

This article walks you through Instant Signals, an AI-powered module that brings into any Reports widget the methodology from Signals.

Agenda:

- Introduction: Go beyond peak detection
 - What are the Instant Signals and where to find them?
 - Example on a linechart widget
 - Example on other types of widgets
 - Instant Signals on any data points
 - No signals detected
-

Introduction: Go beyond peak detection

One of the main pitfalls of analyzing consumer conversations is that you might struggle to find insights within this vast amount of data. Volumes of conversations coming from social sources are constantly growing. Cutting through the "noise" that is millions of mentions is not only time-consuming, it is also challenging. Without resources or experience in text analytics or advanced statistics, discovering meaningful insights from raw data is like looking for a needle in a haystack.

Instant Signals is a great help to solve this problem as it combines surfacing all statistically significant event trends or patterns and deep semantic analysis of the conversations within these trends or patterns. It significantly shortens the research time and brings insights that users can then elaborate on.

What are the Instant Signals and where to find them?

Here are the types of shifts that Instant Signals is able to detect:

- **Peak:** Increase in the volume of mentions over a short period of time. A few temporary peaks depending on the metric used (days / weeks / months).
- **Drop:** Decrease in the volume of mentions over a short period of time. A few temporary drops depending on the metric used (days / weeks / months).
- **Increasing shift:** Increase in the volume of mentions over a large period of time. This is a score that takes into account the volume of the increase and the duration of

the increase. It can be a big increase in volume over a relative short period (always longer than a peak though), or a smaller increase in volume but over a longer period.

- **Decreasing shift:** The exact opposite of an increasing shift.
- **Increasing oscillation:** Increase in the number of mentions with at least 3 peaks over observed period. The observed peaks need to grow over time to be considered as an increasing oscillation.
- **Decreasing oscillation:** Decrease in the number of mentions with at least 3 drops over the observed period. The observed drops need to decrease over time to be considered as a decreasing oscillation.

For any spike or decrease of mentions, it combines statistical and semantic analysis to understand the reasons behind the evolution of a trend.

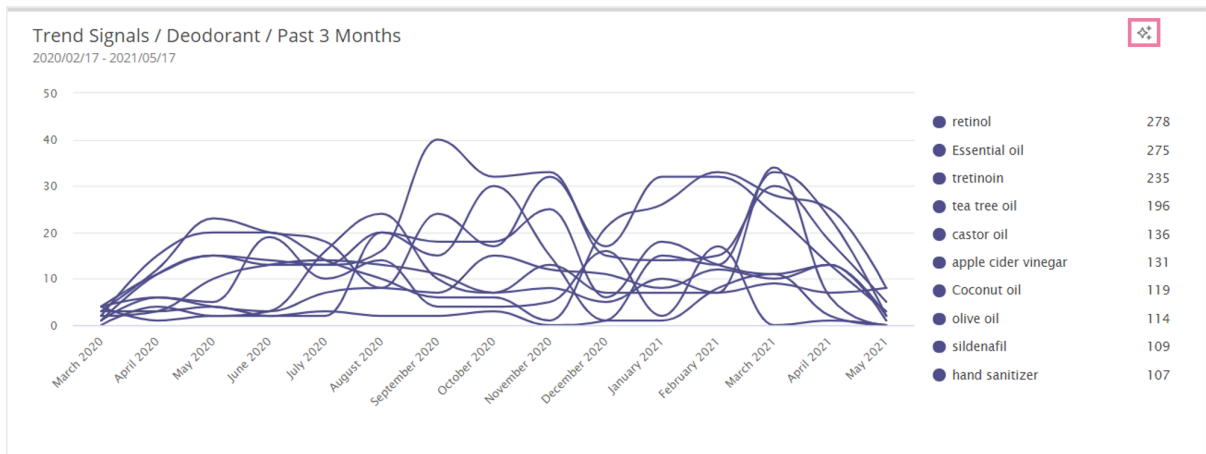
Instant Signals is available everywhere in the app:

- In any widget in Reports
- When you open a filtered Listen Tab from:
 - The Semantics tab (Semantic Explorer, scorecards...)
 - Topic Modeling results
 - ...

