

Social intelligence - the art of turning social data into consumer insights and business outcomes.

Unfortunately, the social web is not solely comprised of individuals discussing what they've purchased and why. If only it were that easy. In reality, ranging from the benign to malicious, across the social web you'll find mentions related to job postings and contests all the way to propaganda and hate speech. Ads & Promotions are also overwhelming the social networks and are often not relevant to your analysis.

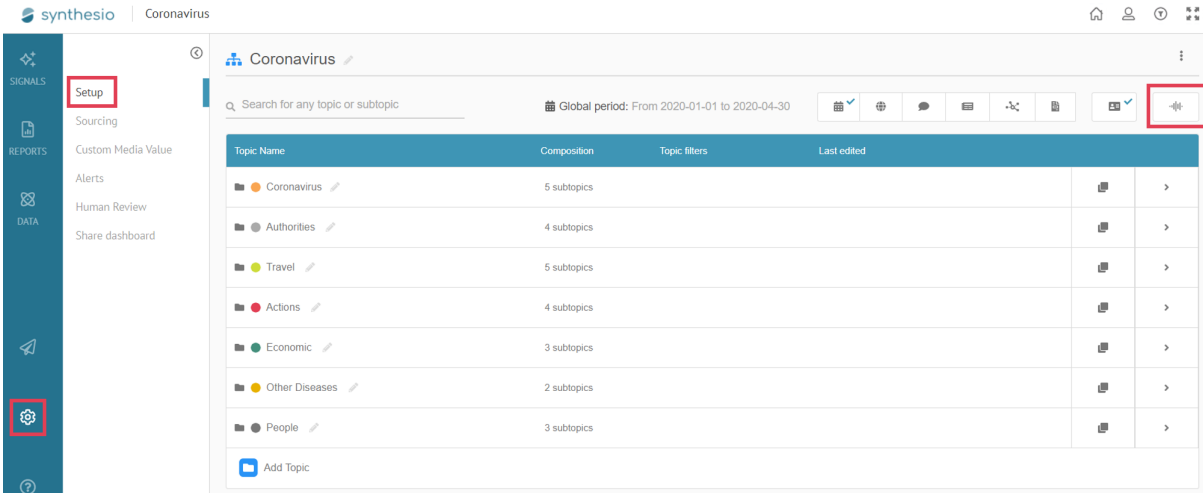
Oftentimes, these types of mentions will reference a keyword you (or your brand) is interested in learning about. However, you are only interested in the keyword to the extent it uncovers consumer behavior or thinking. When the keyword is detached from consumer expression, it is generally irrelevant to your aims.

With the Noise Reducer, you can automatically remove irrelevant mentions. You save time and get closer to reaching true consumer understanding.

In this guide you will first find practical information on how to deal with noisy mentions in your dashboard(s) and then more details on how the different categories of noisy mentions are defined.

## Excluding Noise Categories after the collection process (after data ingestion)

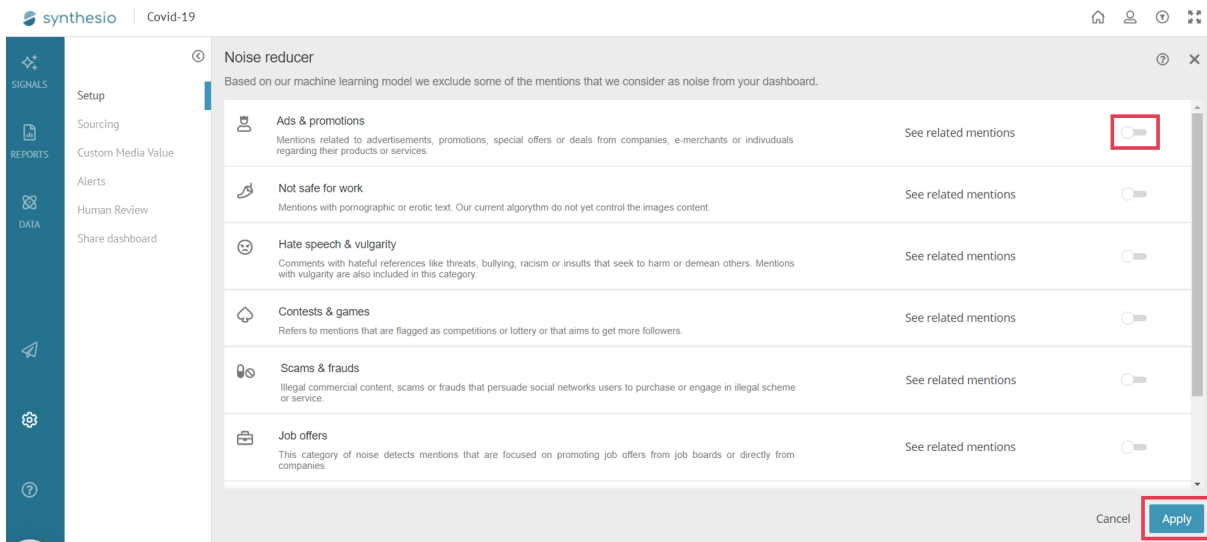
You do have the ability to exclude Noise Categories from your data-set after completing the collection process (data ingestion). Once your dashboard is ready, you can go under Settings > Setup and access the Noise Controller interface.



