

Classifiers and Tags

What is the Value and Need to Use Classifiers and Tags over Topic and Subtopic Structure?

Answer your business questions by controlling your data the way you want without needing to re-design your dashboard.

Classifier Tags allow users to **manipulate & adapt changing data** so you can focus on leveraging insights from Synthesio's visualizations for a more convenient reporting experience. The beauty of Classifiers & Tags is that it doesn't impact your data set, in opposition to the setup, which gives users a peace of mind when trying to further manipulate datasets.

Classifiers will help you throughout navigation and path to insights, as it is available in multiple places: Semantic Explorer, Topic Modelling, Listen Tab.

The benefits of being able to do this are so you can further segment into different groups & see how different Tags within a Classifier (or multiple Classifiers) has an affect on your consumers.

Classifiers and Tags is a flat structure **on purpose**, to avoid hierarchy between elements, as it is causing many issues in Reporting. You are the master of your on-demand structure with tags. To see all elements part of one or multiple Tags, you can use the search by Tags on the side panel. Elements can be part of multiple tags so a folder would never work for this.

Introduction:

This document aims at helping you to perform greater segmentation within the Synthesio platform by showing you how to use the Classifiers & Tags system.

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Terms to Highlight

Let's differentiate some of these terms before reading this article so that each feature mentioned here will be clear.

Classifier: segmentation applied on mentions in order to classify conversations.

Tag: group applied to Classifiers to unlock advanced layers of analysis.

Library: knowledge base of Classifiers to share and collaborate.

A mention goes into a Classifier, the classifier carries the tag. A mention cannot carry a tag on its own. A tag is created from the tag manager. A Classifier can be created from the Listen Tab right away. You need to mix Topics & Classifiers; not multiple Tags or multiple Classifiers so that you can visualize how this correlates into actions.

Note: *You can create up to 500 Classifiers and 50 tags per Classifier.*

What's the Process for using Classifier Tags in the platform?

In the 'Data' tab of your Dashboard, go to 'Classifiers' to edit your set-up & also pre-determine some of the business questions you need to answer.

Note: *Classifiers are enrichments 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. Tags is a group applied to classifiers to unlock advanced layers of analysis.*

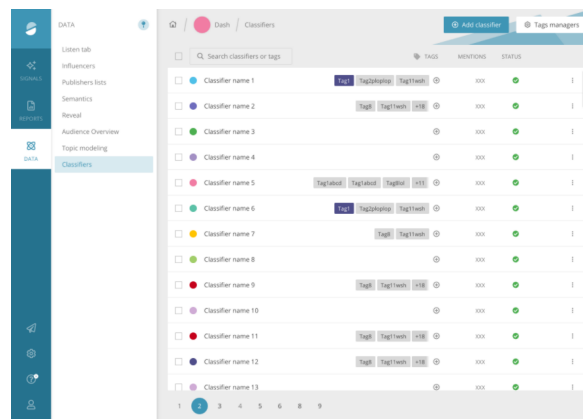
As you can see in this Classifiers set-up, there are a few classifiers (acting similarly to a topic) that you have to set up. Some of them have multiple layers, or **Tags**, in the Classifier with thousands of mentions & there can be more than one tag per Classifier. If you've just begun your research, you'll be able to create these Classifiers, **not Tags**, right within the Listen Tab.

For instance, a skincare product can be tagged as skincare, but also the brand selling it, the product category such as cream, the key attributes such as plant based ingredients, and much more. Need to create a new sub-category that makes sense to your product range, or

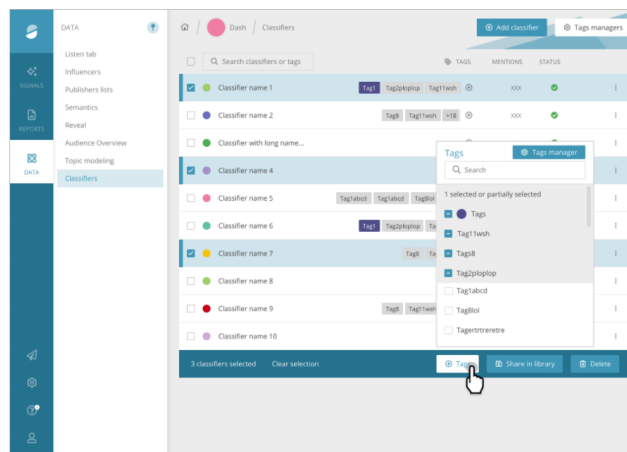
reflect a shift in the industry? Simply add, remove or replace a tag, for instance, splitting creams in different textures and sensoriality.

The **Tags Manager**, which we'll get into in just a second, is where you can place all of your tags for your classifiers so that you can combine different data from Tags & Classifiers to view correlations & combinations in your data.

In this example, you can see that there are several Classifiers & each of them has several Tag associations. These tags are created from some of the Top Words or Queries you input during the exploration phase.



As you can see here, you can apply Tags that you've created of datasets to any of your Classifiers so that when you get to your reporting or Topic Modeling experiences, you'll be able to manipulate the way you view this in your dashboard.



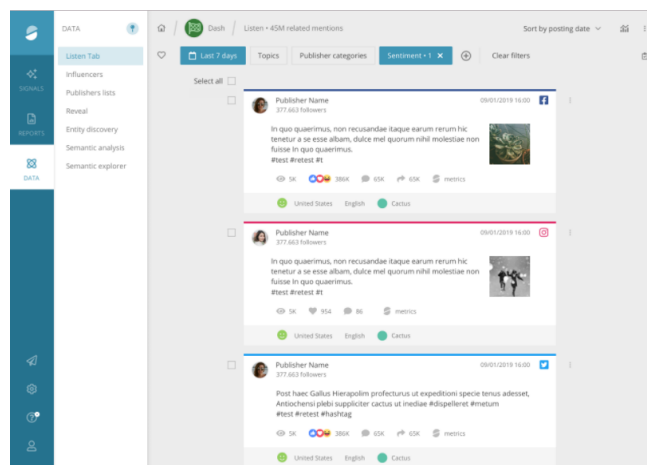
Let's say you want to look at one of the specific expressions coming up in your Dashboard's entire data corpus.

