
Overview:

In this article, we will explain Synthesio's new writing rules. We will show you queries that conflict with these new rules and how to resolve them. We will use written examples and GIF examples.

Important Note - Existing Dashboards:

The new writing rules will not prevent existing dashboards from ingesting new mentions. Existing dashboards will ***only be affected*** by the new writing rules ***when and if you run a new collection***. In that case, you will have to resolve any errors before proceeding with the collection process.

Background:

In December 2019, Synthesio reworked our writing rules.

Why did we do this?

The change to our writing rules came with changes to the query builder itself: a revamped guided mode; pre-set boolean operators; and error messages. What you will notice is that the query builder, along with the new rules, create for a much more precise experience and query. This is purposeful, as our goal is to help you build queries that are as relevant as possible. Precise queries beget more relevant data and more powerful insights.

Error Detection

Before proceeding with the examples, there's one new concept/feature we'll need to explain. Synthesio's Query Builder now includes error detection. Anytime your query conflicts with our writing rules, we will flag it. By hovering to the left column, you will then see an error message that describes the issue (you will see the actual messages below).

  New 

 1 apple



Click to add operators

AND OR NOT NEAR 

Query expander 

6 char.

Preview sample

 Saved

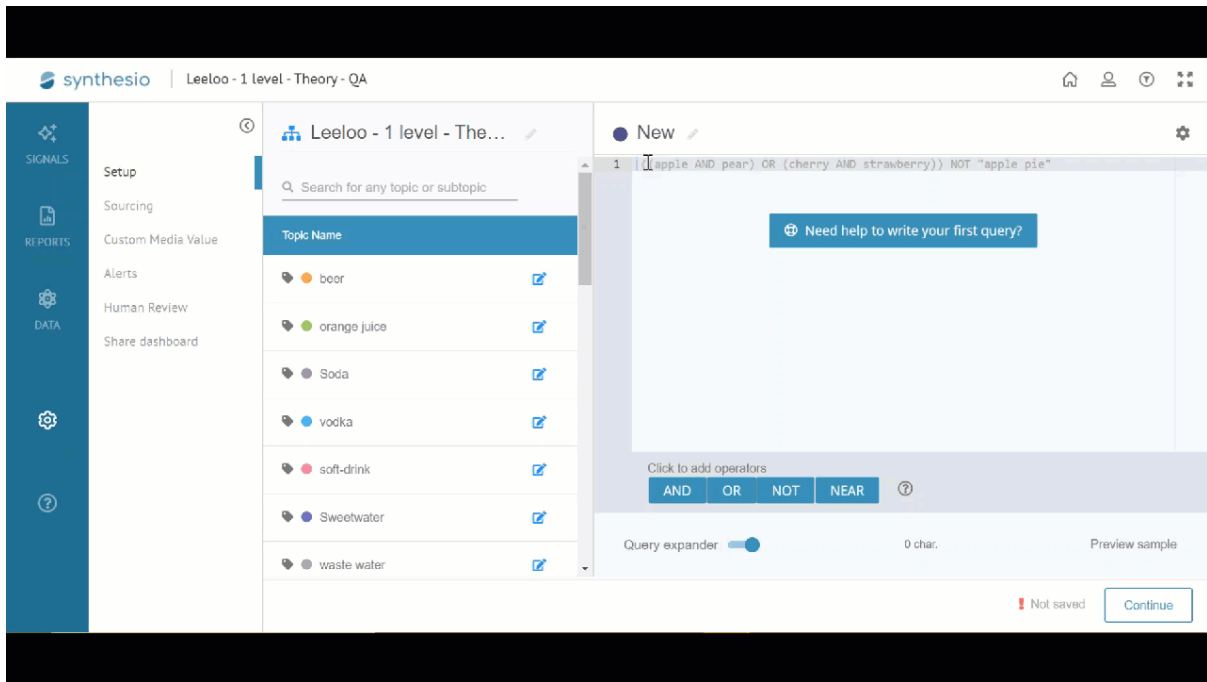
Continue

New Query Writing Rules

This section provides more detail on each rule. We share both written and GIF examples of queries that conflict with our rules and how to resolve them.

