

Sentimenti

Telecom operators in Poland

Analysis of opinions and comments on official Facebook profiles of companies

Report for January-September 2022



Methodology

In the process of monitoring online media (in this case, the official Facebook profiles of selected and most popular telecommunications companies and mobile operators), a quantitative and qualitative analysis was conducted.

The study examined 237,936 comments and opinions found on the profiles of entities including Play, Orange, T-Mobile, Plus, Nju Mobile, Lajt Mobile, Mobile Vikings and Virgin Mobile. They were posted on Facebook between January and September 2022.

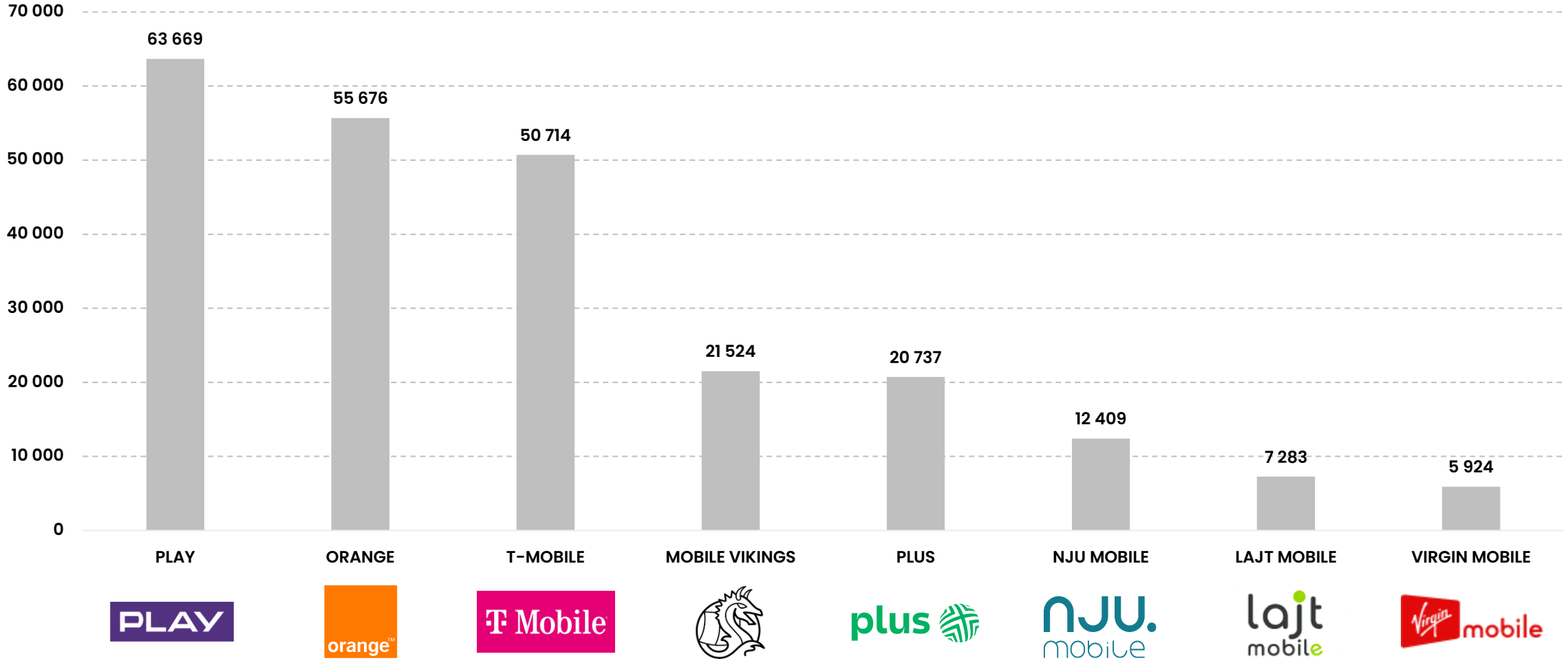
The further process consisted of testing all downloaded content with SentiTool, a proprietary tool for analyzing emotions, sentiment and emotional arousal.