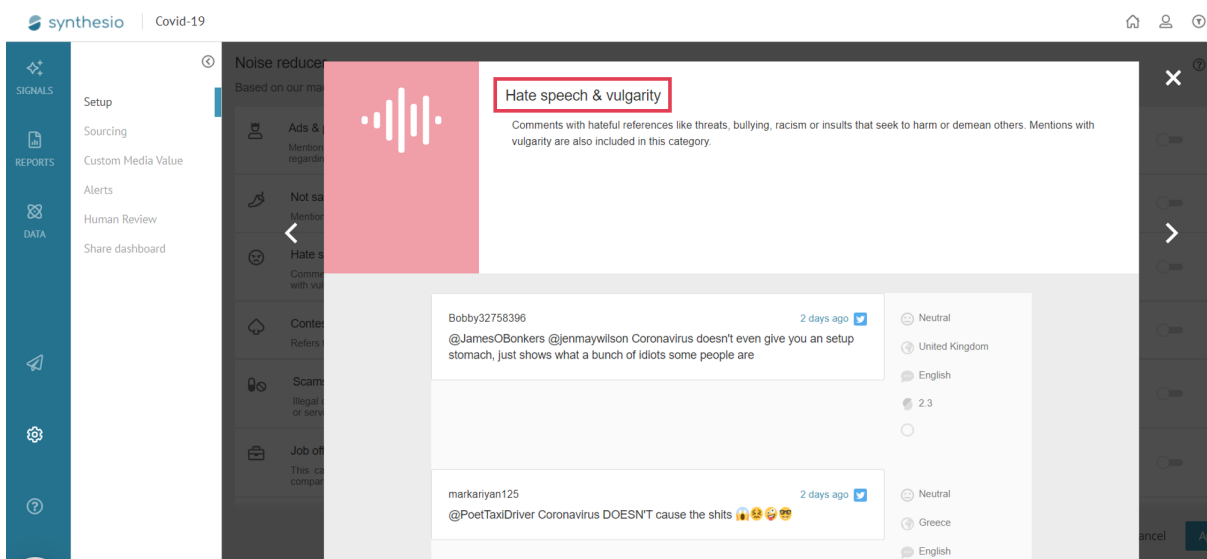
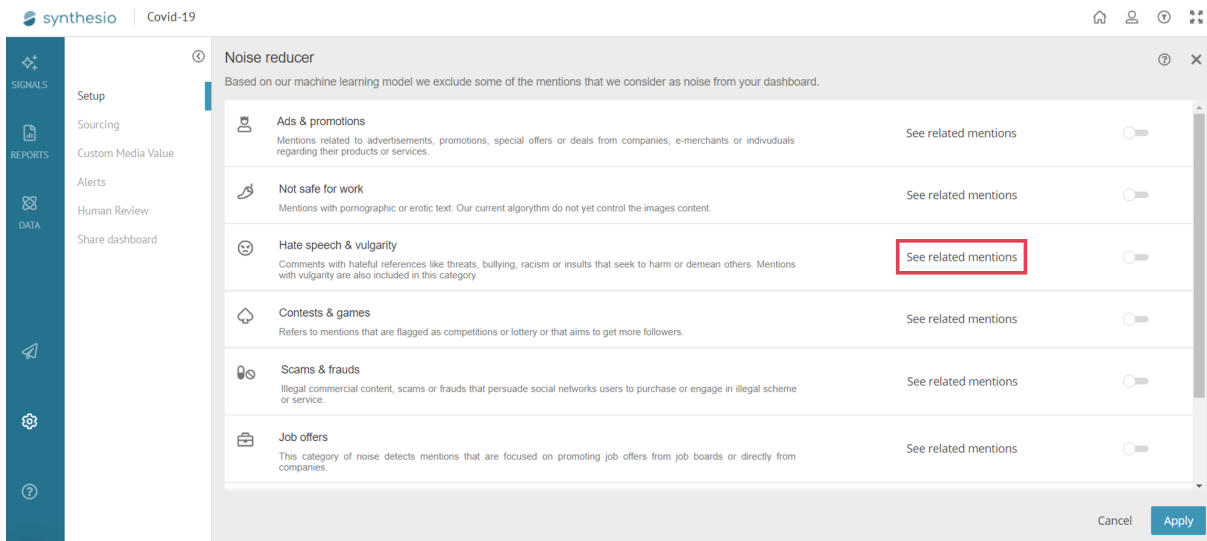
The screenshot shows the Synthesio interface for a dashboard titled "Coronavirus". On the left sidebar, the "Setup" option is highlighted with a red box. The main content area displays a table of topics and their subtopics. At the top right of the main area, a "Noise" icon (a speaker with a slash) is highlighted with a red box. Below this is a table with the following data:

| Topic Name     | Composition | Topic filters | Last edited |
|----------------|-------------|---------------|-------------|
| Coronavirus    | 5 subtopics |               |             |
| Authorities    | 4 subtopics |               |             |
| Travel         | 5 subtopics |               |             |
| Actions        | 4 subtopics |               |             |
| Economic       | 3 subtopics |               |             |
| Other Diseases | 2 subtopics |               |             |
| People         | 3 subtopics |               |             |

Here you can choose to exclude one or several noise categories.



Before you choose to exclude one or many of them, you can check the mentions that have been categorized in the noise categories by clicking on “See related mentions”.



You can then dive deeper into the mentions and assess whether they are relevant to your data set. If they are not, you can choose to exclude them.

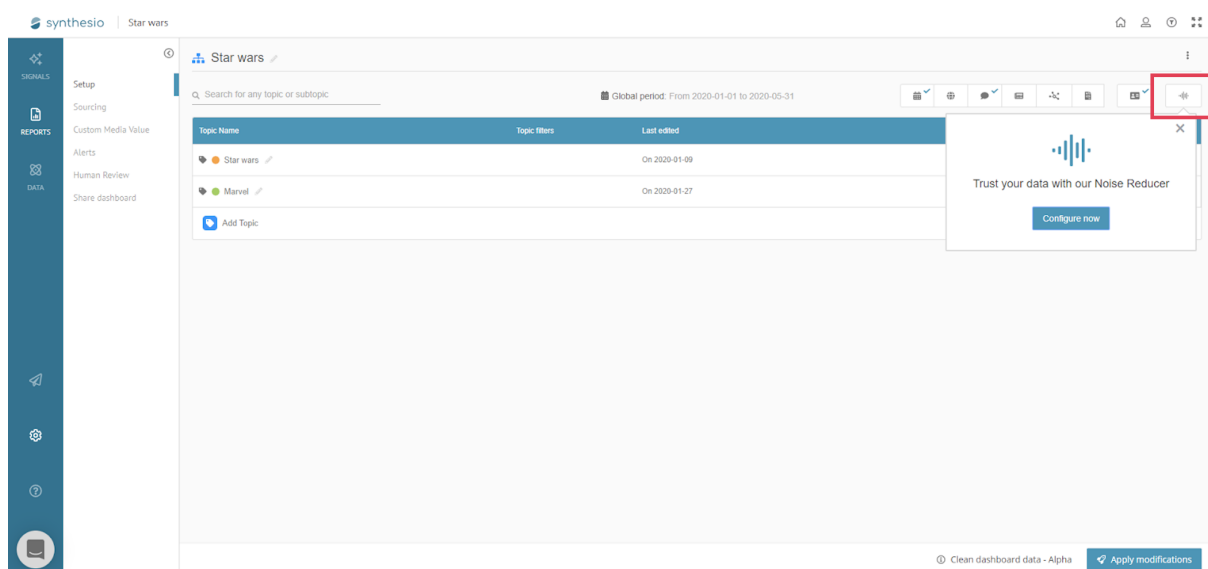
## Important Note:

By excluding a noise category, its related mentions are removed from your data-set across the entire experience - Signals, Reports and your mentions steam, the Listen Tab. For Signals, in order to reflect the changes, you'll need to click 'Update Signals'.