Now, let's click on one of the expressions & look at some of these posts & interactions.

As you can see, there's a lot of information here to ingest. It seems like it's a Subtopic (or tag) of one of my Topics (or Classifiers).



Because I don't want to lose the data & I want it to only show me a 'happy' sentiment, I'll make sure to configure my filters here to only show me the data I want to Tag.



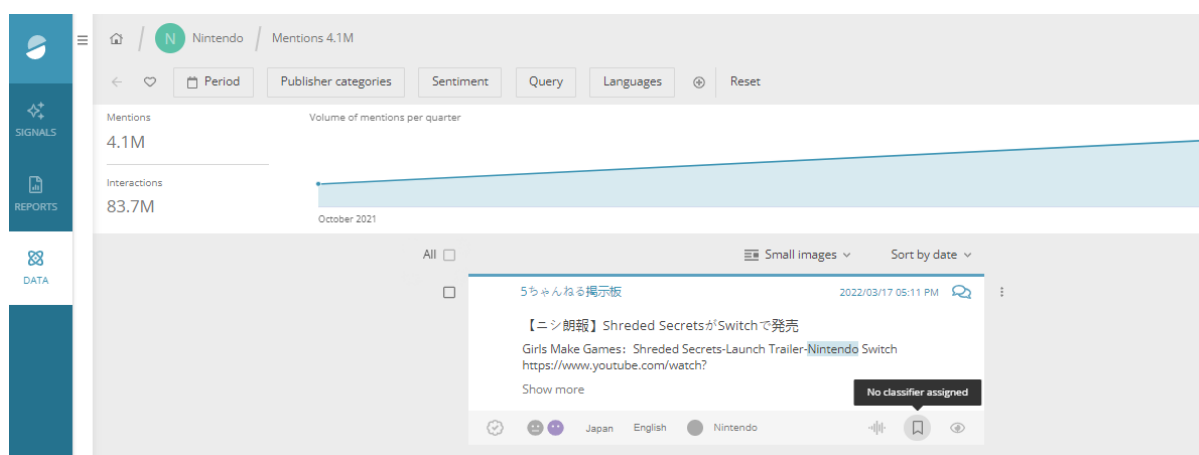
It looks like we have quite a bit of mentions to parse through, but it seems that it's noteworthy enough to separate & analyze this set of mentions.

Note: Ask yourself before you create either a new Classifier or a Tag - is this an entirely new topic or is it a Subtopic of a Topic we're already exploring?

Assign mentions manually to a Classifier. You can select all 20 mentions, load 20 more, and keep doing that, but if they ever need to select all mentions matching filters, we need the monitor as a feature that would instead turn filters into a Classifier, exactly what we do from Semantics.

Note: Bulk operations have been disabled on classifiers in the Listen tab. It will come back in a different form in the coming weeks.

For now, we recommend adding 10 mentions to a Classifier and then use the query suggestion to find keywords to collect more similar mentions.



Now, click on the bookmark Tab that says 'No Classifier assigned.' This will open up both Tags & Classifiers.

When you open this up, you have access to your existing Classifiers & Tags.

If you need to create a new segment, you can create your Classifiers & create this right here in the interface instead of going back.

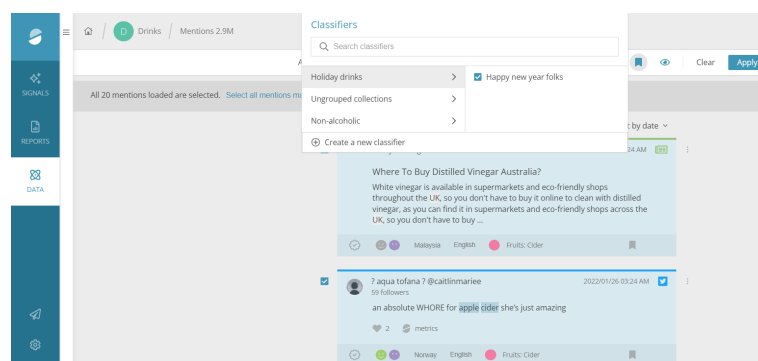
For instance, you have been watching since February & you're working on updating this.

You can pin it, tag it, or add it as a Classifier so you don't have to interrupt your flow.

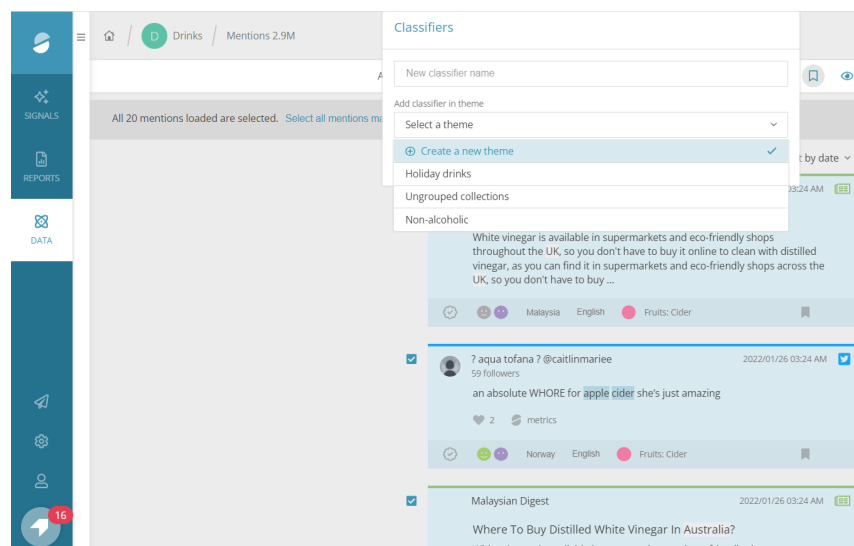
Example for Classifiers or editing Classifiers: Let's say that in one of these top expressions, one of your current Classifiers fits within an existing tag.

Open up one of your Classifiers so it can bring you to a dropdown menu of your Tags for that Classifier.