The research process carried out in this way made it possible to compare with each other the messages found on the profiles of the eight entities and to indicate where opinions and comments on products and services were rated more or less favorably.

In addition, a process of categorizing opinions with extreme emotions, i.e. joy and anger, was carried out to isolate the most frequently praised or criticized issues related to the companies' operations.

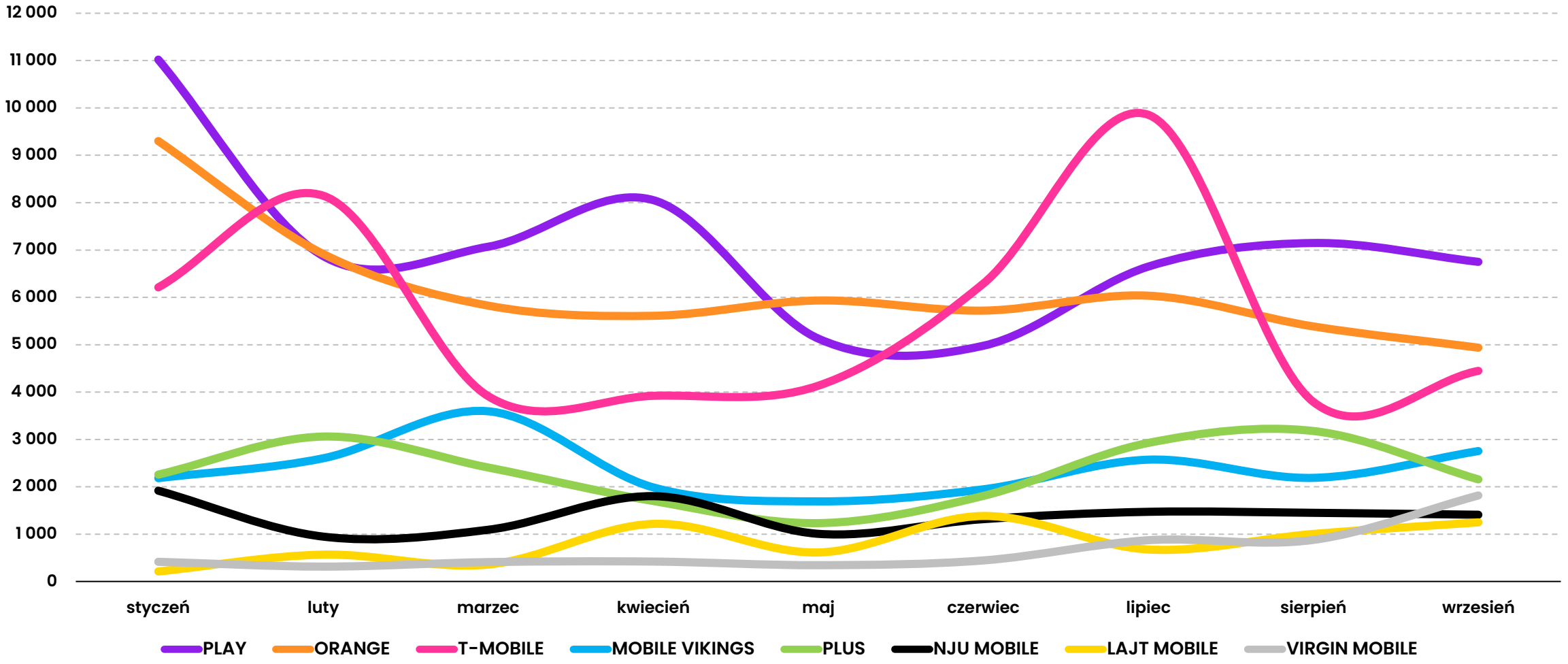
Number of mentions on eight mobile operators' Facebook profiles

Number of surveyed opinions in the analyzed period: 237,936. The analysis concerns 8 mobile operators. Polish-language mentions (companies' own profiles on FB).