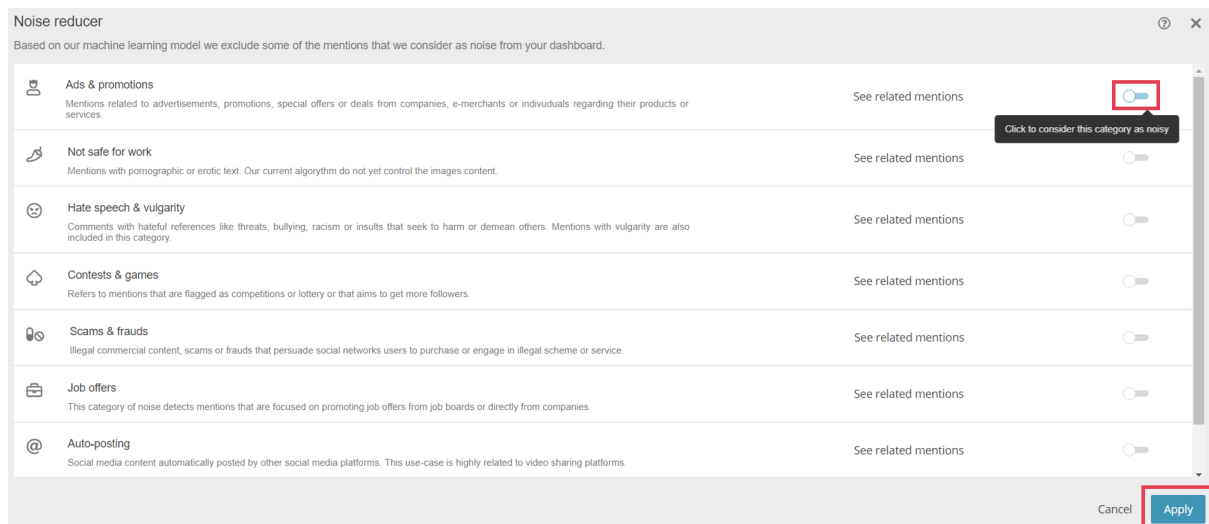
## Excluding Noise Categories during the collection process (before data ingestion)

**Important note:** *Excluding noise categories at the point of setup - before data ingestion - prevents those categories and related mentions from being ingested into the dashboard altogether. In other words, Mentions from excluded noise categories will not be included in your dashboard, and they cannot be retrieved after the fact. In order to add them, you will need to run a new collection process (a new data ingestion). For this reason, we suggest excluding noise categories after the collection process.*

In the Setup, when you are building your dashboard, before mentions start being collected, you can choose to open the Noise Controller tab.



By default, the noise categories will be included in your dashboard. You can choose to exclude one or several noise categories by ticking the box on the right of the noise category name.

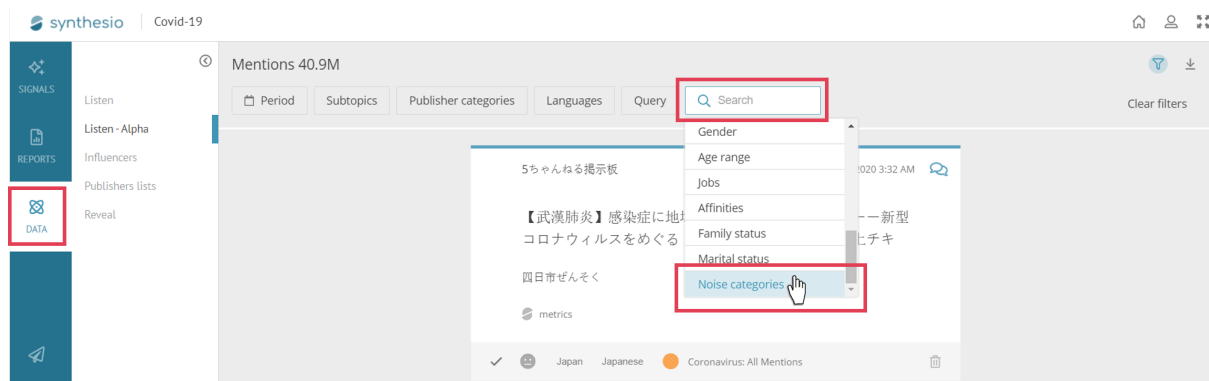


## Noise Categories: The Listen Tab and Reports

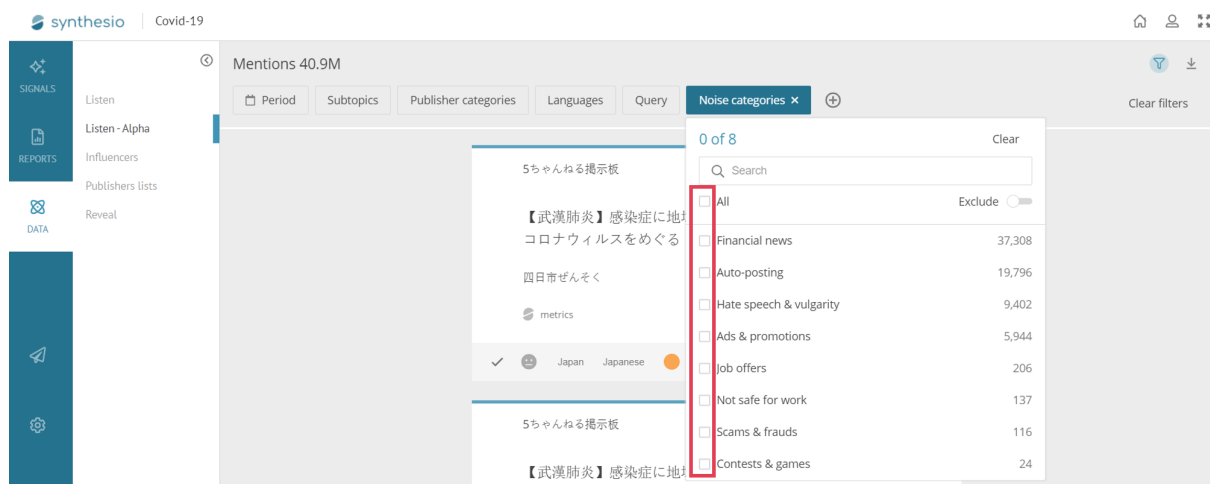
Access to Noise Categories is also available from the Listen Tab (Data > Listen) and Reports.

