

BrandsEye Crowd methodology

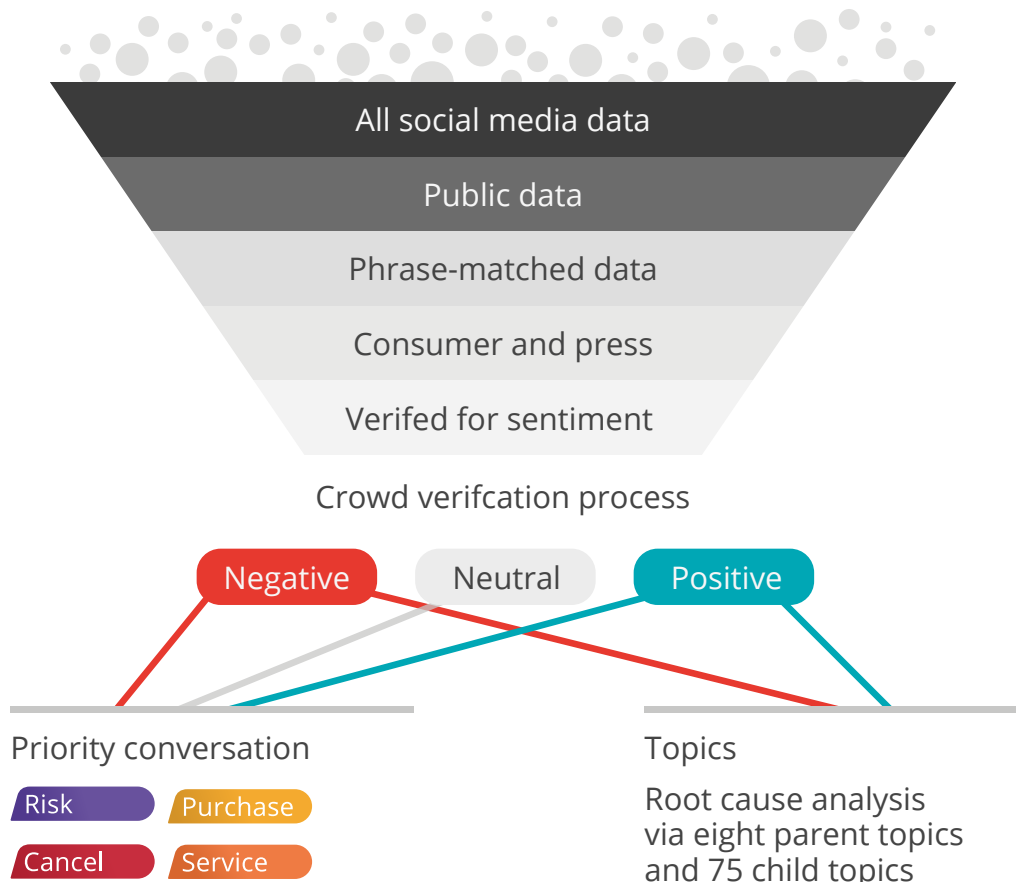
All sentiment scores contained within this report are verified by the BrandsEye Crowd. The BrandsEye Crowd is a proprietary crowdsourcing platform, comprising trained and vetted native language contributors from around the world, who rate and structure conversation data to ensure industry leading accuracy in English and Arabic.

Net Sentiment is one of BrandsEye’s key performance indicators and is calculated by scoring each data point as positive (1), neutral (0) or negative (-1). A score is then calculated by subtracting total negative conversation from the total positive conversation (Net Sentiment = positive conversation – negative conversation). To calculate percentage Net Sentiment, this score is divided by the

total number of posts (positive, neutral and negative) during that period. This results in a single score with which to measure sentiment.