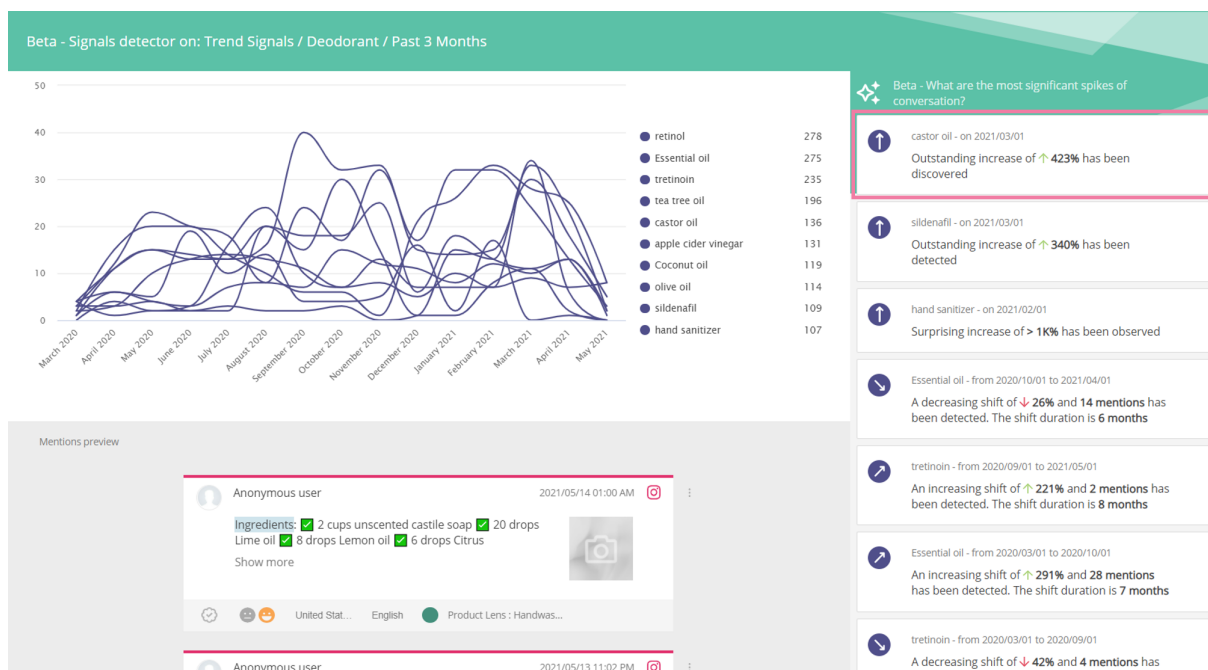
Example on a linechart widget

Let's walk you through the steps of identifying insights with Instant Signals.

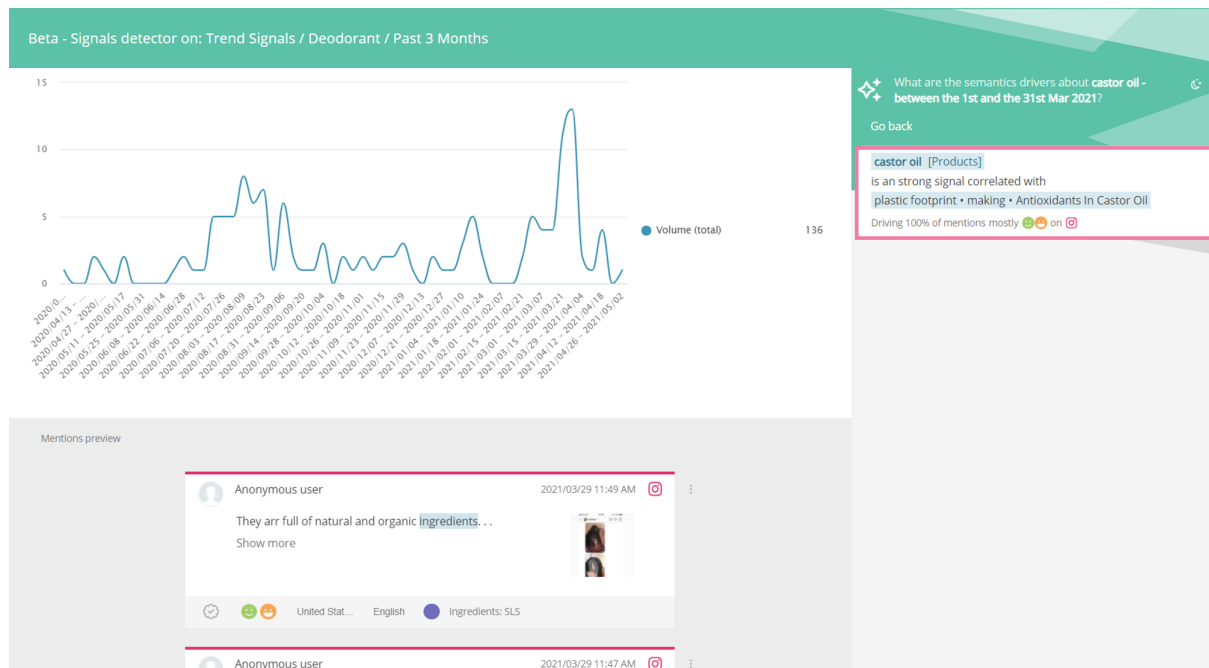
Step 1: When you look at a widget built in a Reports page, you see a Signals Icon on top right of the widget.



Step 2: When clicking on this icon, you have an overview of all the signals that have been detected (ie shifts in the volume of mentions, interactions...).



Step 3: You can browse and explore the different shifts and have a better understanding of what's driving these shifts. In this example, we explore the first signal about castor oil "Outstanding increase of 423% has been discovered".



