



Tuning Sentiment Course Syllabus

6 hours, eLearning Recording

Focus on sentiment and tuning to most accurately reflect what your customers are feeling. Learn to tune individual words and phrases.

Pre-requisite Courses: Fundamentals of Clarabridge and SEE Clearer Insights Using Sentiment, Effort and Emotion

Who should attend?

This course is meant for data and business analysts who will be responsible for tuning and maintaining sentiment for a project.

Course Agenda at a Glance

Topics Covered	Learners will be able to:
Review of Sentiment Basics <ul style="list-style-type: none"> - The role of sentiment in actionable insights - How Sentiment is assigned at the word and sentence levels - How modifiers and negators affect sentiment scores - Viewing sentiment scoring in reports 	<ul style="list-style-type: none"> - Explain how sentiment scores on reports contributes to the ability to find actionable insights - Explain the effect of modifiers and negators on individual sentence scores - Interpret color-coding and markings of previewed sentences to justify sentiment scores
Tuning sentiment in a Clarabridge Project <ul style="list-style-type: none"> - Individual Word Tuning - Exceptions to Sentiment Tuning 	<ul style="list-style-type: none"> - Tune the sentiment scores of individual words in the Sentiment Tab of Clarabridge - Write exception rules to sentiment scores (7 types)
Auditing Your Category Model and Sentiment <ul style="list-style-type: none"> - Running an Audit Report - Interpreting the Audit Report - Best Practices for Auditing a model 	<ul style="list-style-type: none"> - Run an audit report - Determine which sentences are incorrectly scored and document needed changes to categorization and sentiment rules
Maintaining Sentiment <ul style="list-style-type: none"> - Recommended Practices 	<ul style="list-style-type: none"> - Explain how often to re-examine categories and sentiment tuning and why