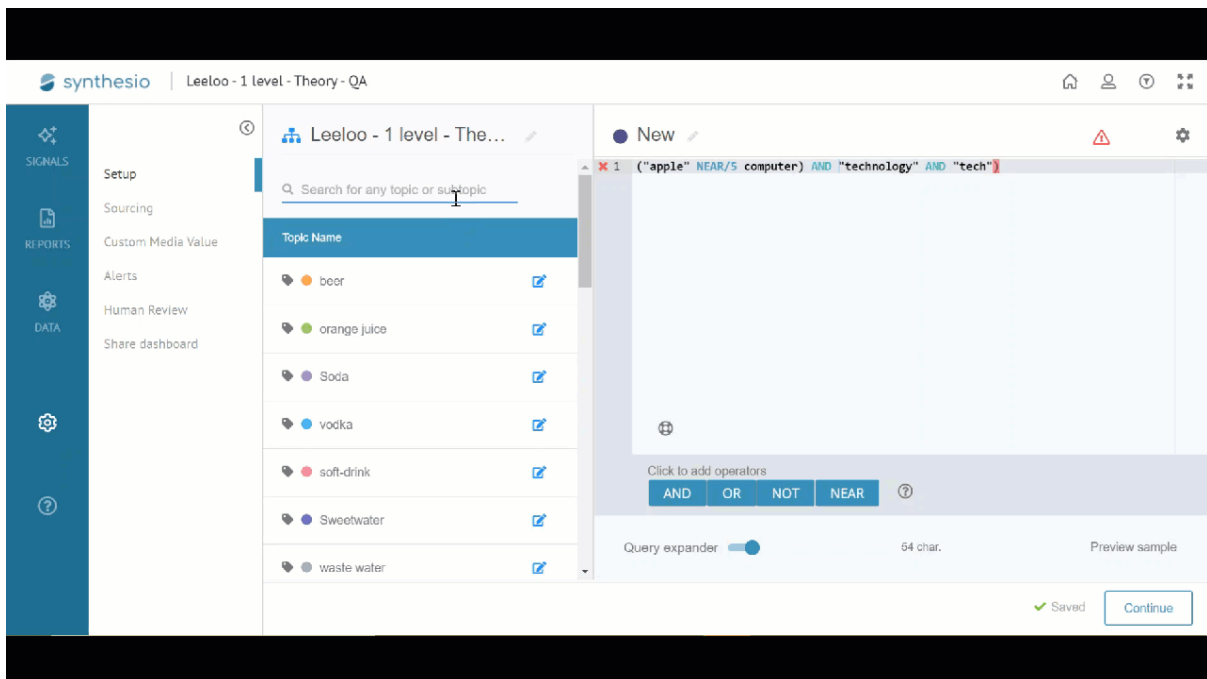
Keyword should have at least 4 characters before a wildcard.

In order to use the wildcard operator *, your keyword must have at least 4 characters. In this example, "lov*" is not compliant with the rule. "Fish", because it includes 4 characters, is compliant with the rule.



Mismatched parentheses

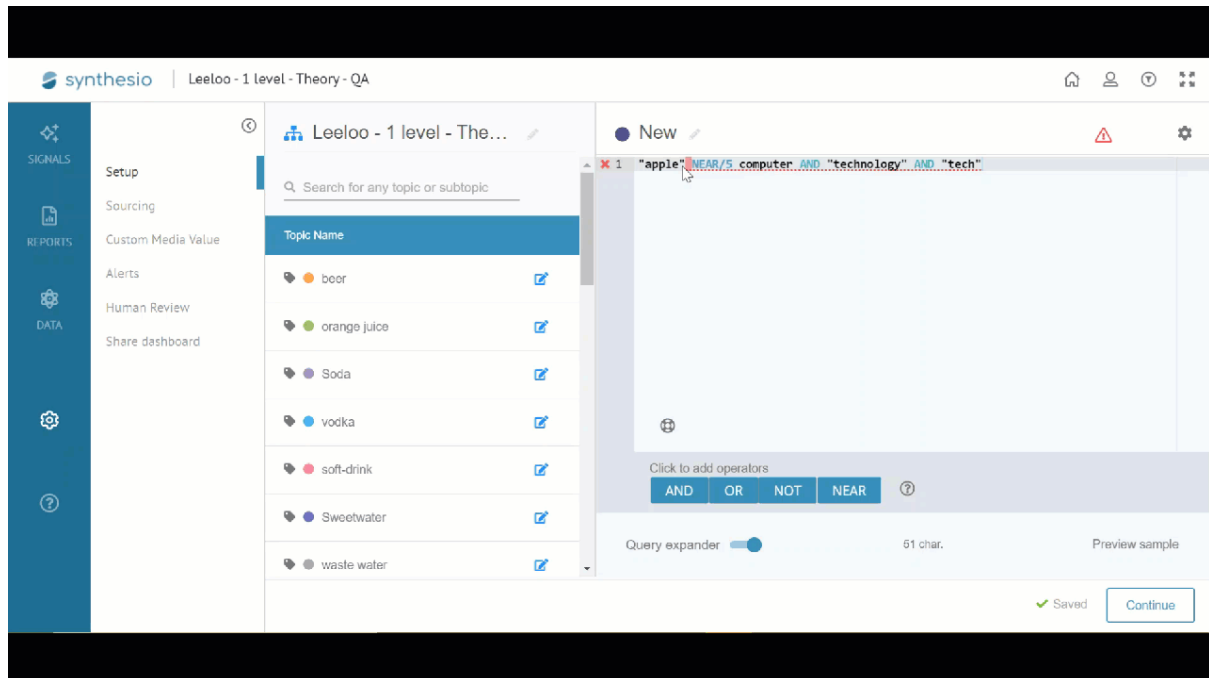
When you see the 'Mismatched parentheses' message, you have an unassigned parenthesis mark. Parenthesis marks come in pairs. In the below, we have three parenthesis marks. We need to introduce a fourth, as you can see in the GIF:



Missing parentheses for mixed operators

When we say mixed operators, we mean using more than one operator type. For example, AND and OR. Or, another example, NEAR and AND. When you are using

two different operators types - mixed operators - you will need to separate them with parenthesis marks.



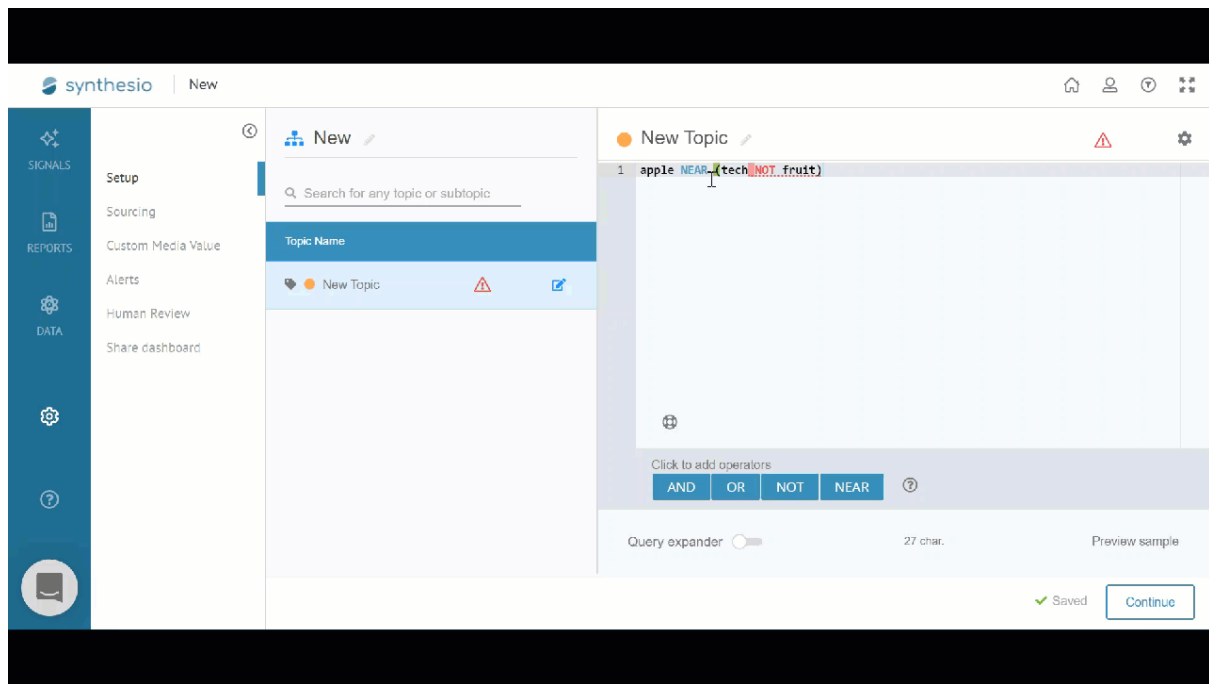
NOT is not allowed inside NEAR operator

Anytime you have a NEAR operator one keyword before a NOT operator, the NEAR operator must enclose, with parentheses, that keyword.