When you look at the Instant Signals card, you will see displayed:

- The period over which the signal has been detected
- The semantic drivers behind a shift
- The strength of the signal
- The percentage of mentions related to the signal compared to the overall mentions during the period
- The sentiment and emotion most associated with the mentions related to the signal
- The channel(s) on which the signal is happening

In our example, you can see the following signal:

- Period: Between 1st and 31st March, 2021
- Semantic drivers: Castor oil is often mentioned along with: plastic footprint - making - antioxydants
- Strong signal
- Driving 100% of mentions
- Mentions are mostly positive and express joy as the main emotion
- Instagram is the main channel

You default have the main semantic drivers displayed. You can display all the related that have been detected by clicking on the "moon" icon:



What are the semantics drivers about **castor oil** -
between the 1st and the 31st Mar 2021?



Go back

castor oil [Products]

is an strong signal correlated with

plastic footprint • making • made using

Driving 100% of mentions mostly 😊😄 on 📷



What are the semantics drivers ?

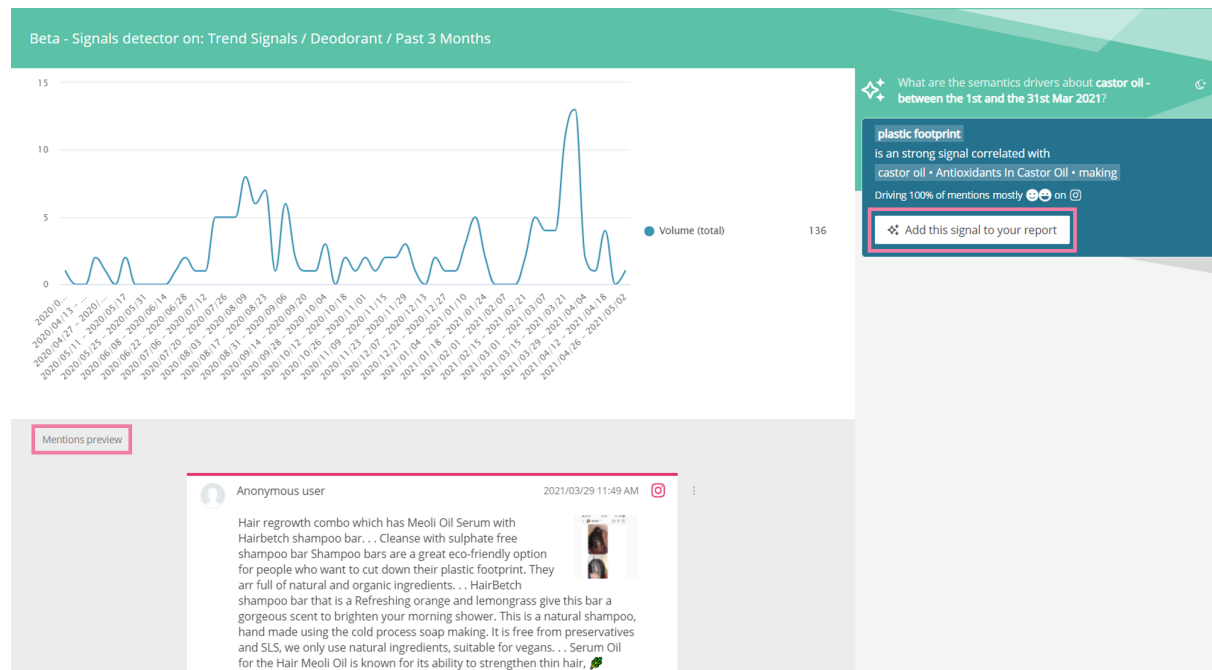
castor oil [Products]

is an strong signal correlated with

plastic footprint • Antioxidants In Castor Oil • making • made using • morning shower • friendly option for people • full • natural • smoother • great • lemongrass •
sulphate free shampoo bar shampoo bars • hand • stronger • free • replenishes the scalp • Hair Regrowth Combo • preservatives • thin hair