### The Listen Tab

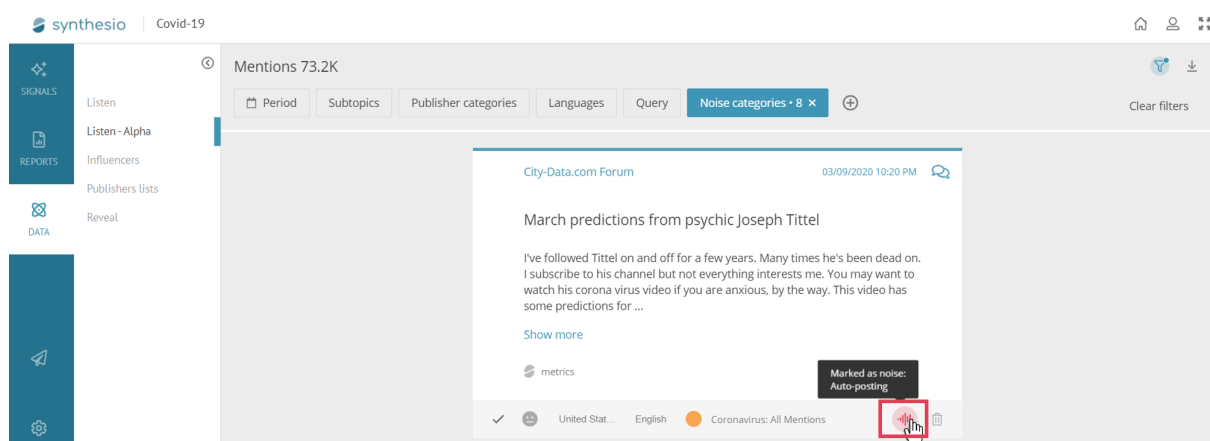
Noise Categories are one of the available options to filter your data set.



You can filter on the mentions that belong to one or several categories.



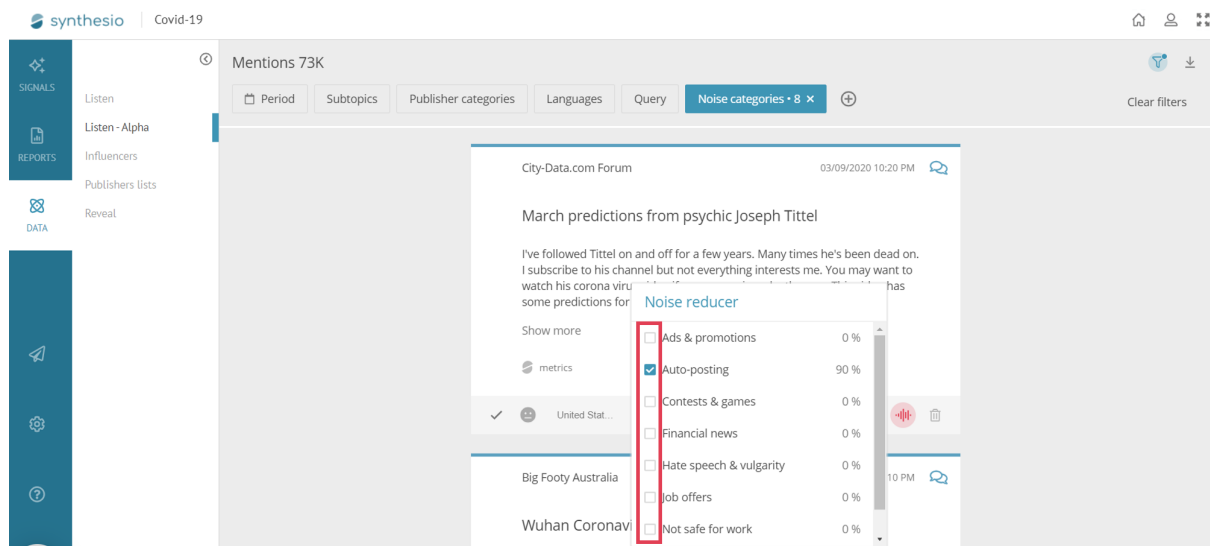
On mentions that have been categorized in noise categories, a Noise Reducer index has been added.