Select the correct one & add the specific mentions you want to study when you open up Topic Modeling.



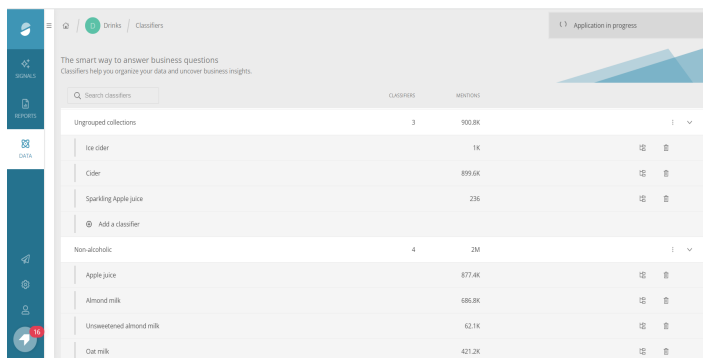
Let's say that it's neither an existing Classifier & fits none of your current Tags. Let's click on the same bookmark tab & select 'Create a new Classifier.'



After you select 'Create a new Classifier,' then add your new Classifier name. When you open up the Classifiers page, you should be able to see your new Classifier.

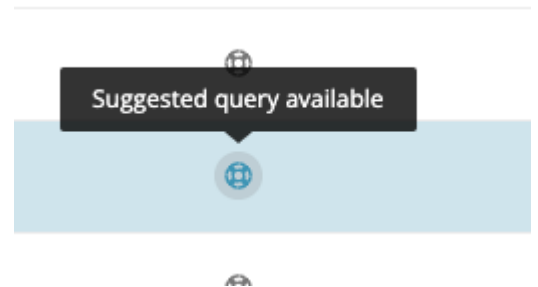
Let's say you want to add a new Classifier to monitor a new subject matter & by doing that you create a group with Tags added to associated Classifiers.

If you start adding multiple conversations in Classifiers, you'll be able to review that subject matter in bulk. This can be found in the Classifier interface, with a minimum of 10 mentions. Click on the life buoy. Now you can see that your new Classifier or your new tag for an existing classifier has been created with the mentions you selected in the Listen Tab.



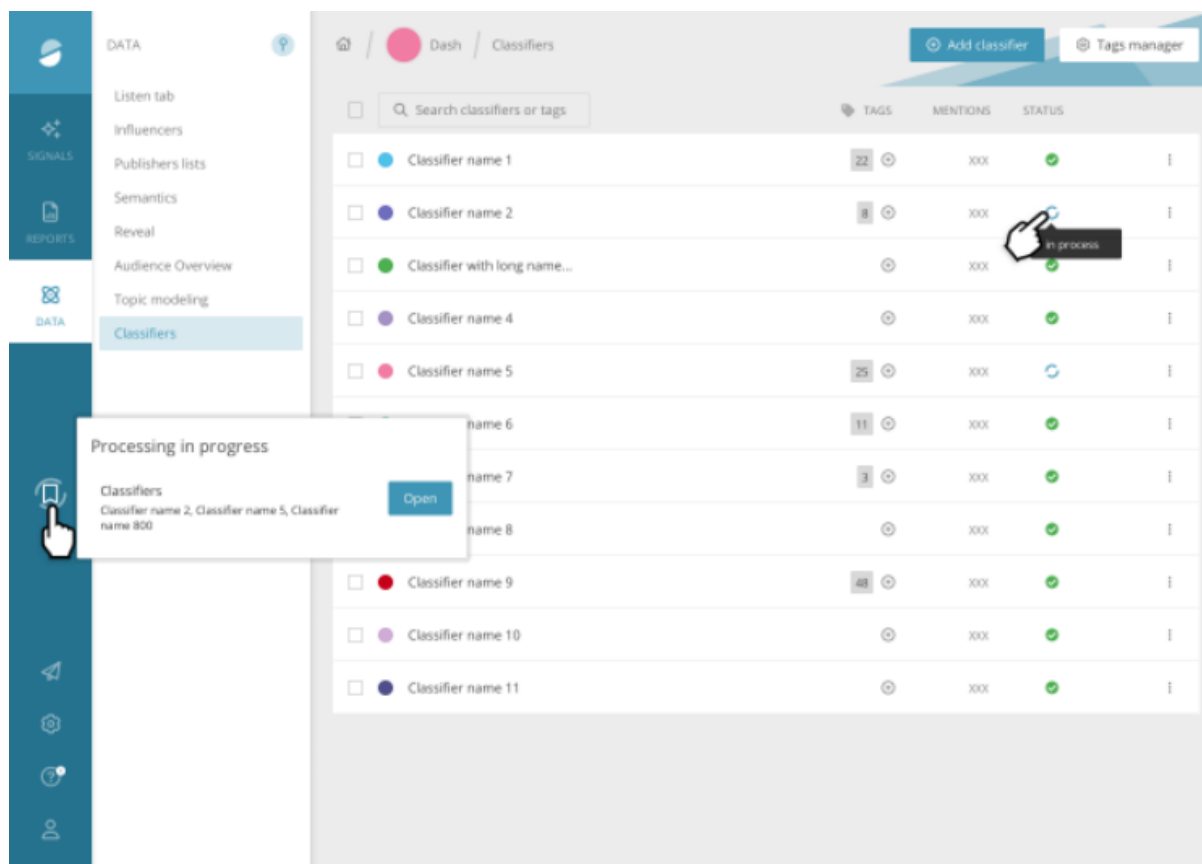
The screenshot shows the 'Classifiers' page in a software interface. It features a sidebar with navigation icons and a main content area with a search bar and a table of classifiers. The table has columns for 'CLASSIFIERS' and 'MENTIONS'. There are two main sections: 'Ungrouped collections' and 'Non-alcoholic'. Each section contains a list of classifiers with their respective mention counts and icons for editing or deleting.

CLASSIFIERS	MENTIONS
Ungrouped collections	3
Ice cider	16
Cider	899.6K
Sparkling Apple juice	236
Non-alcoholic	4
Apple juice	877.4K
Almond milk	686.8K
Unsweetened almond milk	62.1K
Oat milk	421.2K



Human Review

Human Review is the capability for users to edit a mention and change the categorization the algorithms have given it. It will show you a 'processing' notification, meaning that no mentions will populate until after the processing.