Driving 100% of mentions mostly 😊😄 on 📷

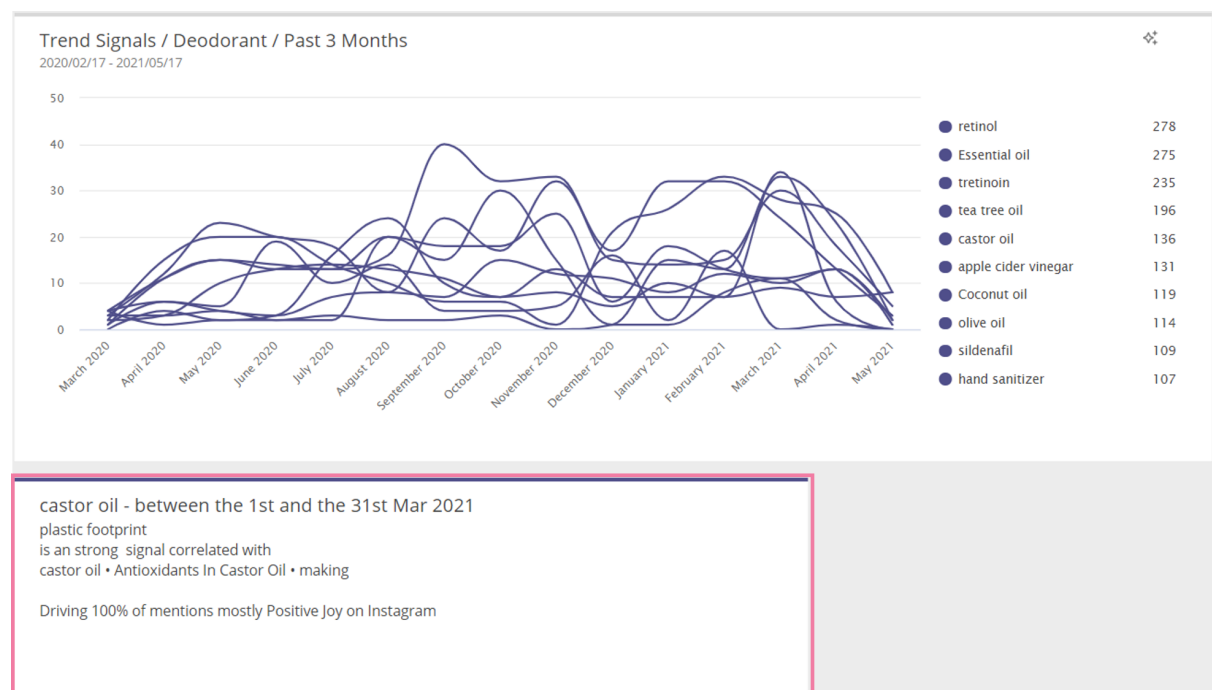
Step 4: If you want to go further, you need to investigate the mentions associated to the signals. You can click on the Instant Signals card to display only the relevant mentions.



In our example, it's people talking about the benefits of Castor Oil on Instagram. It's likely that it's an Influencers campaign launched by Castor Oil.

Once you have assessed the relevancy of the signal, you can choose to add it to your Reports page.

Step 5: Once you have added the signal to your Reports page, you will see it displayed next or below your widget.



It takes the shape of a text widget that you can edit to add more context, explanation about

what you found when browsing through the mentions. You can also write about the insights you found or recommendations about how to act based on this signal.

When other people in your organization visit the Reports page, it can be very useful to have detailed notes about what's the main findings within your widgets.

Note: You can now view Instant Signals in the [Data Point Widget](#).