Written example:

- Error - orange NEAR (fruit NOT telecom)
- Correct - (orange NEAR fruit) NOT telecom

GIF example:



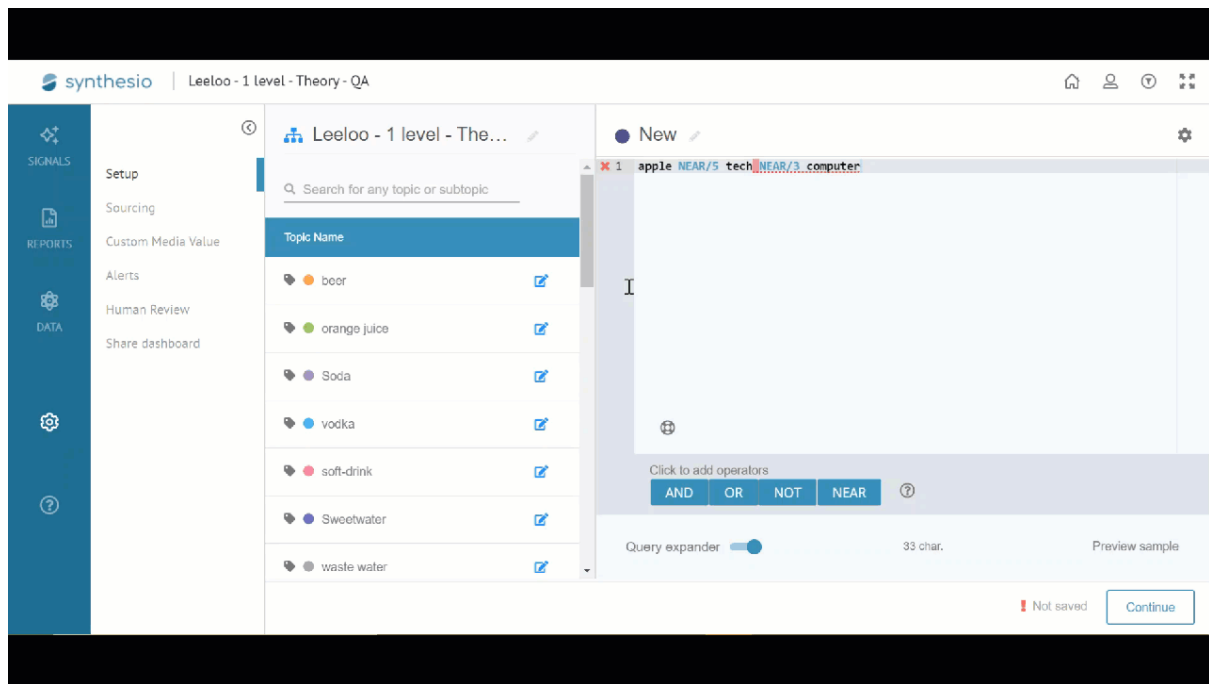
NEAR Operators with different distances must be separated by parentheses

Let's clarify this one a bit. When we say distance, we mean the number associated with the NEAR operator. When you are using multiple NEAR operators, and those NEAR operators have different numbers (or distances), you need to separate them with parentheses.

Written example:

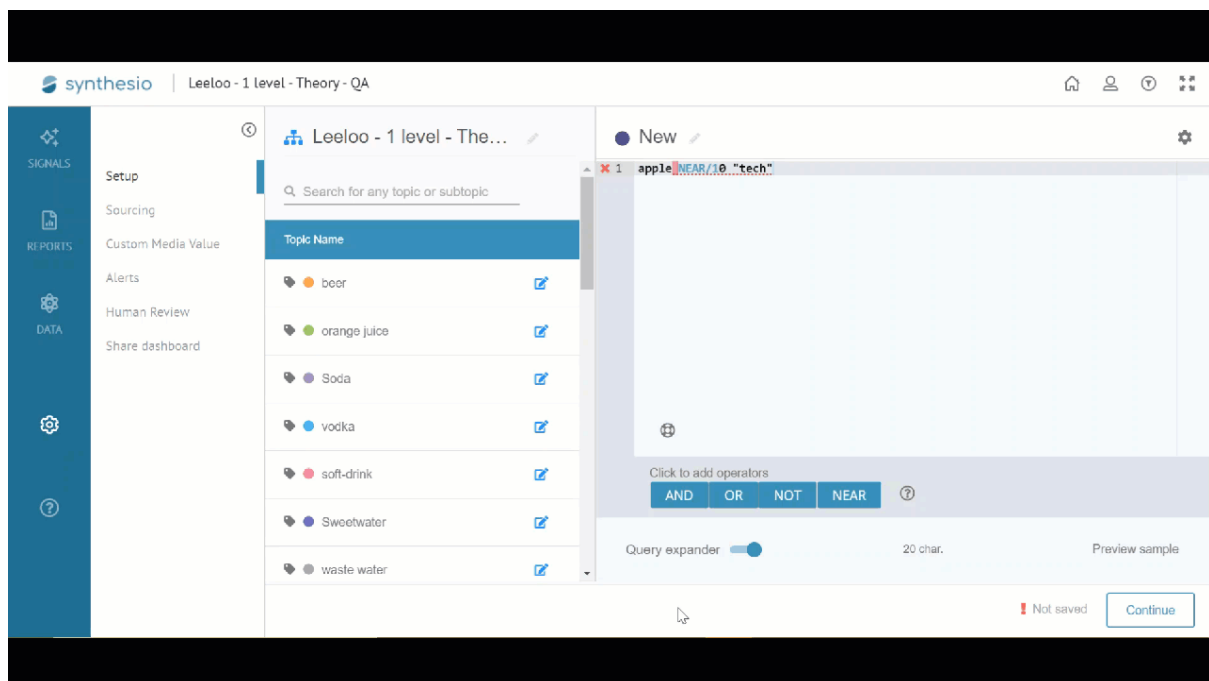
- Error - orange NEAR/5 fruit NEAR/4 telecom
- Correct - orange NEAR/5 (fruit NEAR/4 telecom)

Below, a GIF example:



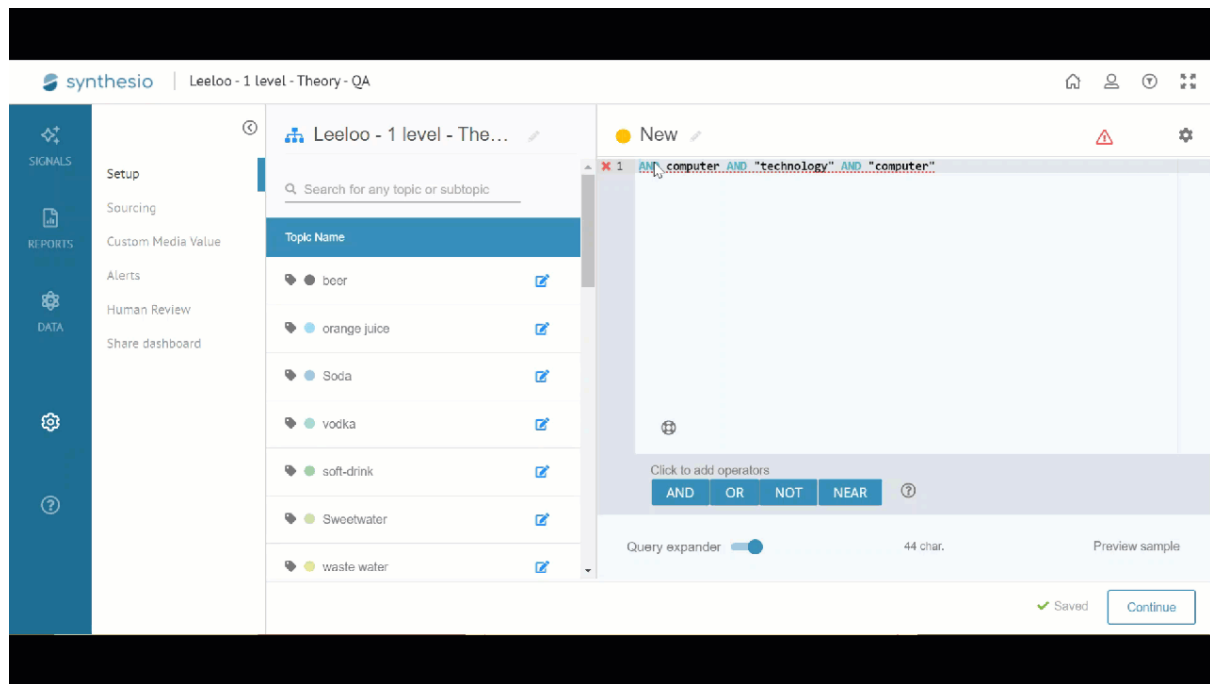
NEAR distance can't exceed 9

When you are using the NEAR operator, you can only go up to 9. If, let's say, you use NEAR/10, you will trigger the error message. When using NEAR, go with a distance of 9 or below.