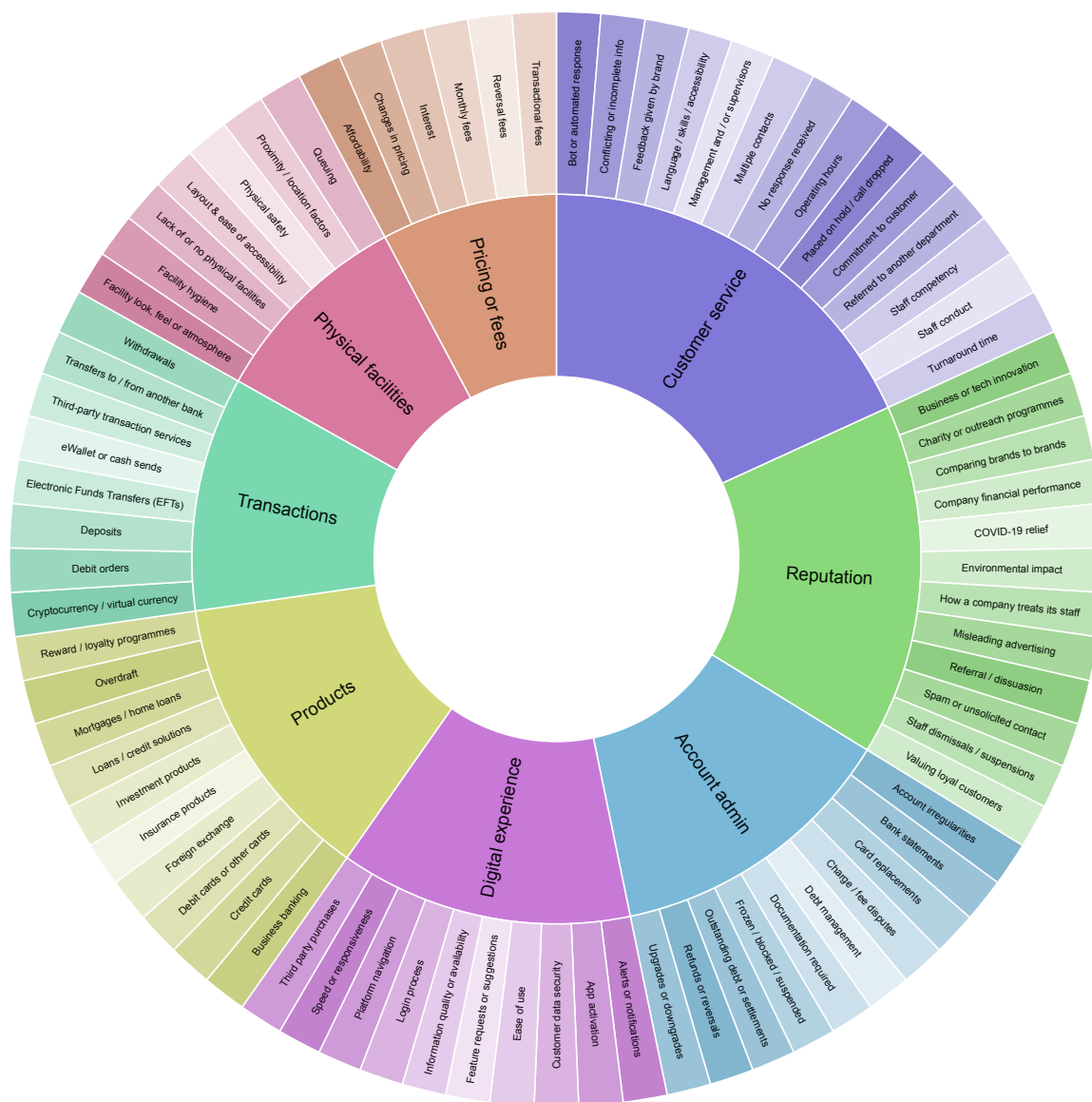
Using this level of sentiment accuracy, BrandsEye is able to establish how people feel while also unpacking the key drivers of behavior across a range of themes.

By equipping organizations with accurate social media sentiment and thematic analysis, they are able to make informed and strategic interventions from the millions of conversations online.



Topic analysis enables a granular understanding of the specific themes driving consumer sentiment.

A sample of 10,751 sentiment-bearing mentions (positive and negative, excluding neutral) were sent to the Crowd, who identified which of the 75 pre-defined banking topics were contained in each mention.



For more details see report methodology

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