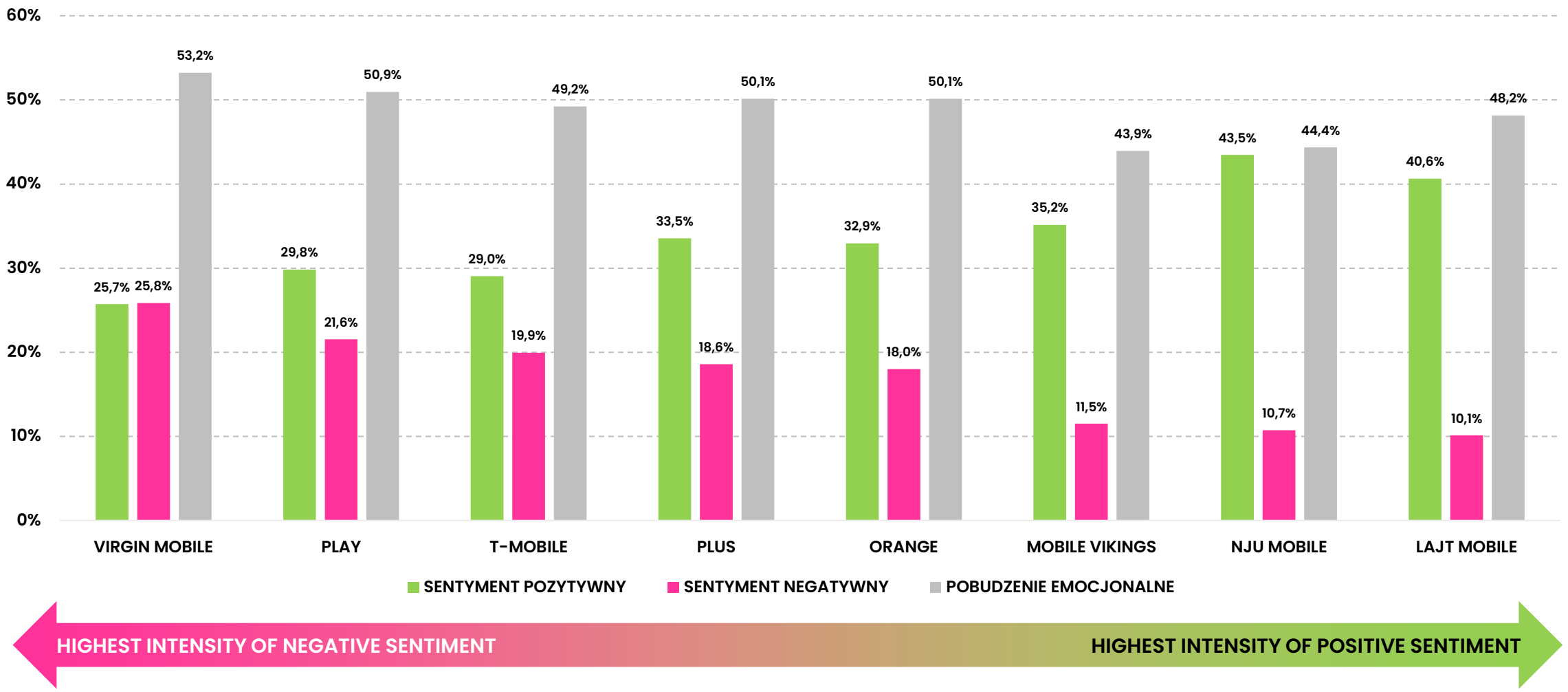
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