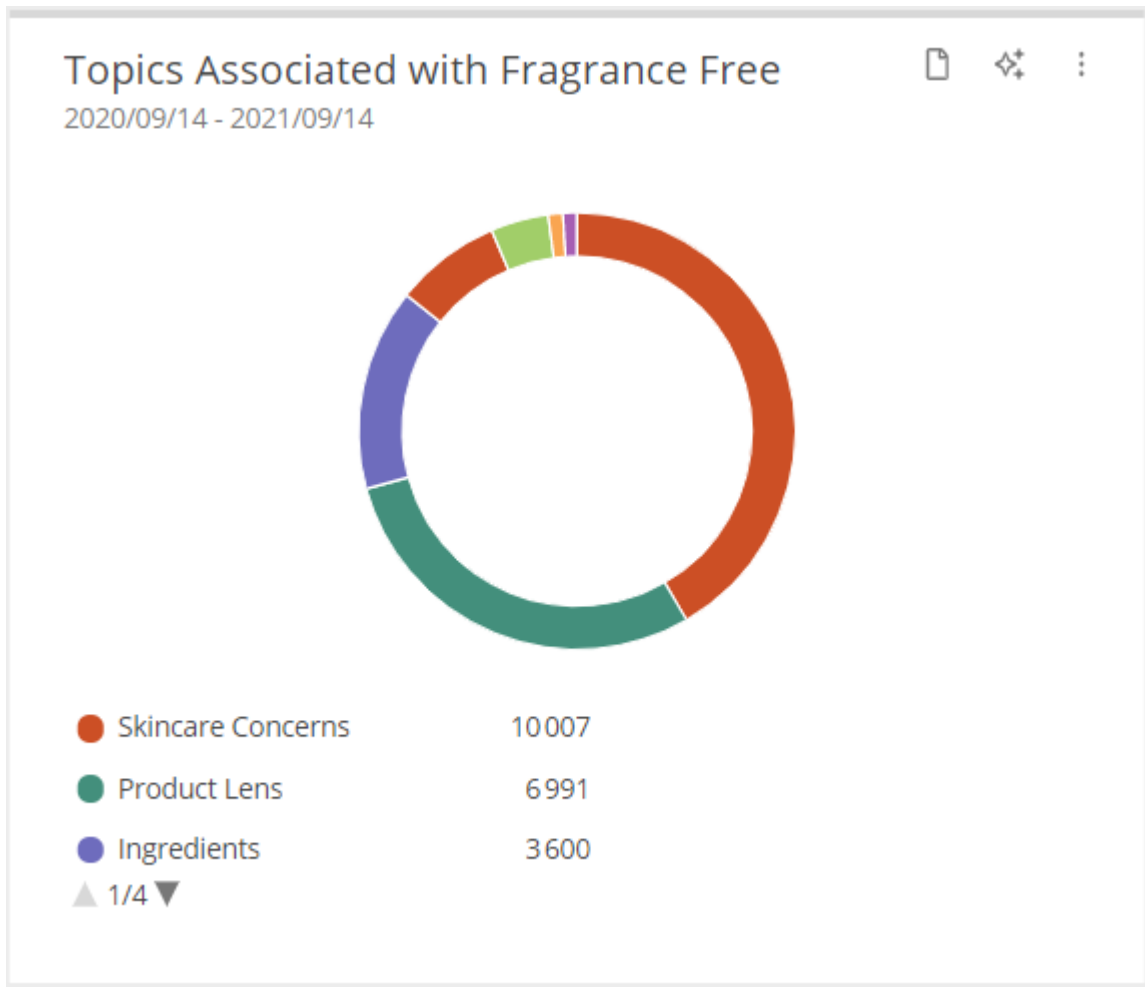
Example on other types of widgets

If linechart widgets seem to be the most obvious ones to use Instant Signals in order to detect spike or decrease in mentions over time, it also works on other types of widgets.

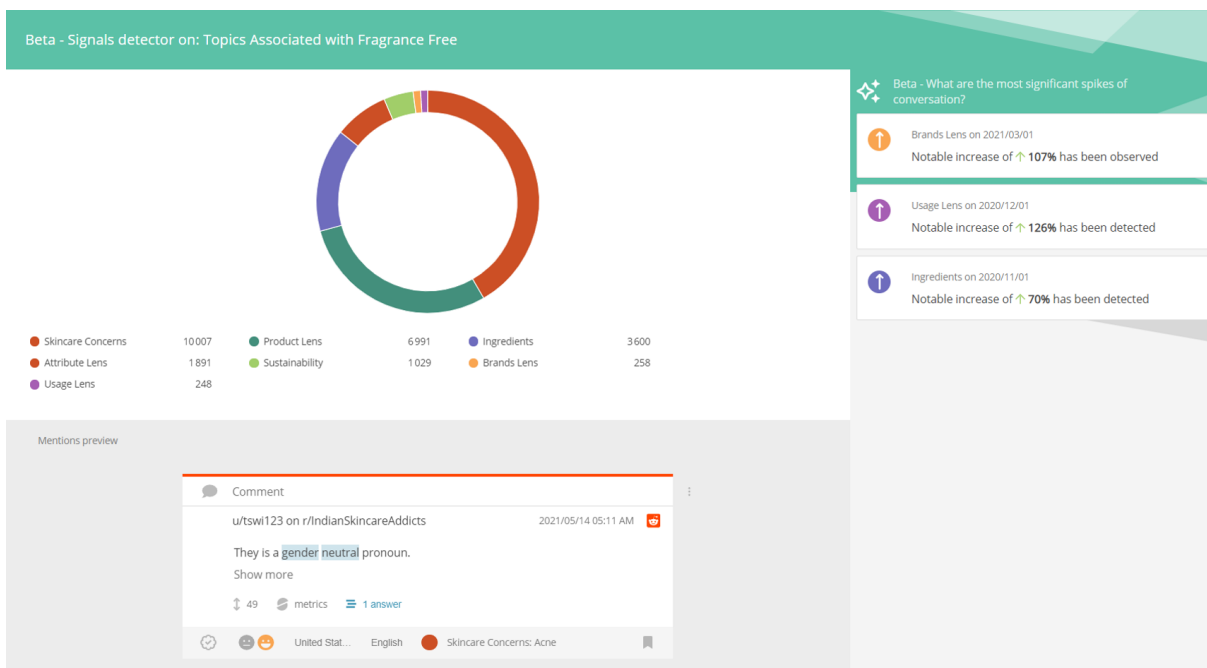
However, it works exactly the same with the other types of widgets. It takes into account the period over which you have created the widget and it will look for the most significant signals.

Let's take an example with a donut chart. You will notice that the process is exactly the same.