Adding a Classifier manually to a mention from a Listen Tab will no longer automatically change the status (reviewed/unreviewed). This has been removed to avoid conflicts with users without human review privilege.

Tags example

In the new Classifier UI, you can select these tags to segment the Topic for more dynamic layers in your analysis.

The **Tags can allow you better assignments, grouping, & multiple types** of grouping since it isn't assigned to only one.

This **Classifier** is the smallest element in which your data is assigned.

For example, you have a drink. You can tag it as alcoholic & apple. It's no longer a tree & is a correlated circle among each group of Tags so that every possible association can be seen within a Topic Modeling tree.

These **layers** for topics, conversations, subtopics of conversations now don't need to restart your analysis & can allow for a more granular outlook.

When grouping by top 10 Classifiers, and selecting the Classifier Tag desired in filters, you will see that Classifiers that aren't associated with a given Tag are displayed in the graphic. This could potentially happen if two different mentions are tagged similarly with a Classifier and/or a Classifier Tag.

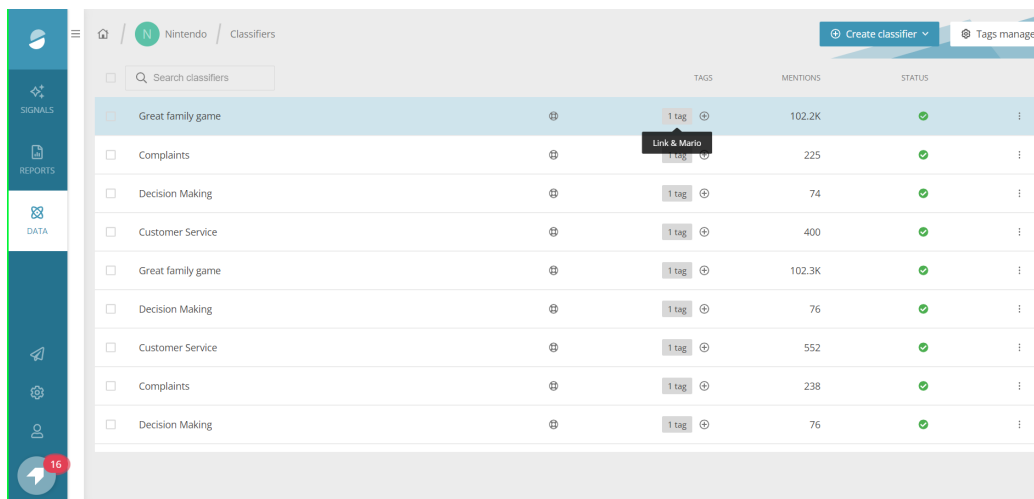
The best way to approach this is by ensuring both filtersets are not close to each other so they don't match similar mentions. Otherwise, mentions will show both classifiers/tags linked to them.

Choose the values and choose the AND operator.

Tags Manager use in these cases

When you go into your Classifiers tab, you can now access your Tag Manager. The **Tag Manager** is where you can keep all the granular subtopics of your Dashboard to further segment your content.

When you go to the Classifiers tab, click on Tags Manager on the upper right hand corner.

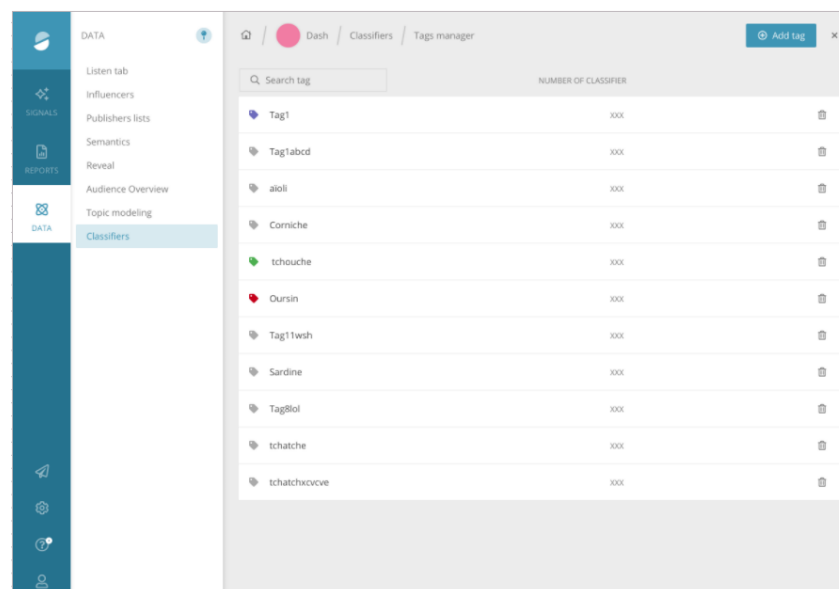


	TAGS	MENTIONS	STATUS
Great family game	1 tag	102.2K	✓
Complaints	1 tag	225	✓
Decision Making	1 tag	74	✓
Customer Service	1 tag	400	✓
Great family game	1 tag	102.3K	✓
Decision Making	1 tag	76	✓
Customer Service	1 tag	552	✓
Complaints	1 tag	238	✓
Decision Making	1 tag	76	✓

When you click on Tags Manager, it will open up a screen of all your tags that you have in your dashboard.

Let's say that you are a soft drink company and you're trying to track different varieties of drink flavors like 'apple,' 'peach,' & 'grapefruit.' You can add these tags in the upper right hand corner as you can see below.

