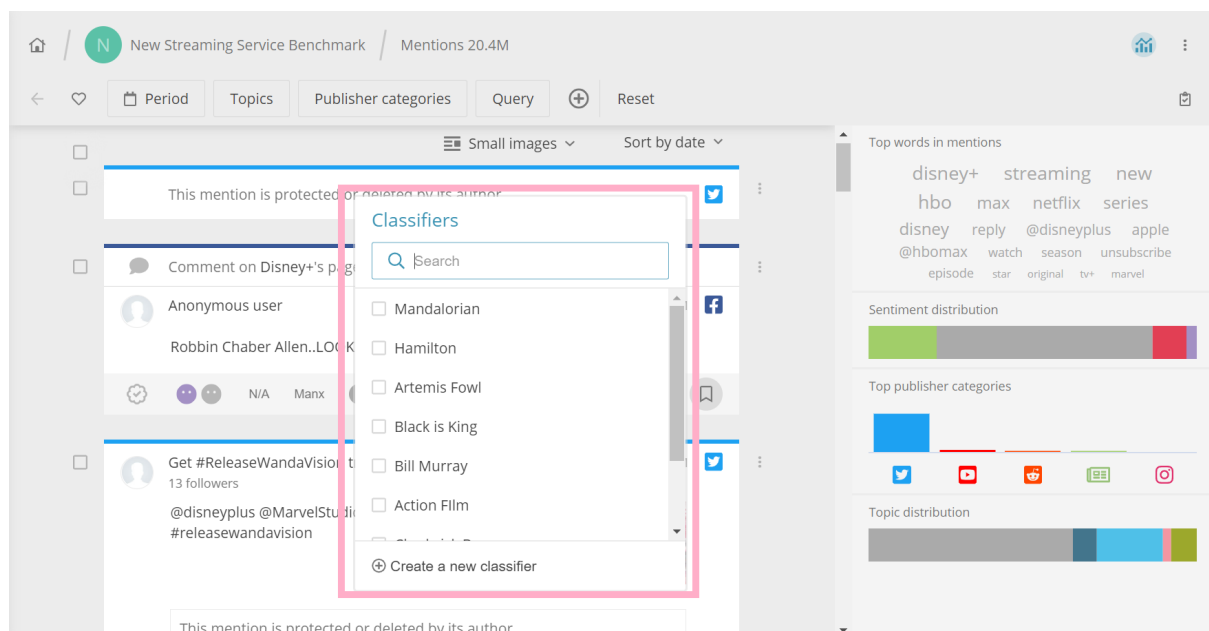
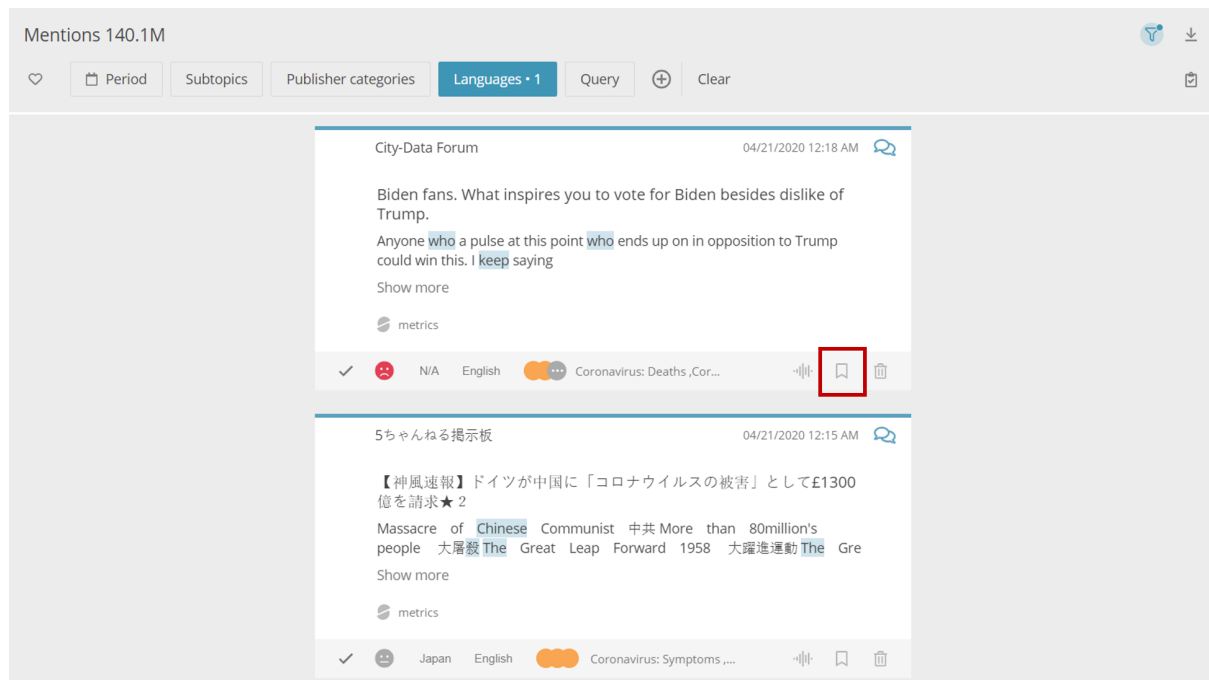
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| All                                          | Exclude |             |
|----------------------------------------------|---------|-------------|
| <input checked="" type="checkbox"/> Reviewed |         | 140,130,495 |
| <input type="checkbox"/> Deleted             |         | 1           |