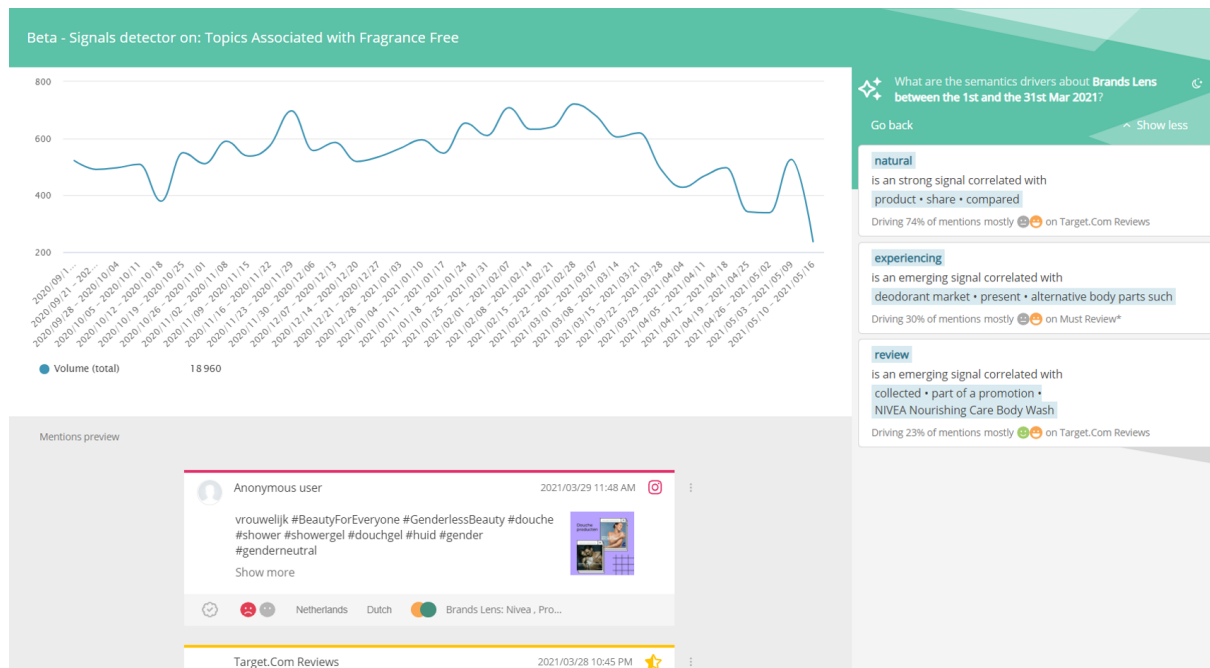
Step 1: You click on the Signals icon on the widget.



Step 2: You see all the signals detected in the widget.

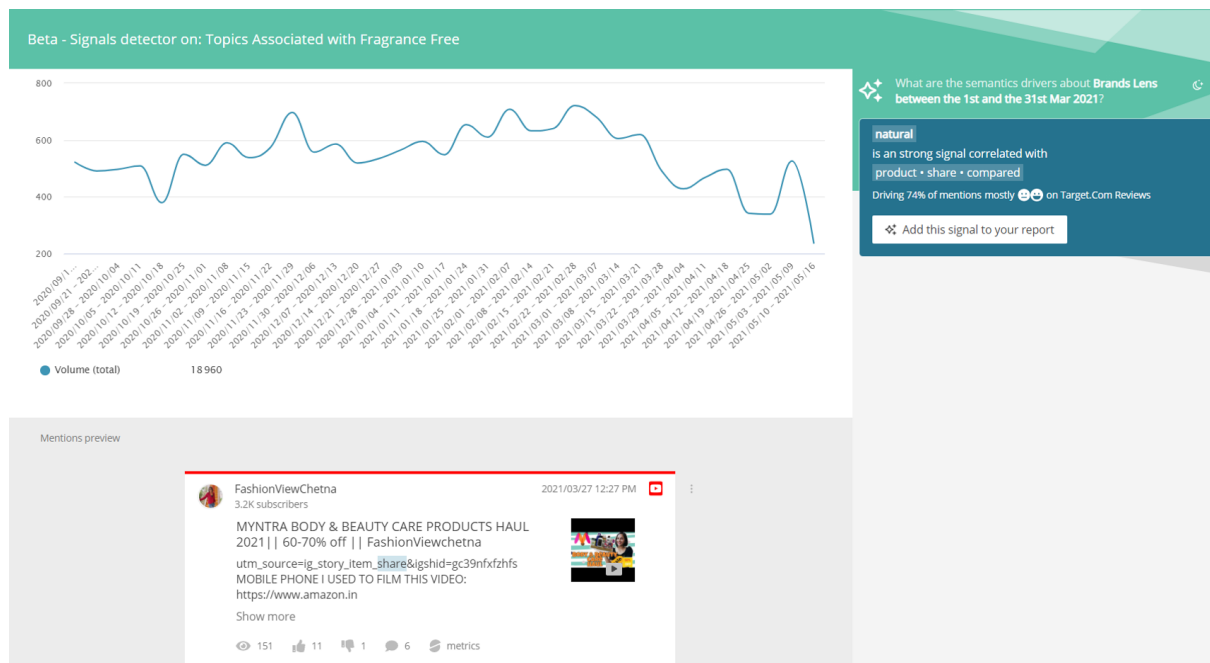


Step 3: You select the signal you want to deep-dive in.



From this step, you will see that the detected signals are displayed on a timeline.