Reveal exports of classifiers and tags



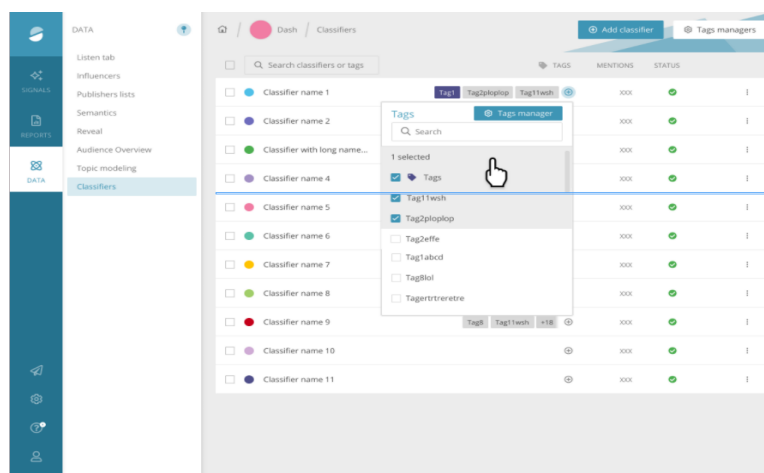
Search tag	NUMBER OF CLASSIFIER
Tag1	xxx
Tag1abcd	xxx
asoli	xxx
Corniche	xxx
tchouche	xxx
Oursin	xxx
Tag11wish	xxx
Sardine	xxx
Tag8lol	xxx
tchathe	xxx
tchathecvce	xxx

Need to manipulate or see a different viewpoint of your data?

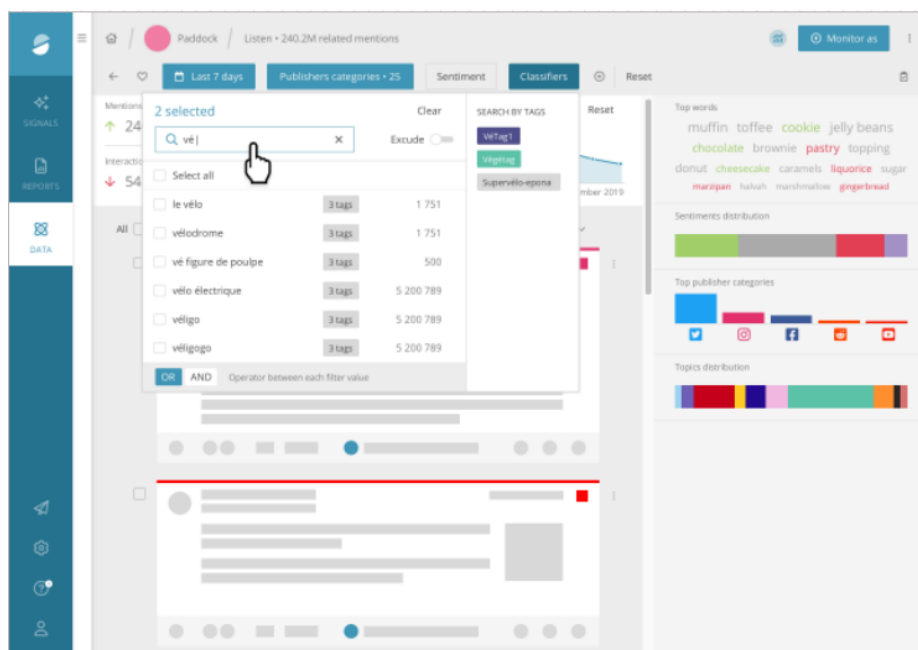
You're able to export your Classifiers & Tags & build your own customized graphs & reports by exporting the data into an Excel file & create different combinations of Classifiers & Tags.

This will allow you to apply different data so you can see what these different combinations, variations, reorganize, & group elements as they change over time.

When you open this possibility to apply tags to classifiers, the combinations & ability to segment further can show potential Classifiers (or Topics) and Tags (Subtopics) are trending or are emerging as a trend.



A filter Classifiers will show how many Tags are available for the Classifier. You can now also utilize it. You can apply both of these Tags and a Classifier to review your combinations. Then, you can open up the graph to look at the mentions that are bringing up these specific Classifiers.

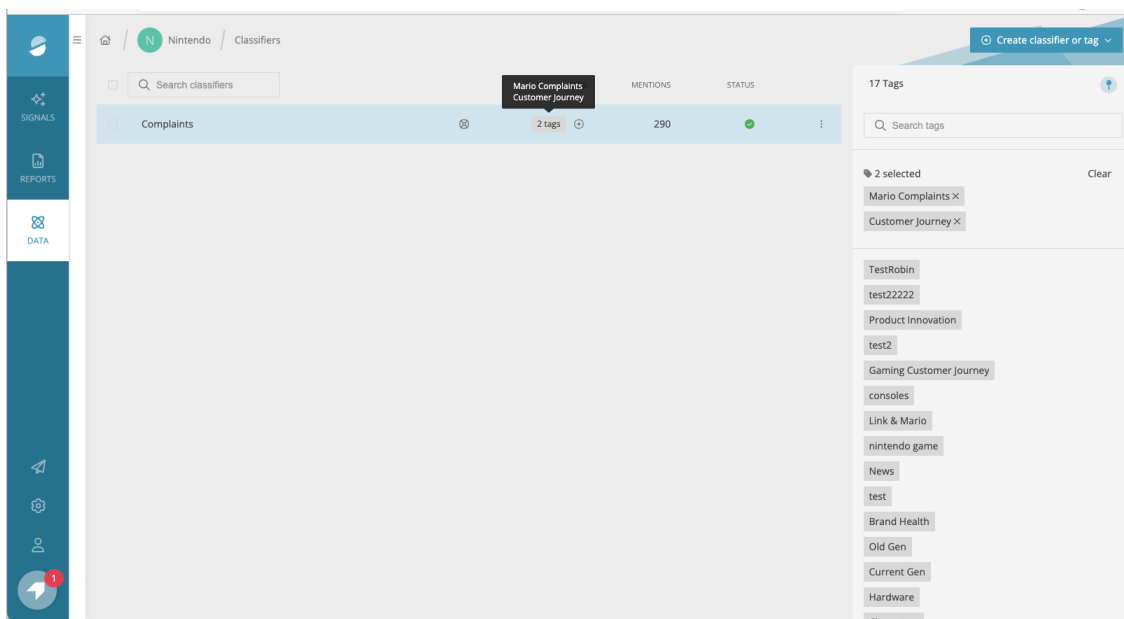


You can now search for your Classifiers or Tags in the filter tab for easier tagging to view all the classifiers that are under that Tag.