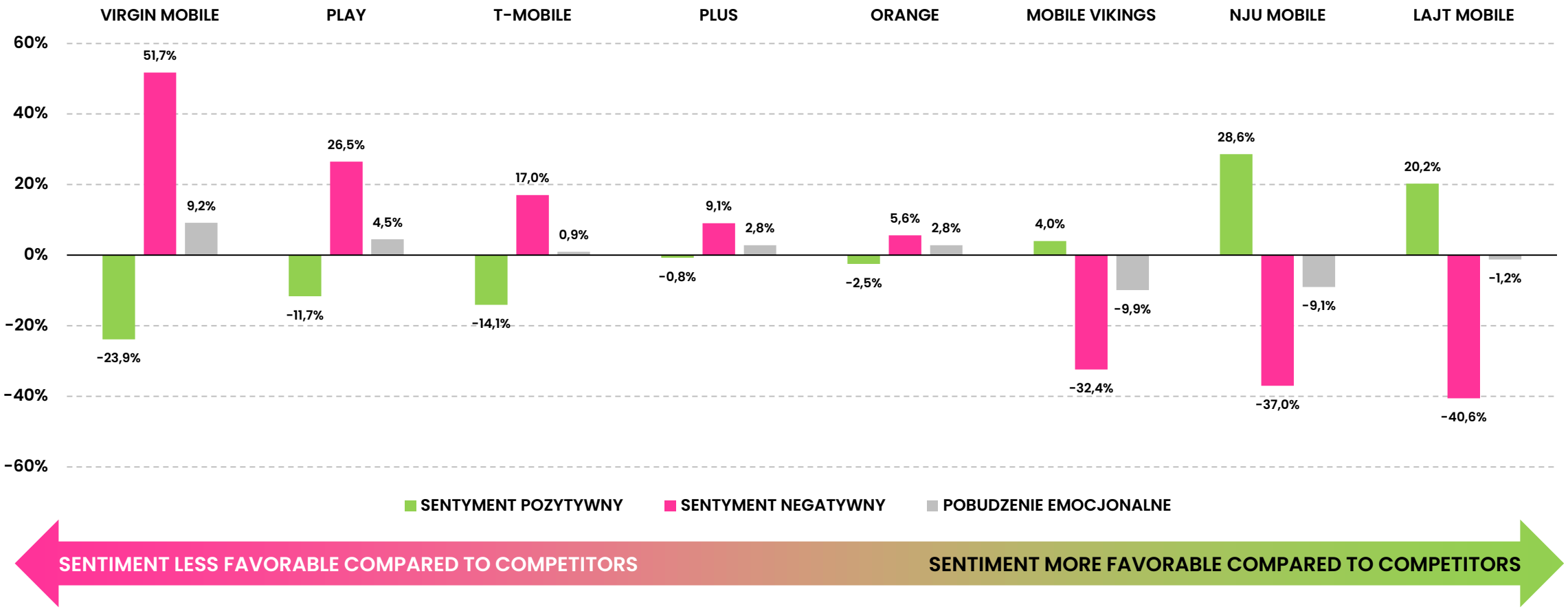
Average sentiment intensity in discussion of eight mobile network operators

