Words++ : How Social Communication Methods Are Changing the Game for Market Research

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With over 20 years of combined experience in product management, marketing, text analytics and machine learning, Seth is currently the CMO of text analytics leader Lexalytics. Prior to this role, Seth served as Vice President of Product Management and Vice President of Marketing at Lexalytics. Seth has also held executive positions at both hardware and software companies, including co-founder of Netiverse (acquired by Cisco Systems). During his tenure at Cisco, Seth built Cisco's first internal text analytics solution for reputation management. Seth has a degree in Chemistry from Carnegie Mellon University.
Who is Lexalytics

- Founded in 2003, first product in 2004
- Privately held
- ~150 Customers serving thousands of major brands
- “The” engine for
  - Media Monitoring
  - Social Listening
  - Customer Experience Management
  - Voice of the Customer
- Multiple patents in Natural Language Processing
- We process more words than anyone else.
  - Billions/day on-premise Salience
  - >150 Million/day via Semantria
Emoji Usage

- ~4% of all tweets have Emoji

- ~15% of all brand-related tweets have Emoji
  - Lexalytics Observations

These are all the same emoji!

This is what the “grinning face with smiling eyes” emoji looks like on devices for each of these platforms:

- Apple
- Google
- Microsoft
- Samsung
- LG
- HTC
- Twitter
- Facebook
- Mozilla
- Emoji One

http://grouplens.org/blog/investigating-the-potential-for-miscommunication-using-emoji/
Same Emoji + Different Smartphone Platform = Different Emotion

For example, if you send the Apple emoji to a Google Nexus, they’ll see the Google emoji, and vice versa!

http://grouplens.org/blog/investigating-the-potential-for-miscommunication-using-emoji/
Common Phrases for Major Emoji

😂 (ranked 1st in emoji usage): lolol, lmao, lololol, lolz, lmfao, lmaoo, lolololol, lol, ahaahah, ahaahha, loll, ahaaha, ahaah, lmfaoo, ahha, lmaooo, lolll, lollll, ahaahaha, ahhaha, lml, lmfaooo

😍 (ranked 2nd in emoji usage): beautifull, gawgeous, gorgeous, perfff, georugous, gorgous, hottt, goregous, cuteeeee, beautifullll, gorgeuous, baeeeeee, hotttt, babeee, sexyyyyy, perffff, hawttt

❤️ (ranked 3rd in emoji usage): xoxoxox, xoxoxo, xoxo, xoxoxoxox, xoxoxoxoox, xoxoxoxox, xxoo, oxox, babycakes, muahhhh, mwahh, babe, boobear, loveyou, bunches, muahhh, muahh, xoxox, muahhhhh

👍 (ranked 9th in emoji usage): #keepitup, #fingerscrossed, aswell, haha, #impressed, #yourrock, lol, #greatjob, bud, #goodjob, awesome, good, #muchlove, #proudofyou, job, #goodluck

😭 (ranked 11th in emoji usage): ughh, ughhh, uhhhhh, ugh, uggh, ugghhh, ughhhhhhh, uggghh, lolol, wahhhhh, rn, oml, uhg, agh, xc, omgg, omfg, omf, lololol, whyyy, loll, wahhhhhhh, tooo, kms

• Skin tone options 🅱️🅱️🅱️🅱️. iOS brings skin tone options to existing emoji such as Santa Claus (U+1F385). They are implemented by pairing up the emoji with a skin tone “fitzpatrick” character from the range U+1F3FB-U+1F3FF. Due to the implementations, older releases and other platforms will render the emoji as two separate characters (👩,👨).

• Diverse families 🤤. iOS brings support for many different family variants (sex, number of children). They are implemented as separate unicode code points for each member of the family, joined together with the unicode U+200D zero-width joiner character. This means that family emoji are implemented with up to 7 unicode code points that literally spell each member of the family: woman-woman-girl-boy. On older releases and other platforms, you will see each family member individually (👩,👨,👧,👦).

• Diverse kisses 🤤. Similar to diverse families, kisses between same-sex couples are implemented using five unicode code points joined together with U+200D. These kiss emoji literally spell out one kisser, a heart emoji with a variant selector character, the lips emoji and then the other kisser. On older releases and other platforms, you will see each part spelled out explicitly (👩,❤️,👨,❤️,👦).

Real life Emoji – Photos and Videos.
sweet_robbey #strongbowcider #romania #sovata #relaxed #beer #chilling #ilovemybeer #goldapple #ciders #drinking #mutimitiszol
bsofikka 🍊🍋🍋️
oklncs Ez nem sör, teeeeee!)
sweet_robbey Deeee ;p pont annyi %-os mint a sima sör. ;-p
sexclxi Get you somebody who brings you Tim Hortons at midnight 😊곧
_deidra__ 😊곧
sexclxi @_deidra__ 😊곧
mr_eb Lol

Log in to like or comment.
Current state of technology is where text analytics was ~10-12 years ago.

Point products w/point functionality
  - Very fragmented market
  - Categorization
  - Identification of Brands
  - Facial Emotion Analysis

Data access questions
  - No “Instagram Firehose”
  - Query-based access kinda defeats the point

What can we learn from history?
  - Do not overpromise.
  - Just counting “mentions” becomes rapidly uninteresting – need other data as well
  - Verticalize sooner rather than later
    - Security vs. Media Monitoring

One major difference: Convolutional Neural Networks
GPU 1: Trained itself (no config) on edge detection

GPU 2: Trained itself (no config) on color boundaries and textures
A look at the future!

- **Emoji**
  - “Sentences” and interactions will be better understood
  - Fonts will normalize some

- **Computer Vision**
  - Business use case will be sorted out
  - Image Recognition
    - Classes will broaden out
    - Multi-class systems will come to market
  - Video
    - Will move from statistical sampling to ”better than real time”
  - Data
    - Availability issues are still up in the air
    - Image “search” reliant on keywords from metadata, will move to coming from CV-based image categorization over time
- http://emojipedia.org/