

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session


Who is speaking?



Miki O'Reggio

Analyst & Project Coordinator

PARSONS | TKO



Cultural disconnect in social media listening algorithms

February 9, 2022

What is social media listening?

Social Media Monitoring

Tells you **“What”**

- Measuring your or your organization’s social media accounts
- Looks at a singular account’s engagement such as likes, follows and mentions

Social Media Listening

Tells you **“Why”**

- Measures the conversations of a broader audience
- Can be measured by geographic location, keywords, hashtags and more

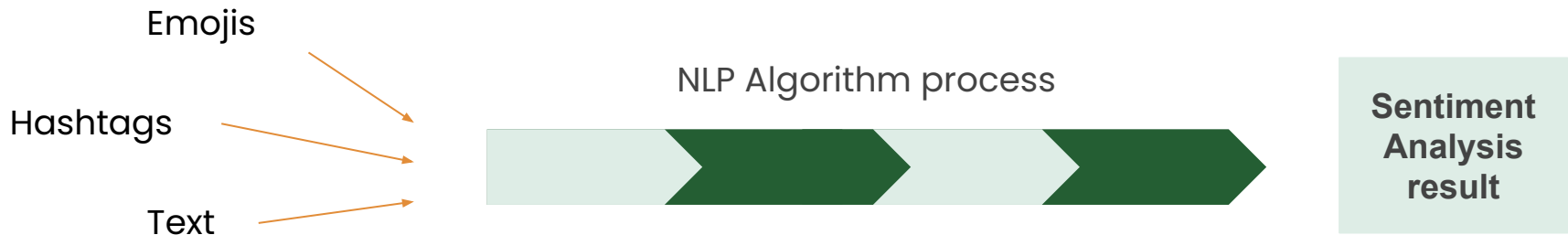
How it works

Natural Language Processing (NLP)

The process of using Artificial Intelligence programs to process and **analyze large amounts human language text.**

Sentiment Analysis

The use of NLP to determine whether the writer's attitude towards a particular topic is **positive, negative, or neutral.**



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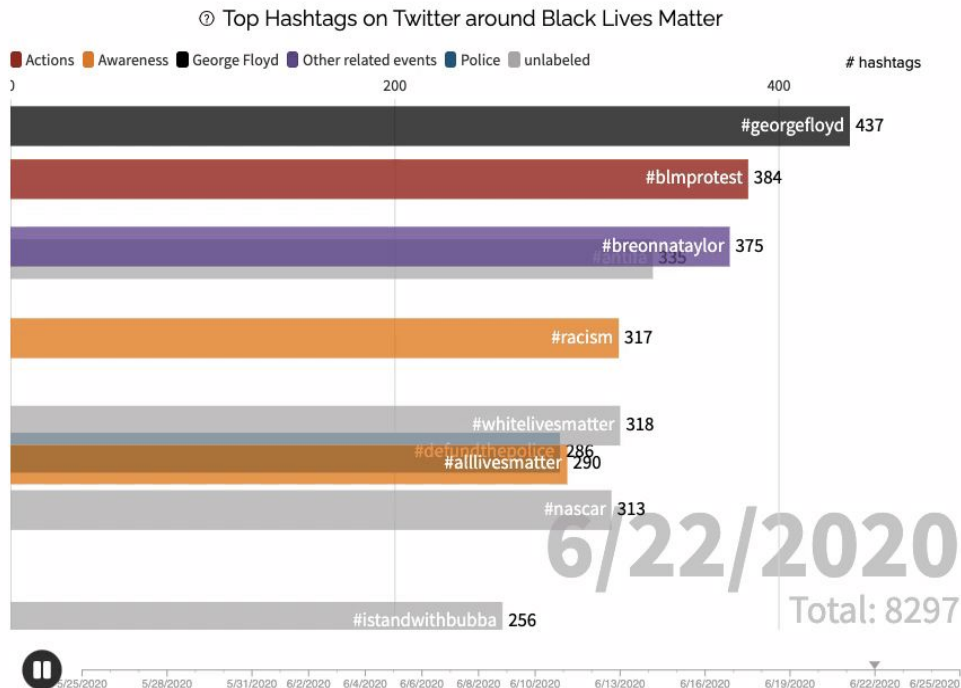