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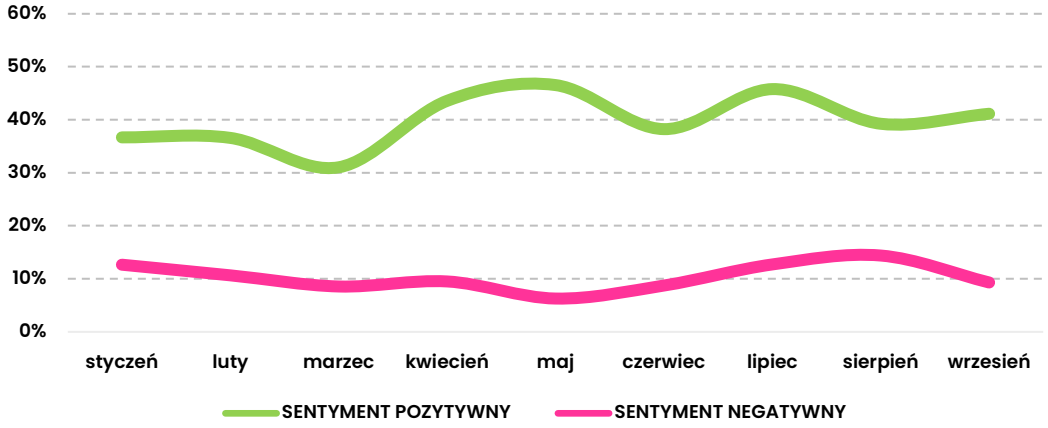
Differences in sentiment intensity among eight mobile network operators