## Classifiers

Classifiers allow you to add a custom dimension to your mentions. This allows you to create a group of mentions based on criteria of your choice. It can be your personas, sub-topics, groups of topics, brands, etc.

You can click on the Classifiers button to create a collection of mentions and you can then add mentions to this Classifier.



You can also create a new Classifier for an adhoc report.

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

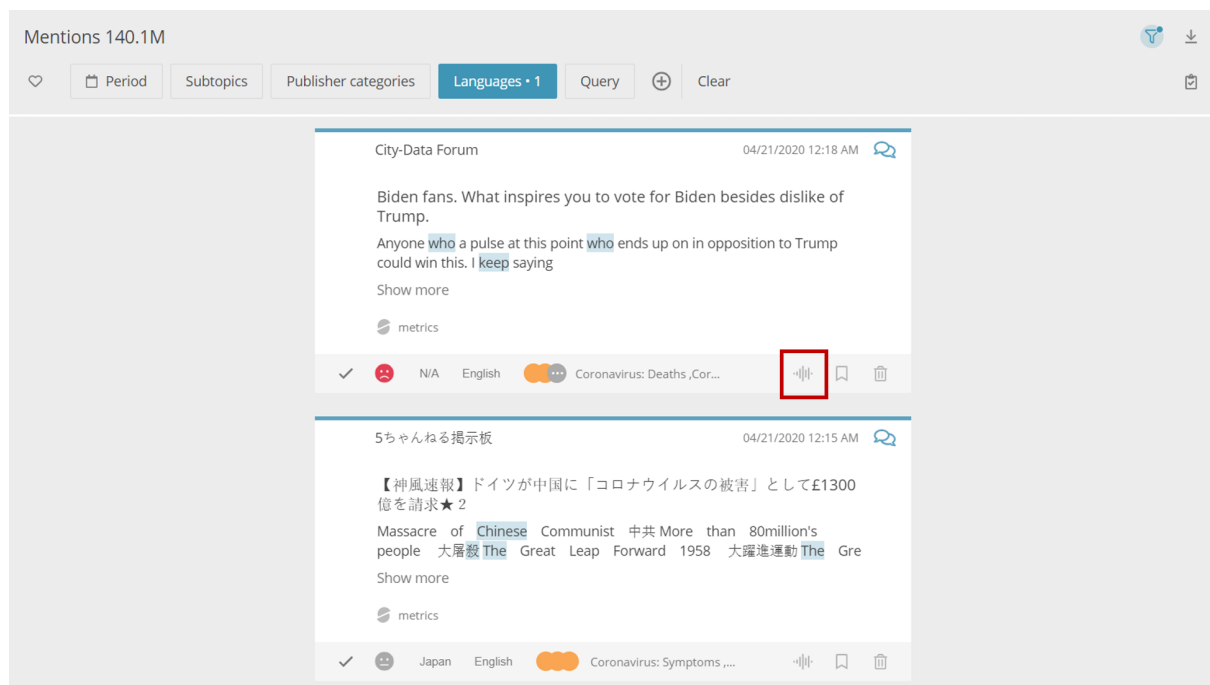
On Reports section, you can generate widgets based on the Classifiers you created.

Thus, you are able to create customized reports based on the topics of your Classifiers and share them within your organization on a regular basis thanks to our sharing module. For more information about sharing capabilities, it's [right here](#).