When reading through the mentions from a category, it is possible that you may detect some irregularities. Our algorithms have been trained on huge data-sets, however, they can never be perfect. A human eye and feedback can improve our algorithm's accuracy over time. We welcome it.

Moreover, depending on the topic of your analysis, a mention that would normally be categorized in a noise category could be relevant to your current challenge.

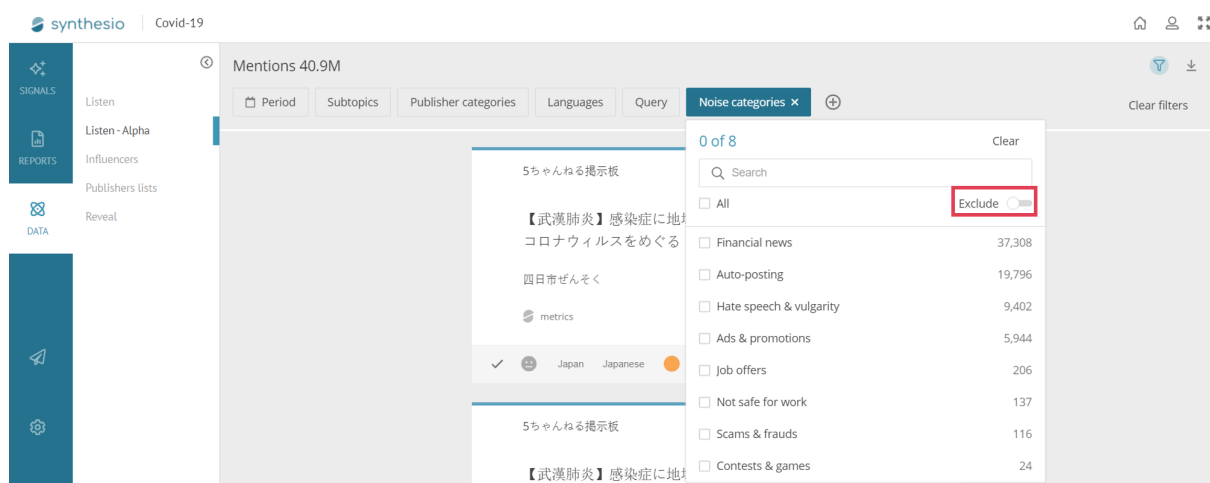
If you click on the Noise Reducer index, you can change the noise category that the mention is assigned to:



You can either change the category or choose not to include the mention in any of the noise categories.

The mention then disappears from the noise categories filter and the icon disappears too.

Finally, you can also choose to exclude categories from your data set from here.



## Reports

Finally, you can include and exclude noise categories across your Reports pages as well.

In the case below, we are excluding 'Ads & promotions' and 'Job offers'.

You can then save the exclusions as a 'Favorite Filter'.

By removing noisy mentions from your data set, especially mentions that contain a relevant keyword but that do not reveal consumer thinking or behavior, you are able to understand the true motivations behind why consumers do what they do. Consequently, you will increase your chances to make good decisions.

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## What are the Noise Reducer categories?

Noise cannot be considered as a one and single category. To be as precise as possible, we decided to split what we call noise into 8 different categories:

- Ads & Promotions
- Auto Posting
- Scams & Frauds
- Contests & Games
- Job Offers
- Financial News
- Hate Speech
- Not Safe for Work

Below is a description of each category: Noise Name / Short description / UI Category Description in Setup

### Ads & Promotions

#### Advertising / promotion / special offers / coupons / deals

**Objective:** exclude advertisements & messages from companies, resellers and e-merchants regarding their products or services. These posts, while not illegal, are not always instructive when seeking to understand “consumer behavior”.

- Product promotions "25% off / winter sale"
- Product catalogs - [Example](#)
- Mentions with links to ecommerce sites

Mentions that relate to advertisements, promotions, special offers or deals from companies, resellers and e-merchants regarding their products or services.

#### Examples:

- 'All the colors are in stock! !! Now contact me and give you the best price,  UP! We accept OEM / ODM / wholesale .   More info ➡ sikaryofficial <http://www.sikaryvapor.com> .. #sikary #sikaryvapor... [https://www.instagram.com/p/BxOQs\\_HB4wV/?utm\\_source=ig\\_twitter\\_share&igshid=12iy01f15enxm](https://www.instagram.com/p/BxOQs_HB4wV/?utm_source=ig_twitter_share&igshid=12iy01f15enxm)',

- '#sale #tablet LG G4 H815 Factory International Version Unlocked Cellphone w/ 3GB RAM, 32GB ROM - Met #philippines #shop <http://buymay.mobi/>',
- 'HOT Deals On SkipHop Diaper Bags – From Just \$19.19!  
<https://www.dealsmaven.com/hot-deals-on-skip-hop-diaper-bags-from-just-19-19/>'

We also include here mentions that are automatically posted with just a shared link.