Searching Classifiers by Tags is available everywhere in the dashboard experience so you can see the combinations and segmentation as it stands.

However, searching by Tags is a bit different. Search by Tag lets users isolate Classifiers part of a single or a combination of tags, **right from the Classifiers interface**. Further reduce the list of Classifiers with a search by Classifier.

Search by Tag works by clicking on Tags from the Tag Manager side panel, which will then only show the Classifiers that have that Tag.



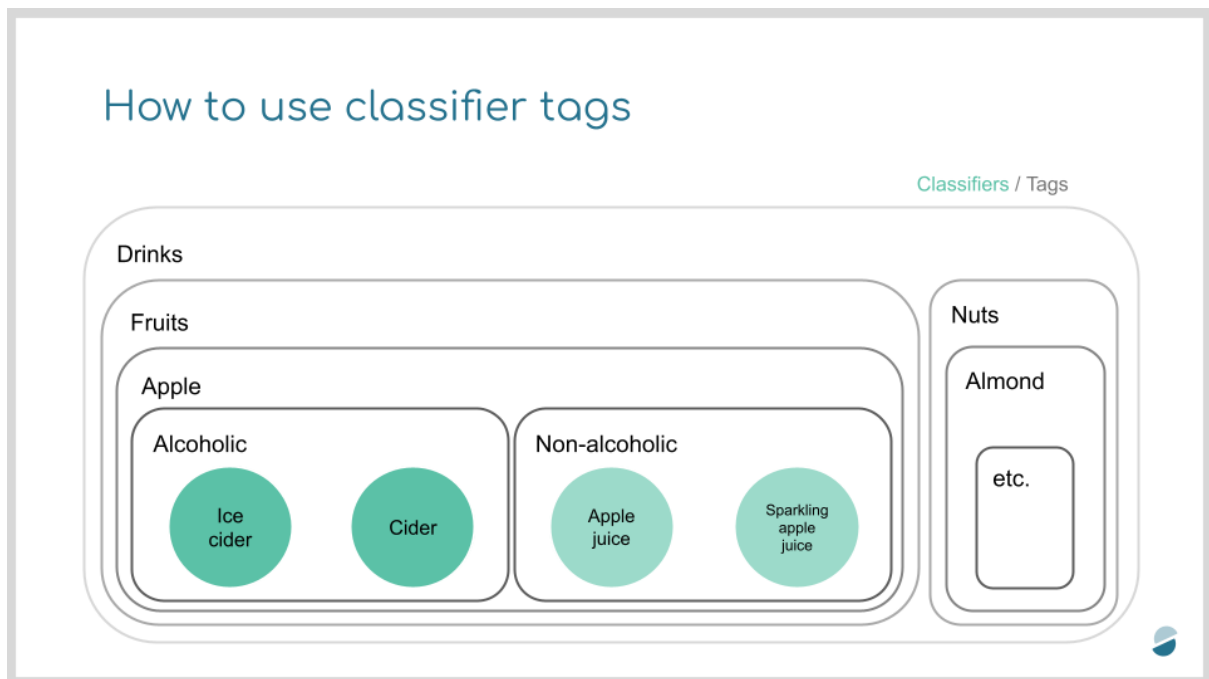
Applying filters from the bar has two actions: selecting the data and visually filtering the graph.

When selecting the Tag, you get mentions with multiple Classifiers associated, and the graph will show them all.

Here you need to mix the corresponding filter and dimension to only see the selected Tag. If you need to see Classifiers within a tag, it is better to search for the Tag in the Classifier filter and apply all Classifiers within the Tag. This is when you need a clean and expected chart.

If you are doing exploration, having unexpected classifiers because they are used along with your Tag is a good thing.

Followed Example



In this example, Ice cider, cider, apple juice, and sparkling apple juice are all classifiers. Fruits, Apple, Drinks, Nuts, Almond, Alcoholic, and Non-alcoholic are tags. Multiple classifiers can contain multiple tags or the same tags.

The rule of thumb about Classifiers as opposed to Tags is that a Classifier is the thing closest to your mention and the data is collected this way from query development. We recommend setting up data collection with one level, and then start building classifiers and tags to build segmentation and keep it flexible. Topics are the way to get clean data in your dashboard with a broad dataset and then use classifiers and tags to further segment since you know the data is clean already. Your tags get applied to each mention when you apply a Classifier; these are further defining these elements and how these same elements are used across your dataset.

If you're using Classifiers and Tags for your segmentation, then you can use just Topics for data collection. We recommend doing one level dashboards with one topic so that you can focus on the groupings in your tags and classifiers with flexibility. Collection and segmentation is super complex - if you need to change your data collection overtime, it will be complicated.

Assign a classifier to a mention, it will come with all the tags. If you change a tag somewhere, you need to re-process all the mentions all linked to this tag.

If you experience re-processing, here's why this happens

Bringing a modified classifier at 0 at the start of the processing is normal and it's a way to make sure we're not displaying inconsistent data (aka mentions that should not match anymore) due to modification.