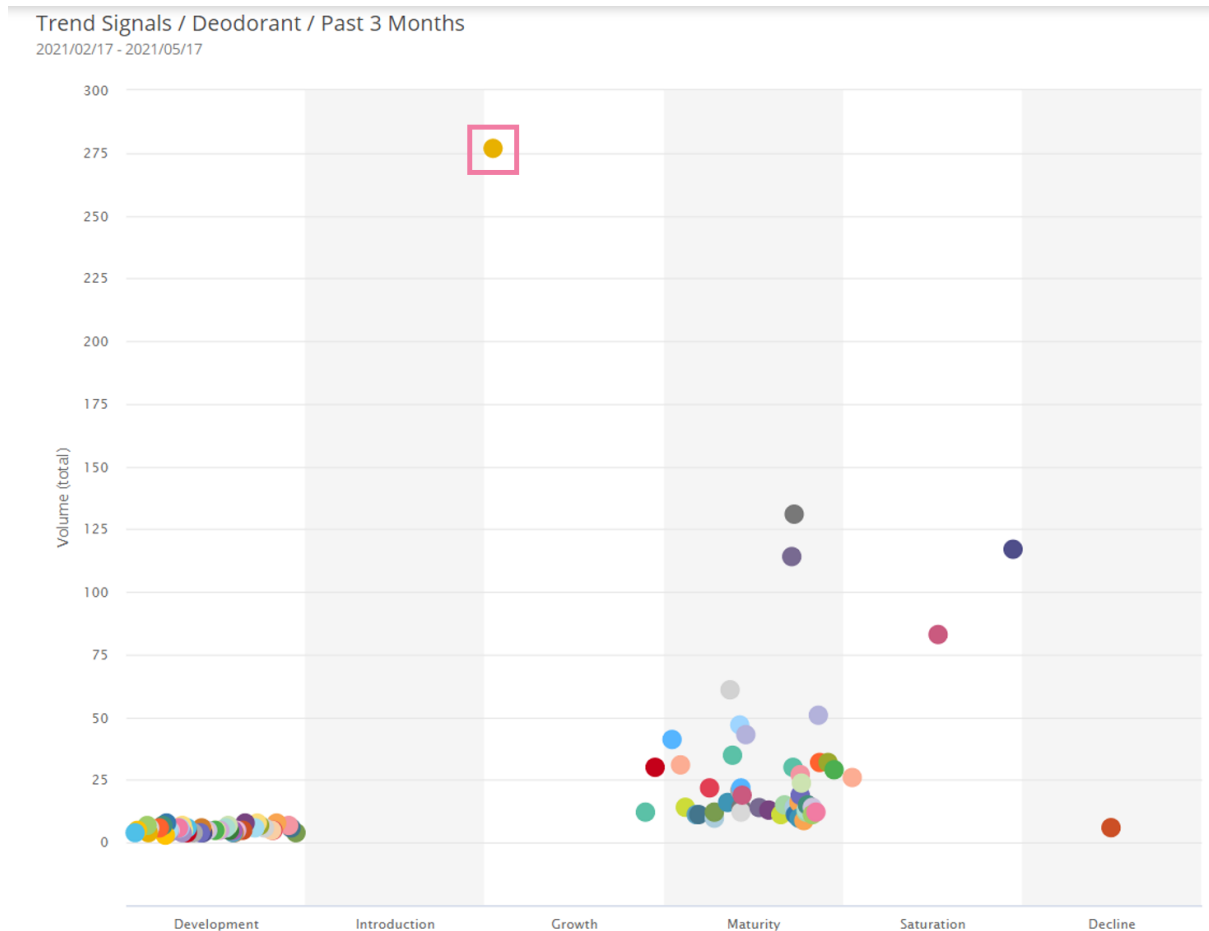
Step 4: You look at the mentions and assess if you want to add the widget to the Reports page.