## Auto Posting

Getting rid of social media content automatically posted by other social media platforms - to create advertisements about these platforms & their content. Highly related to video sharing platforms.

Any content that engages to follow / like / retweet an account / channel / video.

Examples:

- 'UPDATE!! 🙌 Dahil maraming sumali magbibigay ako ng 5 Lower box ticket 🎫 #YTFFPH ticket giveaway mechanics for Youtube fanfest. 🎉 • like and retweet • follow me instagram @raymart\_nieves • follow me facebook @raymartnieves • subscribe to my youtube channel Goodluck 😊'
- Eid Glam Follow : makeup\_byberta #mua #uk #wales #makeupartist #makeuptutorial #likeforlikes #followforfollowback #eyeliner #eyebrows #hudabeauty #toofaced #eidglam #browsonfleek #likeforfollow #follow4followback #like4likes #glammakeup #eidlook #softglam #likelike #followforfollowback #followme #makeupartist
- For more follow ▶▶ bawdy4you ◀◀ For more follow ▶▶ bawdy4you ◀◀ For more follow ▶▶ bawdy4you ◀◀ . . #corona #coronamemes #coronado #coronas #coronarender #coronatime #coronadelmar #coronaextra #coronarenderer #coronationstreet #coronacation #coronation #coronacapital #coronasunsets #corona 🍺 #coronavid19 #coronabeer #coronaindonesia #coronadeflores #coronaturkiye . . . #like #follow #memesdaily #lmao #instagram #music #laugh #standupcomedy #viral #hilarious
- #Sanditon #SaveSanditon #SanditonPBS RT @InSanditon: #sanditonsisterhood Please follow me at this new account, set up exclusively for #Sanditon tweets. #SanditonPBS #SaveSanditon Prior account was MadNana.

## Scams & Frauds

### Illegal commercial content

**Objective:** exclude advertisements that persuade social networks users to purchase illegal products, engage in illegal schemes or purchase products through illegal means.

- People selling illegal products like drugs, pills, mortgages, loans, web development, weight loss, gambling...
- People selling counterfeit products for cheap, asking for other people to contact them in their direct messages (DM) ...
- Work-from-home scams, which promise large payouts for menial tasks - [Definition](#)

Illegal commercial content, scams or frauds that persuade social networks users to purchase or engage in illegal schemes or services.

Examples:

- Phone Actress Training Manual work from home job, Sexy Chat Jobs, Phone Sex Operator jobs, Work From Home Jobs, Make Money From Home [https://www.etsy.com/listing/236443979/phone-actress-training-manual-work-from?utm\\_medium=SellerListingTools&utm\\_campaign=Share&utm\\_source=Twitter&share\\_time=1558080818000&utm\\_term=so.slt](https://www.etsy.com/listing/236443979/phone-actress-training-manual-work-from?utm_medium=SellerListingTools&utm_campaign=Share&utm_source=Twitter&share_time=1558080818000&utm_term=so.slt) via @Etsy
- book guest sign viagra buy cheap
- DOES ANYONE WANT A REAL LOUIS VUITTON BAG OR BURBERRY BAG I WILL SELL FOR SUPER CHEAP
- DON'T WAIT TILL THE LAST MINUTE 2 CHRISTMAS GIFTS SHOP

## Contests & Games

### Online contests / personal promotion / games

**Objective:** exclude content that is purely posted to get more followers

Examples:

- "Like this post to have a chance to win ..."
- 'LOUIS VUITTON  GIVEAWAY UNBOXING and \$500 GIFT CARD | CHARIS IN PARIS 
- 'WIN A GOPRO 5 CAMERA FOR FREE! (UK) » Free Competitions <https://www.freecompetitions.co/free-uk-competitions/win-go-pro-5-free/> | ---UK COMPETITION ENDING MAY 14TH 11.59PM!!! LAST CHANCE TO ENTER TODAY!! This is your chance to #win a GoPro for #Free! Click the link below to enter for your chance to win! #gopro #prize #free...'
- 'RT @piexgocom: 3 Million #MXC #Airdrop Rule \*Register an account on PLEXGO and complete KYC verification. \*Follow @MXCfoundation & @piexgocom on TWITTER. \*Retweet & Like on this post.

\*Upload the screenshot of your Retweet & Like in [http://t.me/Piexgo\\_Global](http://t.me/Piexgo_Global)  
\*Fill in the  
[https://docs.google.com/forms/d/e/1FAIpQLScf31WgK1aEb7yJJopC6ila46jiRZQf9fV2e8gS39Zsr4s3bw/viewform?usp=send\\_form](https://docs.google.com/forms/d/e/1FAIpQLScf31WgK1aEb7yJJopC6ila46jiRZQf9fV2e8gS39Zsr4s3bw/viewform?usp=send_form)

Refers to mentions that are flagged as competitions, lotteries or sweepstakes.