Number of surveyed opinions in the analyzed period: 2 37,936. The analysis concerns 8 mobile operators. Polish-language mentions (companies' own Facebook profiles).The chart shows the differences in the intensity of negative sentiment, positive sentiment and emotional arousal of a given entity compared to the other seven companies. The reference point is the average values of the aforementioned indicators over the entire period under analysis and for all entities combined.

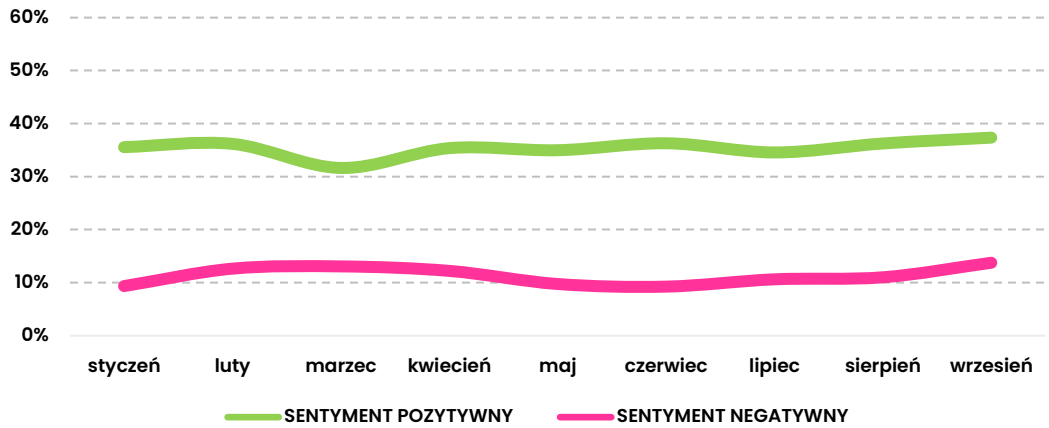


Monthly average sentiment intensity in discussion of eight mobile network operators