Missing keyword before operator

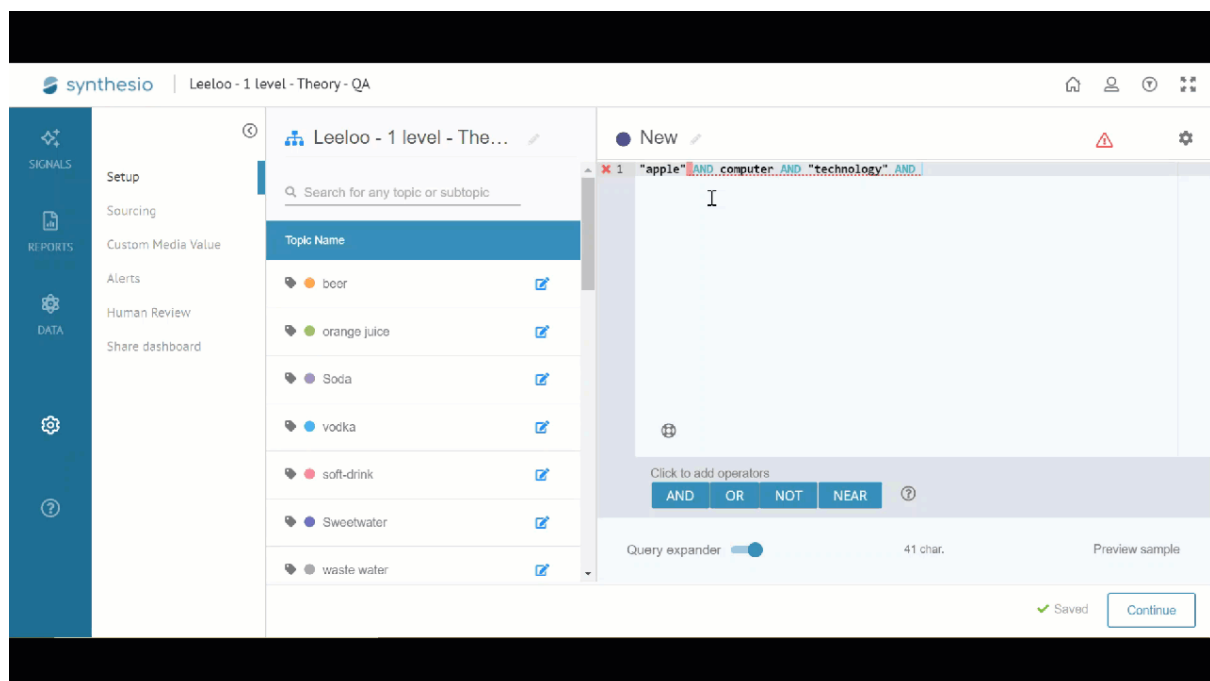
This one is straightforward. A keyword must precede an operator.