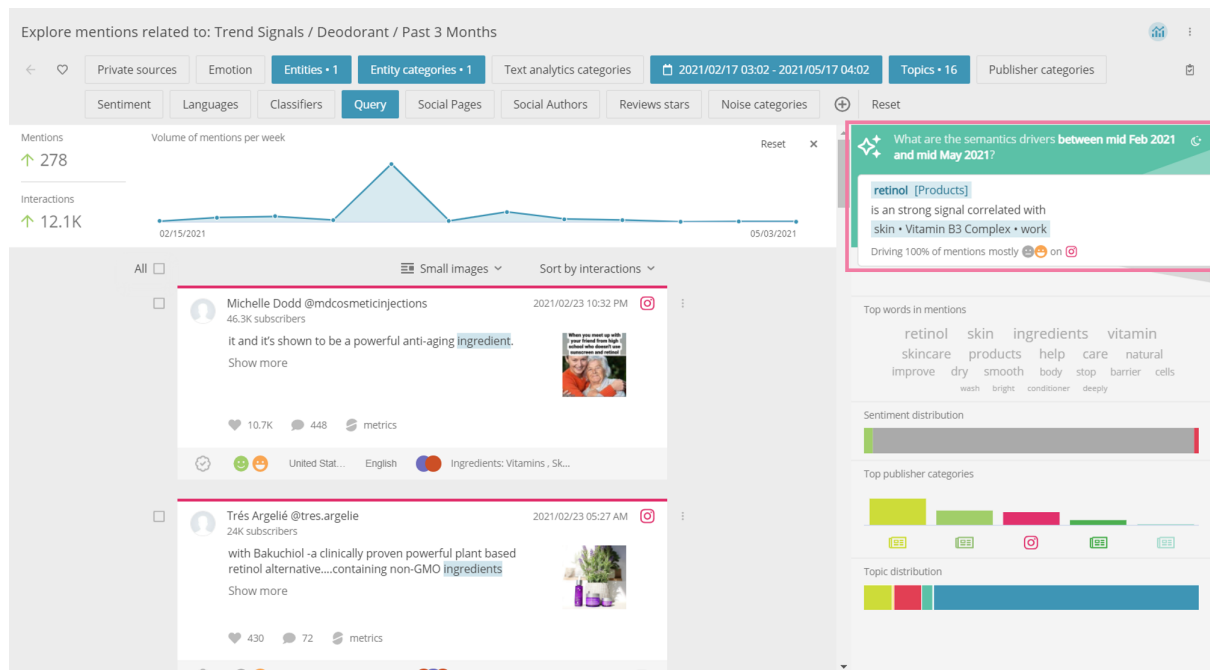
Instant Signals on any data points

You don't necessarily have to look at all the signals detected on a widget, you can look at much narrower period or only specific data points.

For example, on this Trend Life Cycle widget, you can check if signals have been detected for specific points.



It opens to Listen Tab, automatically filtered on the mentions related to this data point only. On the right you can see if some signals have been detected, and when.

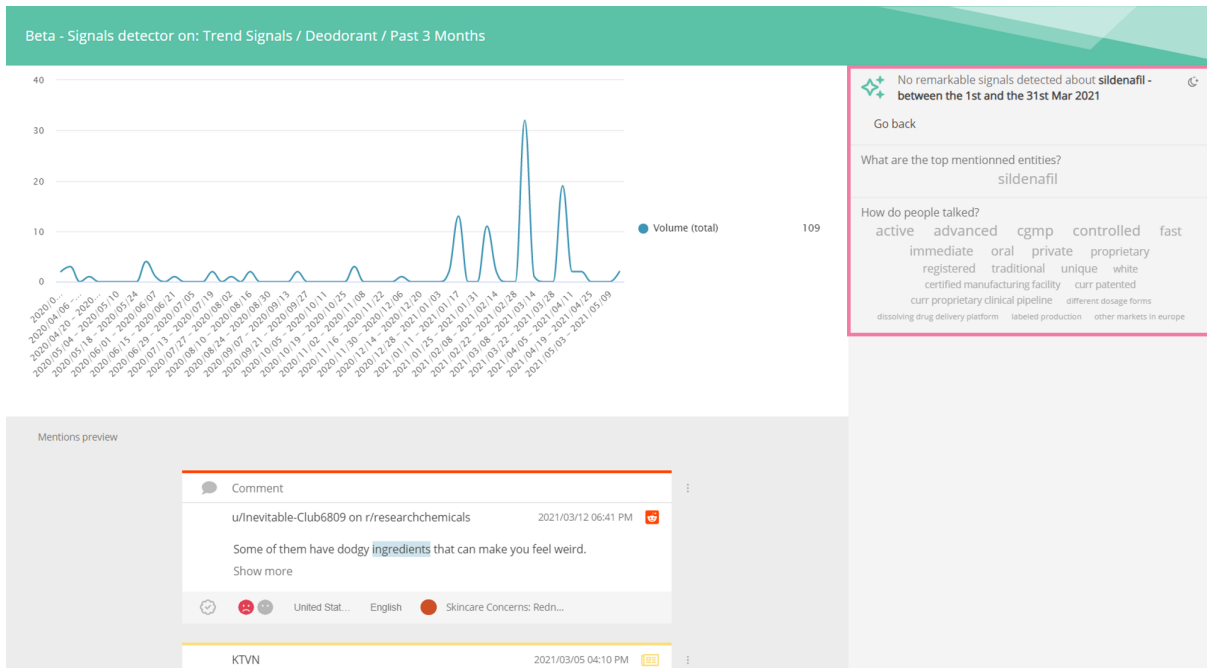


The process is exactly the same to deep-dive on a signal and assess whether it's worth being added on your Reports page.

You can look if signals have been detected for any data point on any kind of widgets.

No Signals detected

It can happen that even in a shift in conversations has happened, there are no remarkable signals to be displayed.



In this case, what you will see displayed are the top entities and expressions that people are using when talking about this topic.

We hope this article was helpful. Feel free to reach out to your dedicated Account Manager or Customer Success Manager should you need more information.