## Job Offers

**Objective:** exclude mentions that are entirely focused on promoting job offers. Particularly useful when creating a data set to understand what consumers think about a company, without taking job offers into consideration.

Mentions that are entirely focused on promoting job offers.

Examples:

- '👤 Microsoft Jobs | Marketing Intern – Internship (Toronto, ON)  
[https://thecryptostreet.com/Microsoftjobs/canada/marketing-intern-internship-toronto-on/?utm\\_source=dlvr.it&utm\\_medium=twitter](https://thecryptostreet.com/Microsoftjobs/canada/marketing-intern-internship-toronto-on/?utm_source=dlvr.it&utm_medium=twitter) #Canada #intern #internship #marketing'
- "Leap into the most successful start for your future career! If your are a skillful undergraduate specializing in: - Business Management - International Business Management - Business Administration - Marketing - Human Resources Management - Finance & Accounting - Information Technology - Software Engineering - Mechanical Engineering - Electrical Engineering  
- Statistics Join DIMO's 06 months paid internship and soar above your aspirations. Apply Now (link in bio) #internship #atdimo #joinus #for #a #6months #internshipprogram #2019"
- '#cdldriver #cdl #cdltraining #cdllife #cdljobs #cdls #cdlsawareness #job #jobfair #jobsearch anybody that you know that may be interested in a better driving opportunity, refer them and make yourself some MONEY'

## Financial News

**Objective:** exclude mentions that are entirely focused on commenting on stock markets or financial decisions from top executives. Particularly useful when creating a data set to understand what consumers think about a company, without taking financial news into consideration.

- Posts about the stock market
- Posts about investments hints ("you should buy shares from Tesla right now")

Refers to mentions that are solely focused on companies' financial statements, stock market news or online investment hints.

Examples:

- 'Amman bumps shareholding in Royal Jordanian: The Jordanian Government has increased its shareholding in Royal Jordanian (RJ, Amman Queen Alia), the carrier said in a filing to the Amman Stock Exchange. According to the disclosure, the state agreed to...  
[https://www.ch-aviation.com/portal/news/77944-amman-bumps-shareholding-in-royal-jordanian?utm\\_source=dlvr.it&utm\\_medium=twitter](https://www.ch-aviation.com/portal/news/77944-amman-bumps-shareholding-in-royal-jordanian?utm_source=dlvr.it&utm_medium=twitter)'
- LME appoints first chairwoman in its history: The London Metal Exchange (LME) has appointed Standard Chartered and ConocoPhillips board member Gay Huey Evans as its new chairwoman, the first in its 142-year history.  
[https://www.reuters.com/article/us-lme-chairman/lme-appoints-first-chairwoman-in-its-history-idUSKCN1SG0VO?feedType=RSS&feedName=businessNews&utm\\_source=dlvr.it&utm\\_medium=twitter](https://www.reuters.com/article/us-lme-chairman/lme-appoints-first-chairwoman-in-its-history-idUSKCN1SG0VO?feedType=RSS&feedName=businessNews&utm_source=dlvr.it&utm_medium=twitter)
- 'US Regulators Approve New Silicon Valley Stock Exchange An anonymous reader quotes a report from Reuters: U.S. regulators on Friday approved a new stock exchange that is the brainchild of a Silicon Valley entrepreneur, a mo...  
[https://yro.slashdot.org/story/19/05/11/0222214/us-regulators-approve-new-silicon-valley-stock-exchange?utm\\_source=rss1.0mainlinkanon&utm\\_medium=feed](https://yro.slashdot.org/story/19/05/11/0222214/us-regulators-approve-new-silicon-valley-stock-exchange?utm_source=rss1.0mainlinkanon&utm_medium=feed)  
#NASA #Science #MovieReviews'

## Hate Speech

**Toxic / Insults against other users / Bullying / Threats / Racism / Hate speech**

**Objective:** exclude user-submitted comments that seek to harm or demean others. It is very important to focus on context rather than on words, as it is possible to speak about minority groups without seeking to harm or offend.

Comments with hateful references like threats, bullying, racism or insults that seek to harm or demean others.

Examples:

- Imao...oh man. I swear CrnaGora has got to be dumbest thing on side of the planet. He's also Muslim...says he's Montenegrin. Incidentally, that huge Montenegrin eagle's holding what in one of his talons? Oh a cross.
- 'A pair of jew-hating weiner nazi schmucks

- I swear the nigga next to me has the corona virus 🤧 coughing his lungs out @AmericanAirlines

## Not Safe for Work

**Objective:** exclude any mention with pornographic material. This is is absolutely necessary as some of our customers display mentions directly on media walls or on our own Beam command center.

Mentions with pornographic material.