Missing keyword after operator

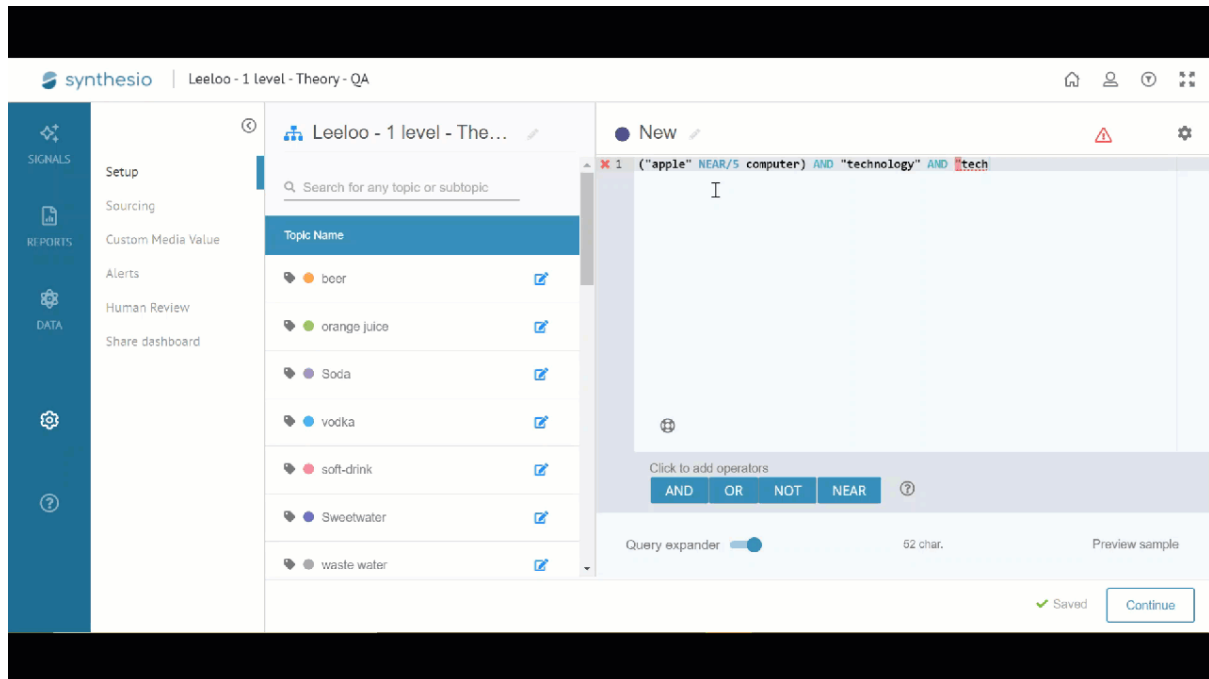
This one is also straightforward. The operator needs to be followed by a keyword. It cannot standalone. The cases in which this is not true, however, include the following wildcards: * and ?

GIF example:



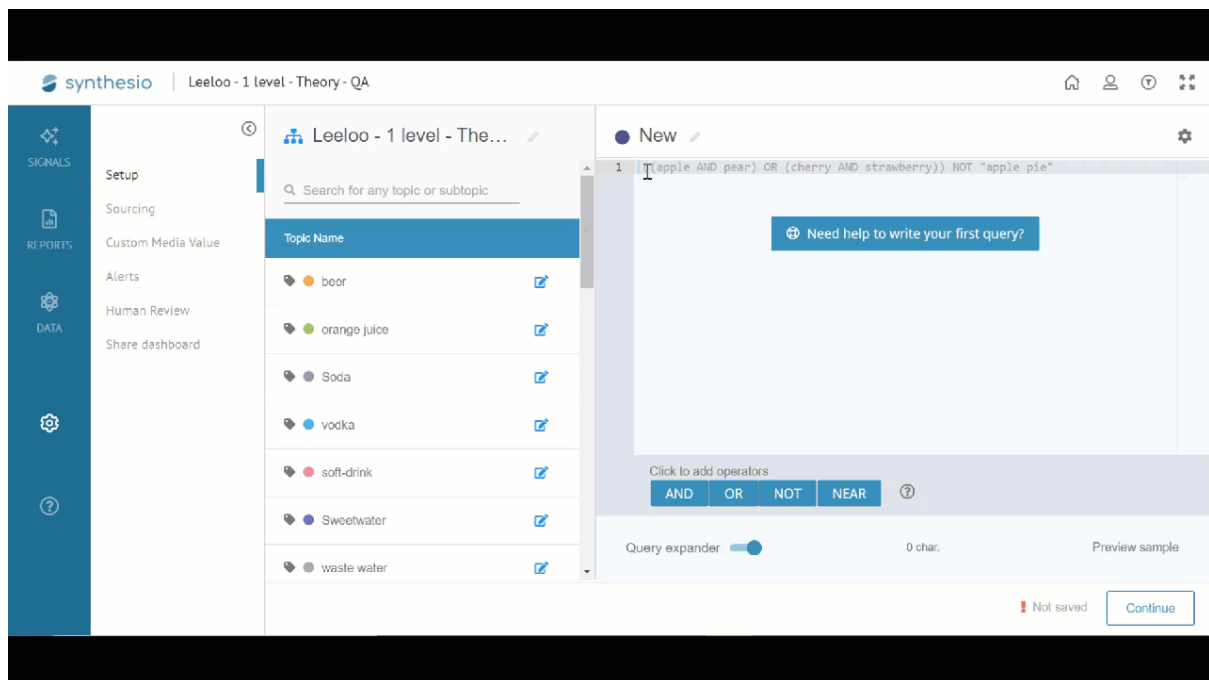
Missing quotation mark

In the below example, we have "tech. Quotation marks must come in pairs. To solve this one, we simply need to write "tech".



