Opinion mining in the smartphone market

Samsung has been one of the most successful companies (perhaps the most successful) to combine traditional and social marketing. Samsung’s paid ‘selfie’ at the 2014 Oscars was the one of most shared photographs of all time.

But what do you gain from going viral when you don’t know what people are saying? Samsung has the largest share of smartphones, and people talk about Samsung’s products in dozens of languages worldwide. The people making product and marketing decisions need to keep their fingers on the pulse of consumer electronics in multiple markets.

Mining for opinions

There are a lot of places where people talk about smartphones, including social media communications, forum discussions, and video comments. What exactly is it about these conversations that Samsung can draw upon to inform its smartphone development strategies?

To understand its consumer base, Samsung needed to understand the sentiment and discussions around a specific brand, model, and feature. Known as “opinion mining”, extracting all three of these points is crucial to gaining a solid understanding of consumer opinion.

Samsung is dominant in the Asian and emerging markets and leverages Idibon’s multilingual models, including ones in Korean, the language of Samsung’s corporate headquarters.

The features that matter

“Sentiment” is usually used to describe an entire document as either positive, negative, or neutral. Opinion mining is about tying these sorts of judgments to particular products and product features.

Using a combination of machine learning and our global network of analysts, Idibon extracts messages with more than 90% accuracy. Idibon has identified the 30 most important features that people are discussing about Samsung and other manufacturers’ phones.

Solution

Idibon extracts opinions about specific smartphone features and products in multiple languages.

Results

90%

Accuracy in extracting linguistically ambiguous messages.

30

Most important Samsung features detected.

Samsung is able to extract opinions about specific brands, models, and features from social media conversations using Idibon’s technology.

As you can imagine, the features that consumers are most positive about for one brand may be terrible for another brand and vice versa.

Global brands investing in digital marketing and building a social presence need to understand more than rates of positive versus negative sentiment. They need to know what their prospects and customers are talking about.

The voice of the customer is crucial to improving customer experience, launching future products, and targeting marketing campaigns. Emerging markets underline the need to listen in multiple languages to inform important business decisions and strategies.