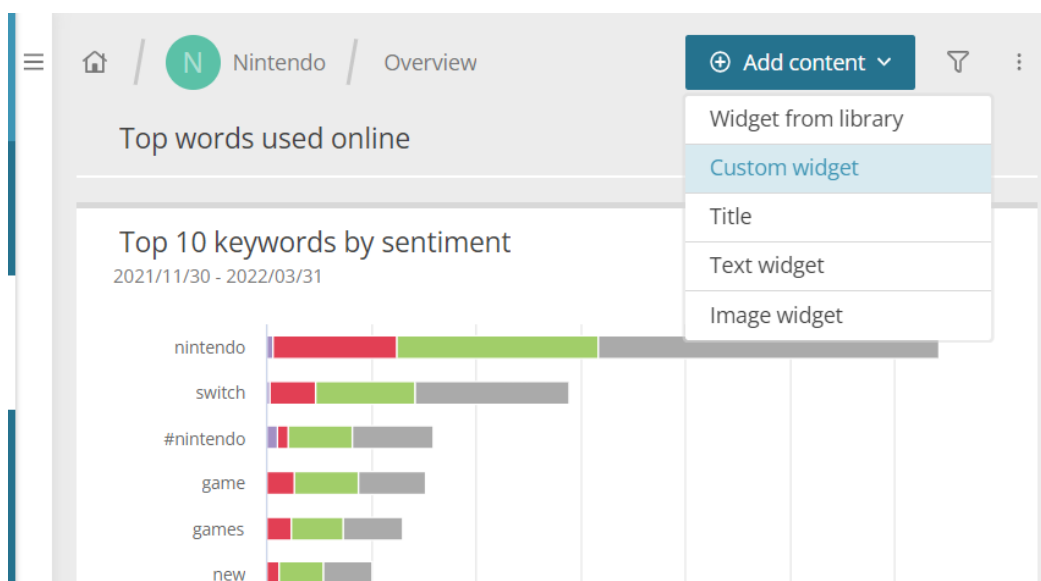
Changing a single classifier is not supposed to trigger a reprocess of other classifiers. Adding/removing a tag will trigger a reprocess of all classifiers linked to that tag though.

We are dealing with a large volume of conversations and users expect accuracy. It is easy to manipulate classifiers and tags, but this doesn't mean that processing those changes is easy for the system. You have a reliable processing system to understand when data is available.

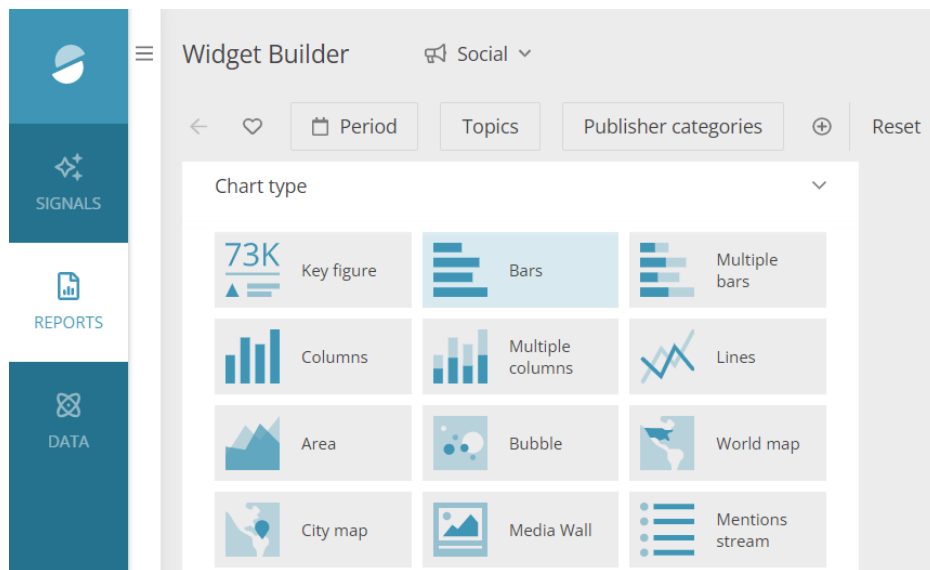
So, you set up in your Classifiers page a few different topics you'd like to study in your dashboard to get yourself started with some pressing topics / questions.

Use Classifier Tags in Reports

This allows you to **look at the group in your graph** instead of all the elements of your group. Open up the Custom Widget in the Reports section.

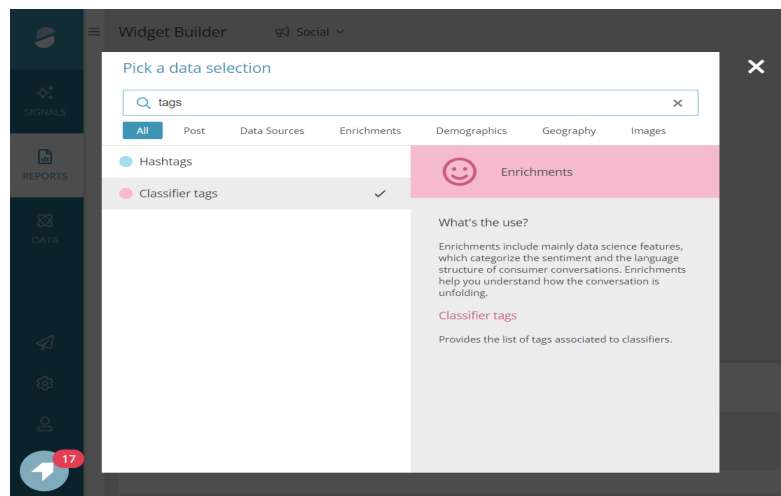


Click on any graph, but for this example you can click on the Bar Graph.