Keyword can't start with a wildcard

Put simply you cannot use a wildcard * in front of a keyword. See the below GIF:



Missing keyword between quotes

This is a simple one. No need for a GIF. Quotation marks cannot stand alone; they need a keyword.

Error - ""

Correct - "apple"

TITLE and CONTENT can't be used inside NEAR

Before explaining the error/rule, let's review how TITLE and CONTENT operators work.

TITLE (grumpy)

- You will see a match with any mentions in which the keyword "grumpy" is in the title.
- You won't see a match when "grumpy" is in the content but not the title.

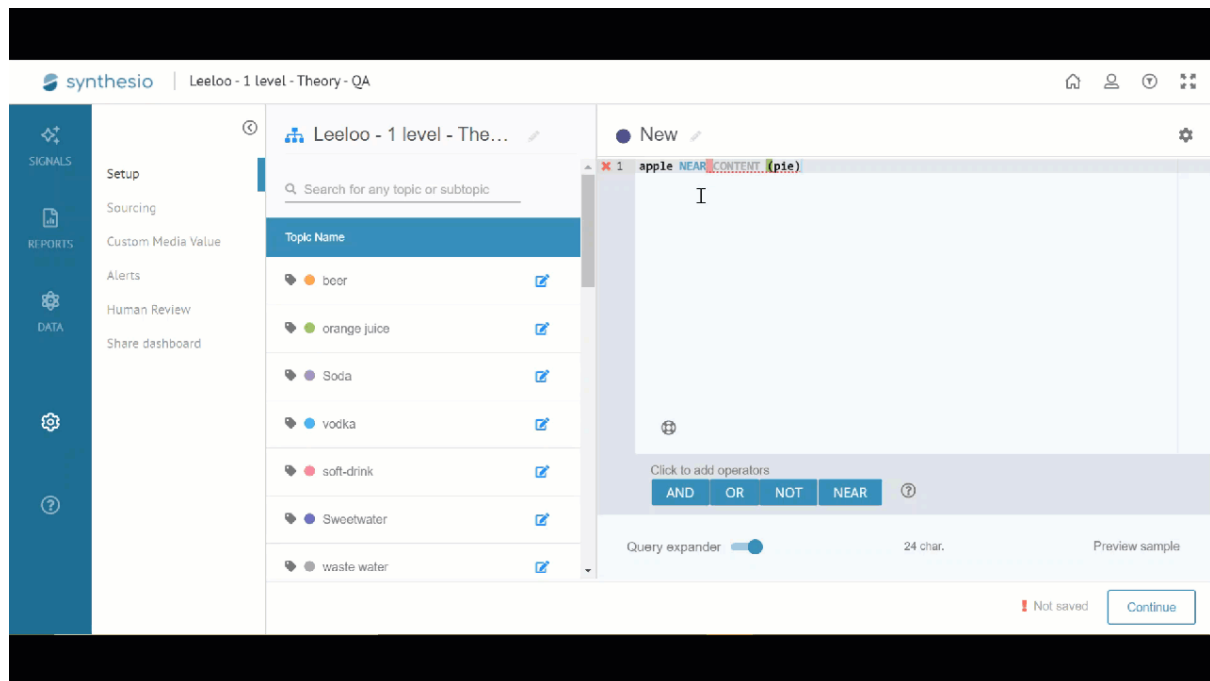
CONTENT (grumpy)

- You will see a match with any mentions in which the keyword "grumpy" is in the content.
- You won't see a match when "grumpy" is in the title but not in the content.

TITLE ((grumpy) AND (relaxed))

- You will see a match for any mention in which both "grumpy" and "relaxed" are in the title.
- You won't see a match in the following cases:
 - When "grumpy" is in the title but "relaxed" is in the content, or the contrary.
 - When both keywords are in the content and not in the title.

Ok, so with that established, let's put the rule simply: TITLE and CONTENT operators are incompatible with NEAR operators. The below example shows two instances:



You exceeded the limit of 4 "?" following each other

This one is fairly straightforward, too.

Error - "A?????"

Correct - "A????"

The error example includes 5 "?" operators. The second example is correct, or in compliance with the rule, because it uses the maximum, which is 4.

Deprecated function

An example of a deprecated function would be a language function like **JPN(サ)**. Instead, you can use our language filters inside of your dashboard.

As always, should you have any question, please feel free to reach out to your AMs for assistance.

Thank you!

Synthesio Team