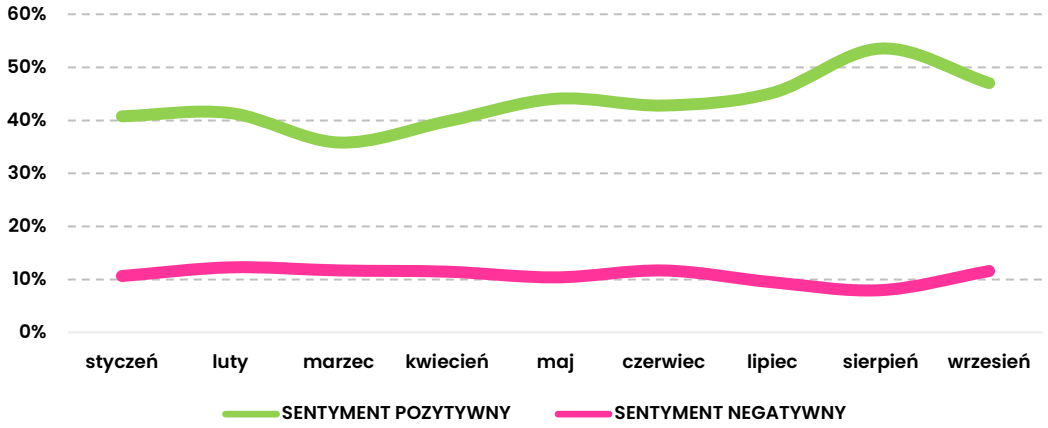
LAJT MOBILE



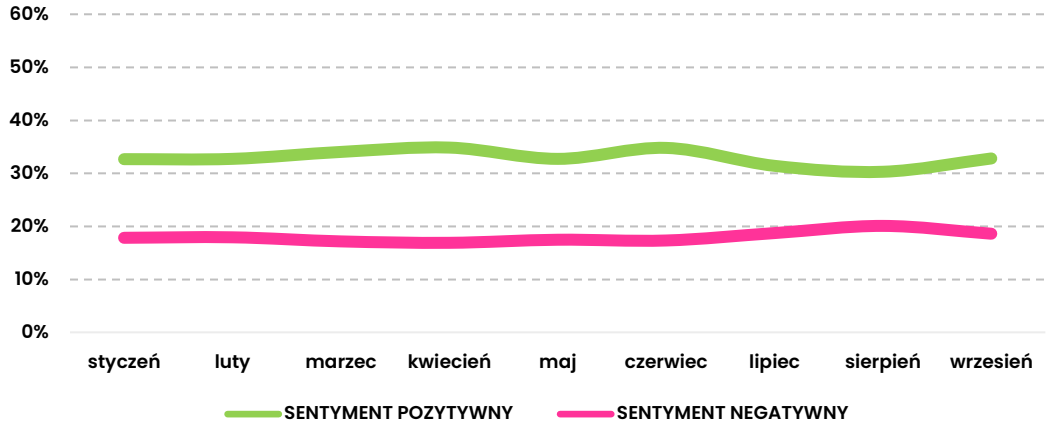
MOBILE VIKINGS



NJU MOBILE

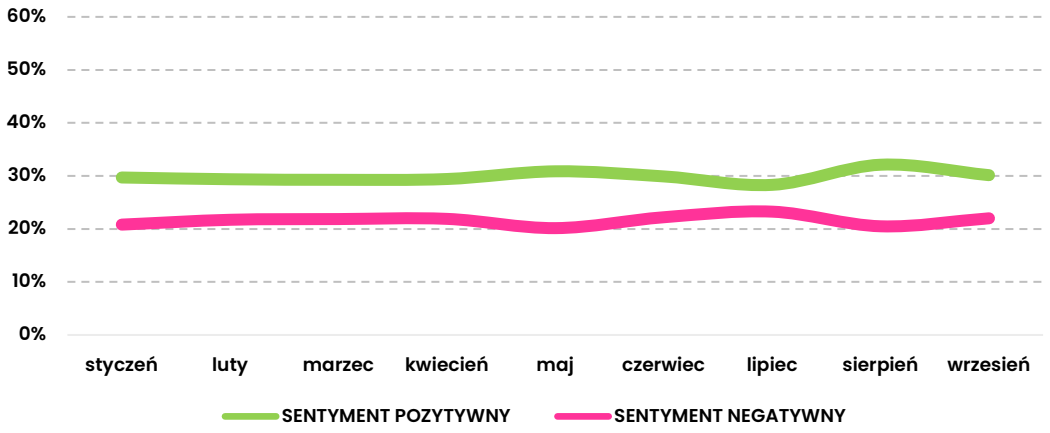


ORANGE

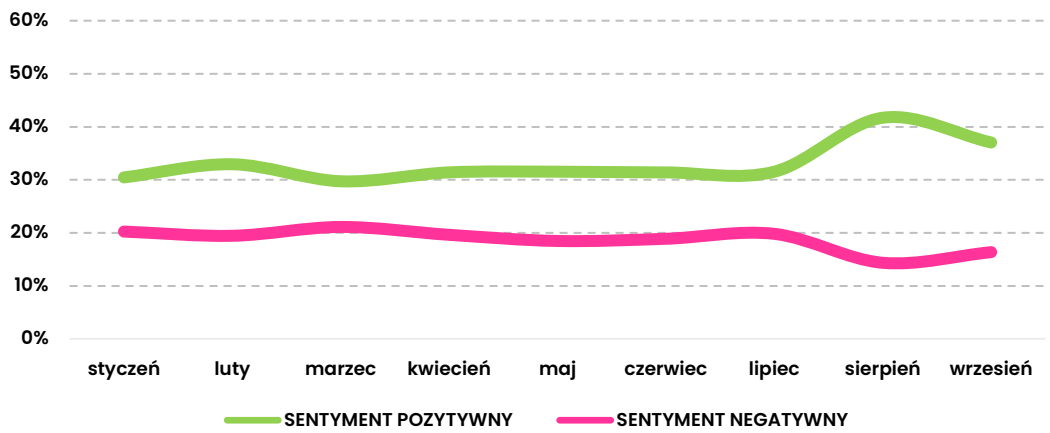


Średnie miesięczne natężenie sentymentu w dyskusji dot. ośmiu operatorów sieci komórkowej