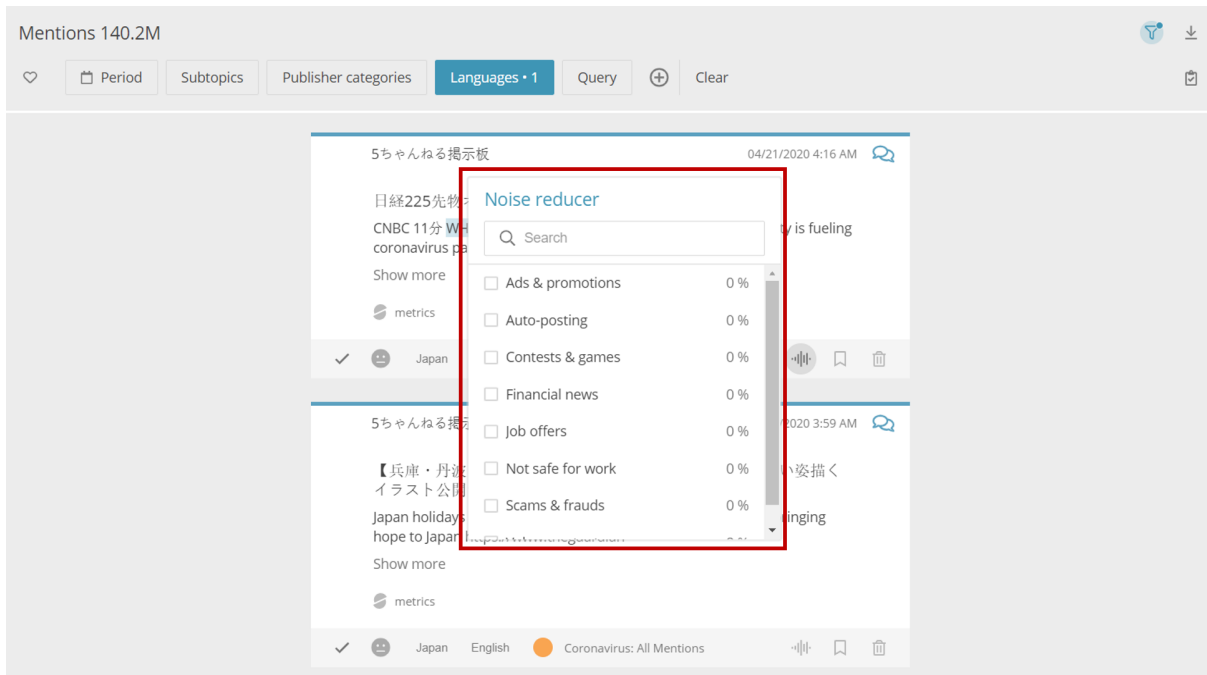
## Noise Reducer

For more detailed information about Noise Reducer, you can access the dedicated user guide [right here](#).

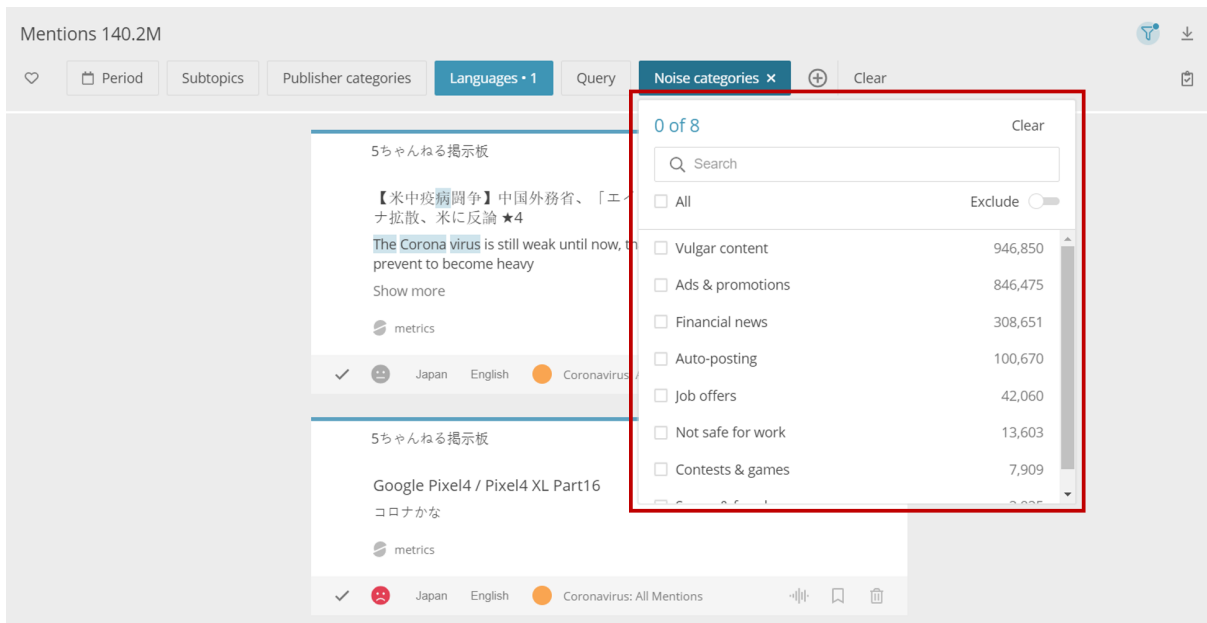
In the bar dedicated to Human Review on your mentions, you now have access to a Noise Reducer button.



