

Enrich Your Social Media Monitoring Service:

Sentiment Analysis and 10 Other Text Analysis Features—All In One API

by AlchemyAPI

7/2013

Why Choose AlchemyAPI?

Whether you want to improve your existing social media monitoring platform or are in the process of developing one, find out how AlchemyAPI can increase the value of your service by combining keyword extraction and sentiment analysis with additional text analysis features.

Speed, Scalable Architecture and Reliable Service

- **Speed:** AlchemyAPI's innovative algorithms, parallel processing, and sophisticated distributed processing network makes it possible to process thousands of documents per second.
- **Scalable Architecture:** The AlchemyAPI service is architected with a combination of dedicated infrastructure and cloud-based resources. This makes it possible to scale on demand, so when major events lead to unpredictable social media spikes, customers aren't negatively affected.
- **Reliable Service:** AlchemyAPI content processing servers are distributed across multiple physical locations, ensuring customers receive reliable service under even the most unusual of circumstances. The AlchemyAPI Service Level Agreement guarantees 99.9% server uptime with financial remedies.

Determine the Language of Social Media Posts

Categorize and filter social media content by language at extremely high rates of accuracy with AlchemyAPI's advanced language detection functionality. Detect more languages than any other text analysis service: over 95 languages from raw text, lists of URLs, or HTML.

Beyond Document-Level: Supporting Targeted Sentiment Analysis

While all sentiment analysis providers can attribute sentiment to documents, AlchemyAPI takes sentiment targeting several steps further by attributing sentiment to entities, keywords, and user-specified phrases. In addition, the service is able to detect sentiment direction.

- **Entity-Level Sentiment Analysis** provides sentiment data for every detected entity within text, such as person, place, organization, etc., giving a more detailed view than document-level sentiment analysis. For example, with the sentence "I love traveling to Hawaii but I hate Maui," the sentiment for Hawaii is positive and negative for Maui.
- **Keyword-Level Sentiment Analysis** provides sentiment data for every detected keyword so that instead of generating sentiment by document, it's possible to generate sentiment for keywords within the document. For example, when analyzing car posts, determine that of the 70% posts that were positive, 80% of them mentioned steering positively and 30% complained about the radio, etc.
- **User-Specified Sentiment Analysis** allows the user to target specific words or phrases. For instance, specifying a movie title returns sentiment scores based on that phrase.
- **Directional Sentiment Analysis** reveals who is emitting the sentiment. For example, if a person spoke negatively about a product, determine not only that the product was mentioned negatively, but who mentioned the product negatively.

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Advanced Entity Extraction: Disambiguation, Sub-Types and Quotations

Disambiguation: Mount Pleasant, NY or Mount Pleasant, SC?

Since one term can have multiple meanings, AlchemyAPI technology uses a process known as disambiguation to ferret out the intended meaning. For example, Mount Pleasant can refer to a city in New York or South Carolina. After locating contextual cues within the text, the service uses a series of statistical algorithms combined with a data-set of tens of millions of hints to arrive at the intended meaning of a term.

Disambiguation: Providing Additional Information

Disambiguation provides additional information for the people, places and things mentioned in a document such as links to their official websites, Wikipedia pages, geographical coordinates and more.

Entity Subtypes: Barack Obama, a Person and a Politician

In addition to the most common entity types, such as person or organization, AlchemyAPI provides subtypes. For example, while most text analysis services will tell you that Barack Obama is a person, AlchemyAPI will tell you that he is a person and a politician, providing an extra level of detail.

Quotations Extraction: What Was Said and Who Said It

Entity extraction determines what was said, but quotations extraction tells you who said what by extracting a quote and attributing it back to the person or organization responsible. Knowing that a company was mentioned in a piece of text is important, however, finding out who mentioned the company gives a fuller story. For example, entity extraction can provide you with a list of news articles where a topic and Bill Gates were both mentioned, but quotations extraction can provide you with a list of news articles where Bill Gates was quoted mentioning that topic.

Author Extraction

AlchemyAPI is the first text analysis service to extract author information from any web page. Author extraction combined with concept extraction, keyword extraction, and entity extraction provides information on what topics specific authors write about.

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About AlchemyAPI

The product of over 75 person years of engineering effort, AlchemyAPI is a text mining platform providing the most comprehensive set of semantic analysis capabilities in the natural language processing field. Used over 3 billion times every month, AlchemyAPI enables customers to perform large-scale social media monitoring, target advertisements more effectively, track influencers and sentiment within the media, automate content aggregation and recommendation, make more accurate stock trading decisions, enhance business and government intelligence systems, and create smarter applications and services. If you would like to learn more about our company and services, please call us at 1-877-253-0308 or email info@alchemyapi.com.

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