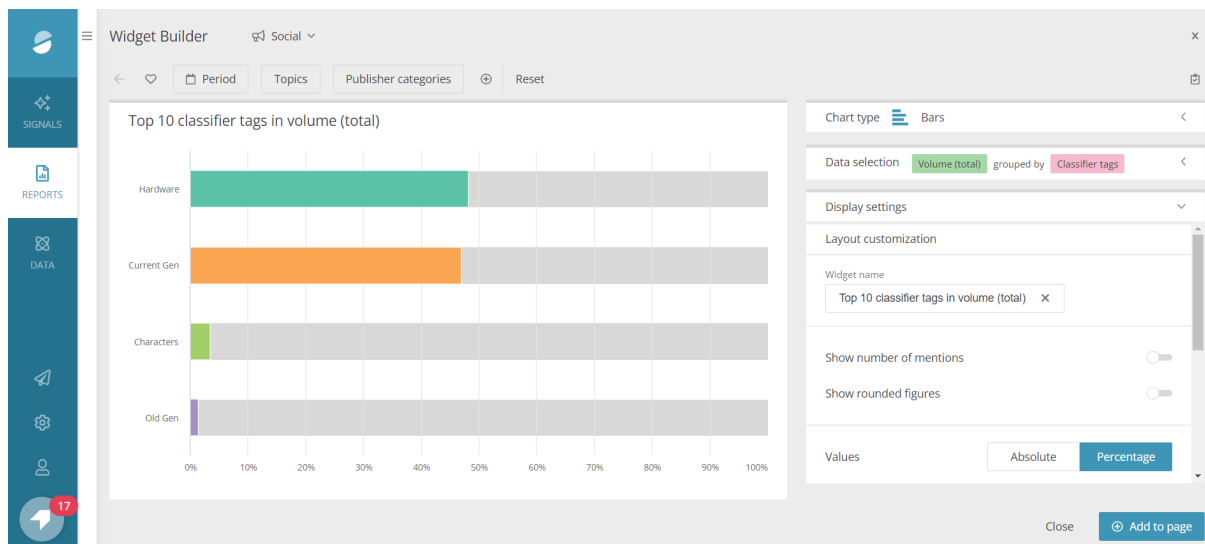
Click on Volume

- Search for Tags



Define your widget within the Data Selection of your Widget. For best results, follow this process below.

- Click on Classifier Tags (Classifiers won't protect the size, but the Classifier Tags will).
- In the filter bar above your widget, **make sure to use the Classifiers filter and the Classifiers Tags filter**. This ensures that your Widget will only show the specific groupings you're tracking.
 - Example: You are tracking several brands and their product lines and you want to *only* look at the amount of impressions one brand has (and what product influences consumers the most). This process allows you to break down that categorization to see patterns, comparisons, or correlations within your dataset.
- Select 'Classifier Tags' in the 'Grouped By' section.
- In the "Display Settings" section, choose in the "Layout Customization," you can change the "Widget Name" and determine what else about the data you would like to know.

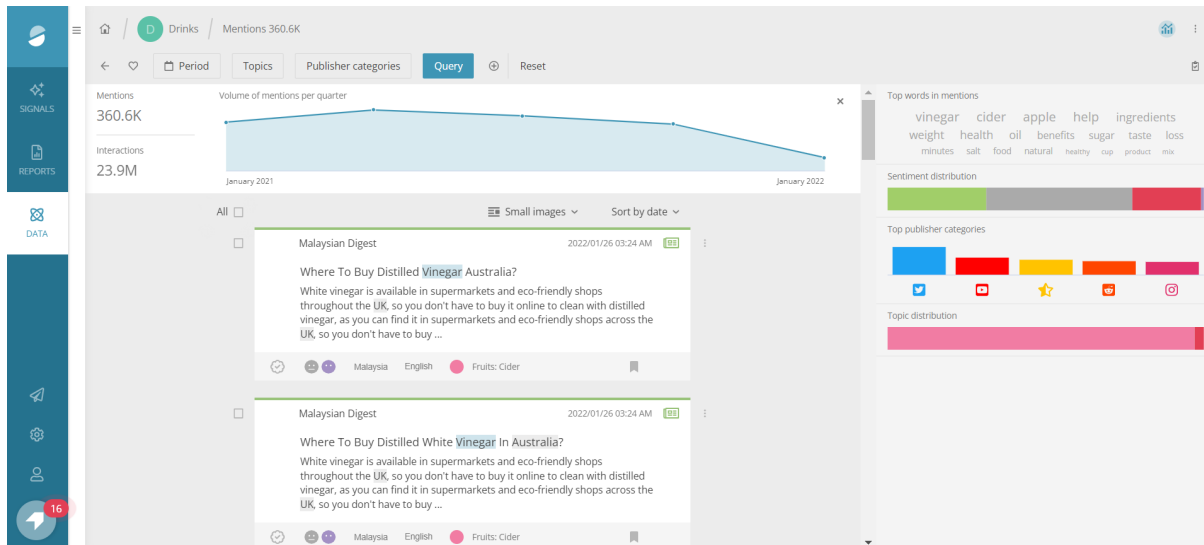


You can also build a search query without Boolean by using search operators to make it a bit less manual, [which you saw here](#).

Classifier Tags Example

Let's say that you're a beverage company and you're trying to find new, innovative drink ideas that your customers would enjoy. You specifically want to answer if there are any connections between different drinks, such as non-alcoholic beverages, & potential combinations you've never heard of before.

Let's take a look at the Mentions on your Listen Tab page. Let's take a look at the top word 'vinegar' since it seems to be a big topic within the drinks category.



When should I use Classifier Tags?

If you want to do some segmentation, you can't represent them on graphs. But, you couldn't have all the levels you wanted to cultivate all the answers with segmenting all of these different situations.

You can assign the Tags with Classifiers. Let's say you want to add a new Classifier to monitor a new subject matter & by doing that, if you start adding multiple conversations in Classifiers, you'll be suggested a search query. With Classifiers, you can add Tags to your Classifiers to make groups. You want to make a group out of it; you can do that in the Tags Manager. Now, in your Tags, you can add Tags associated with your Classifiers.

If you did this in the Setup, you'd have to update all of these queries & now what you can do is allow greater exploration as opposed to limited information, which would force you into creating a new Dashboard or start over.

Why should I use Classifier Tags?

If you explored your Dashboard, you would have been initially very limited in turning this into a new potential study for your subject matter. Before, you'd have to go back to your Dashboards & get rid of the noise you noticed in the previous setup.

Now you can turn it into clusters via Topic Modeling. We're noticing in these that you can get more specific with these new variations of the topics. The benefits of being able to do this are so you can further segment into different groups & see how different Tags within a Classifier (or multiple Classifiers) has an affect on your consumers.

In reports, you can show one Tag vs. the other Tag for one Classifier. Then you can cross analyze the other aspects as well.



So now you can interconnect these Tags instead of having to create something entirely new, which saves you time, shows you what is unique about these different aspects, etc. It's so simple to show these two tags of one Classifier and compare the results.

This helps you simplify so you can stick within one specific dataset instead of all of your data.

If you analyze & see that one of the Topics working before isn't anymore, you can simply remove it instead of starting from scratch. If you've been monitoring it in a graph & if you see something is not driving a conversation, you can quickly get rid of it. Now you don't need to be afraid of creating new Dashboards & can manipulate & try new ways of looking at the data.