If you consider that a mention should be included in one of the noise categories, you can easily affect it.



In the filter bar, you can choose to display (or not) mentions considered as noisy. You can also choose to remove them should you consider them as irrelevant to your data-set.



## Threading

For mentions that are part of a larger discussion, you can now assess the number of mentions that are part of the conversation.

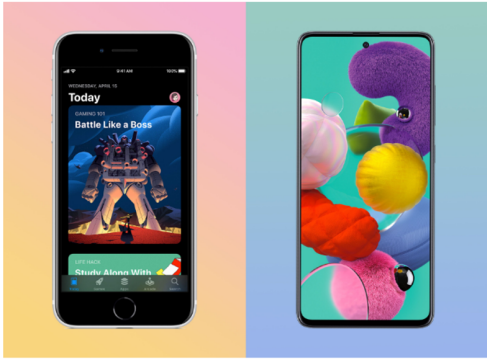
Mentions 29.1K

Period Subtopics Publisher categories • 1 Languages Query Type of mention • 1 × Clear

CNET 3.2M subscribers 04/19/2020 12:00 AM

The iPhone SE goes on preorder today, but let's not forget that Samsung has a \$400 competitor (the Galaxy

Show more



43 17 metrics 4 answers

United Kin... English Apple: iPhone

You can access the whole conversation to get more context and more details to assess whether and how it is relevant to your topics.

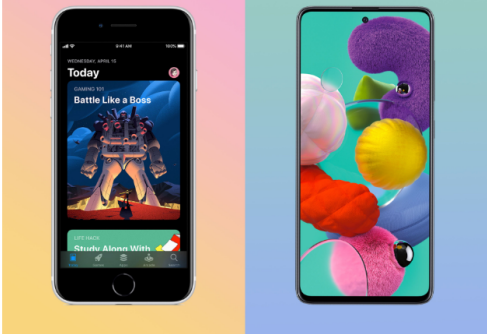
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The iPhone SE goes on preorder today, but let's not forget that Samsung has a \$400 competitor (the Galaxy

Show more



43 17 metrics 4 answers

United Kin... English Apple: iPhone

Anonymous user 04/19/2020 4:35 PM

While everyone hates on the iPhone SE, we will see at the end of the year it's one of the top selling phones of the year. In country's where the average income is much lower, this will allow people to get into an Apple device with moderate size ...

Show more

metrics

## Reddit Mentions

The way Reddit mentions are displayed have been improved. You can now see who is the author (u/redditusername) and to which thread the mention belongs to (r/ubredditname).

Mentions 2.1M

Sort by date

Period Topics Publisher categories • 1 Languages Query + Clear

Comment

**u/1inatrillion3ds on r/3dsFCswap** 05/28/2020 8:11 PM

I'm adding you right now

N/A English Nintendo: Luigi's Mansio...

Comment

**u/Darrkelite on r/XCOM2** 05/28/2020 8:11 PM

Xcom 2 modded, testing the **Jedi** class mod. Or trying to, at least...  
mods of importance to this post. I am using the **Jedi** class mod (obviously),  
the Augmentations mod, and  
Show more

N/A English Activision / Blizzard: Ove...

Comment

**u/jotswana on r/ps4** 05/28/2020 8:11 PM

CyberPunk 2077 most likely