BLM Always

Social media listening application

BLM Always social media listening

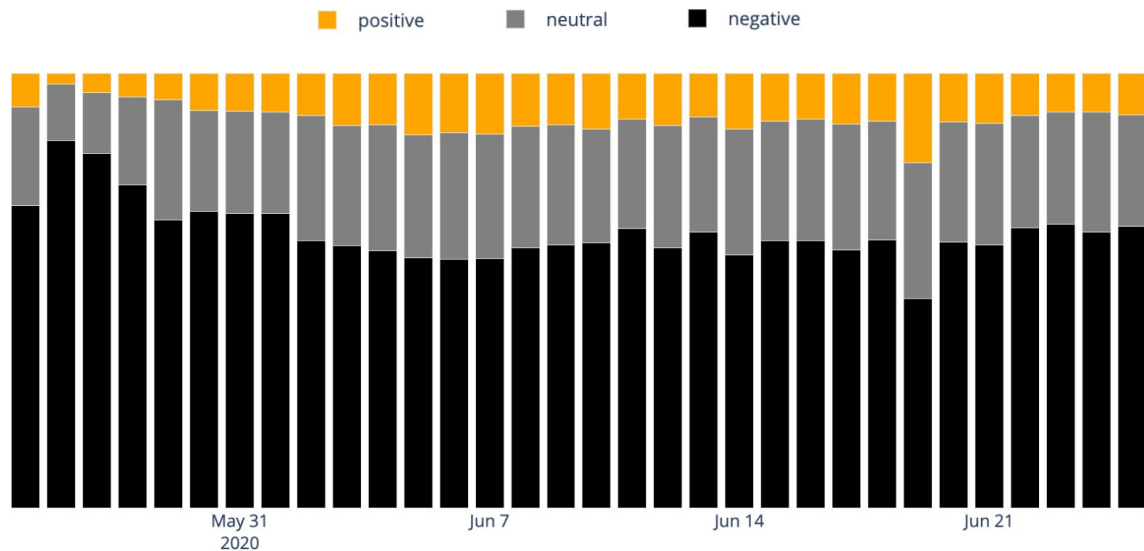
Social media listening can distill trends over a period of time by tracking their rise and fall



- #georgefloyd and #icantbreathe emerged immediately following George Floyd's murder
- In the aging stage, hashtags related to seasonal events (#juneteenth) rose and fell while #defundthepolice prevailed
- By the end of June, #georgefloyd was no longer trending


Sentiment analysis in action

- Identifies individual tweets as positive, negative or neutral based on the language used
- Due to the nuances of human language and the lack of cultural context, results can easily be misinterpreted



Sentiment analysis is flawed

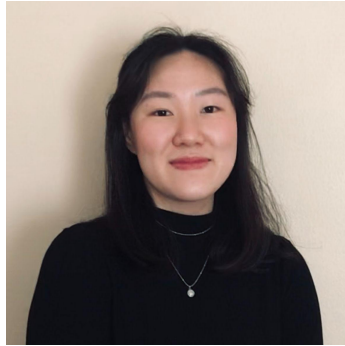
| Sentiment Type | Related Emotions | Example Tweet |
|-----------------|---------------------------------------|--|
| Positive | Optimism, peaceful, compassionate | "Happy Juneteenth yall, I'm so happy to be blessed with incredible friends from the black community and able to watch them blossom into the individuals they want to be Love you all #HappyJuneteenth #BlackLivesMatter" |
| Neutral | No specific emotions detected | "Adams County District Attorney: Justice for Erika McClain- Sign the Petition!" #ElijahMcClain #BLM |
| Negative | Pessimism, aggressive, hurtful, crude | "Systematic racism is so pervasive in America that four officers brazenly and senselessly murdered #GeorgreFloud in borad daylight with cameras rolling. We not only want their badges. We want them in prison for the remainder of their lives." #icantbreathe #BlackLivesMatter |



Matching sentiment analysis with cultural context

- As with any form of technology, sentiment analysis leaves room for error
- We've talked about how social media listening can be helpful if it's used correctly
- How do we do this?

Guest Panel



Chelsie Lui

Co-Founder & CCO,
Activism Always



Zahnae Aquino

Head of Product
Management,
Activism Always

Any questions?

Would you like to continue the conversation?

 [PTKO Engagement Architecture Professional Networking Group](#)

 [linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

Want to dive in?

parsonstko.com/project

How did we do?

Please let us know by filling out the follow-up [survey](#) which will be emailed to you.