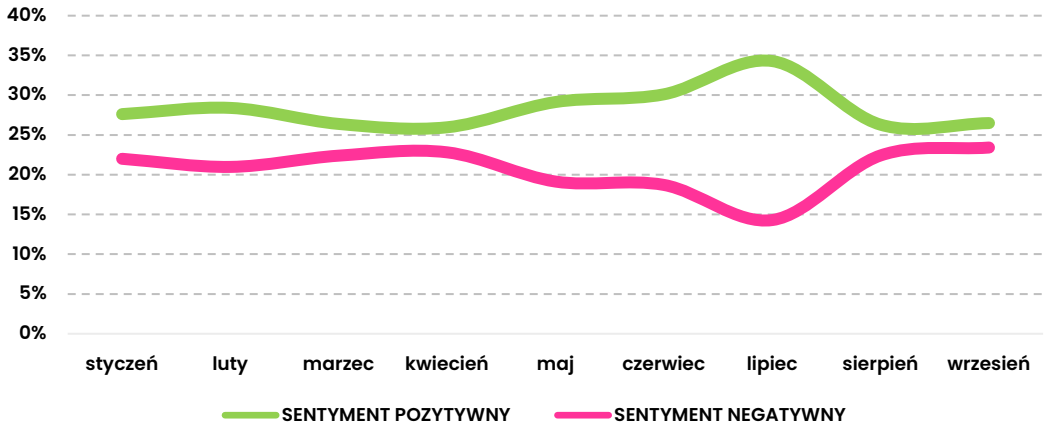
PLAY



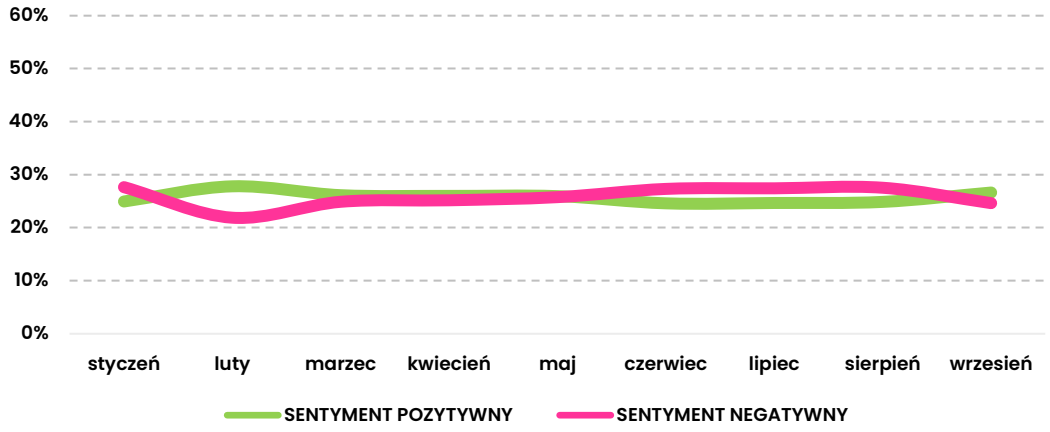
PLUS



T-MOBILE

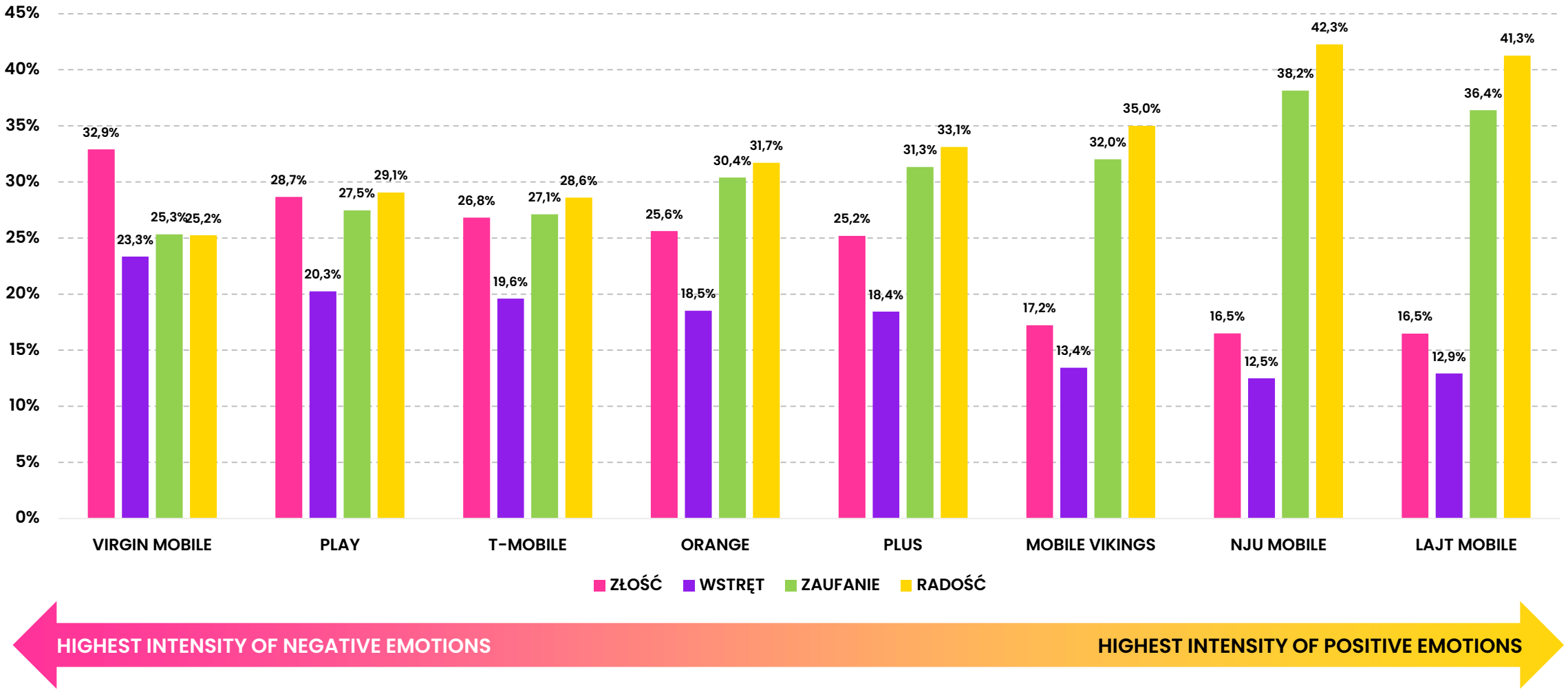


VIRGIN MOBILE



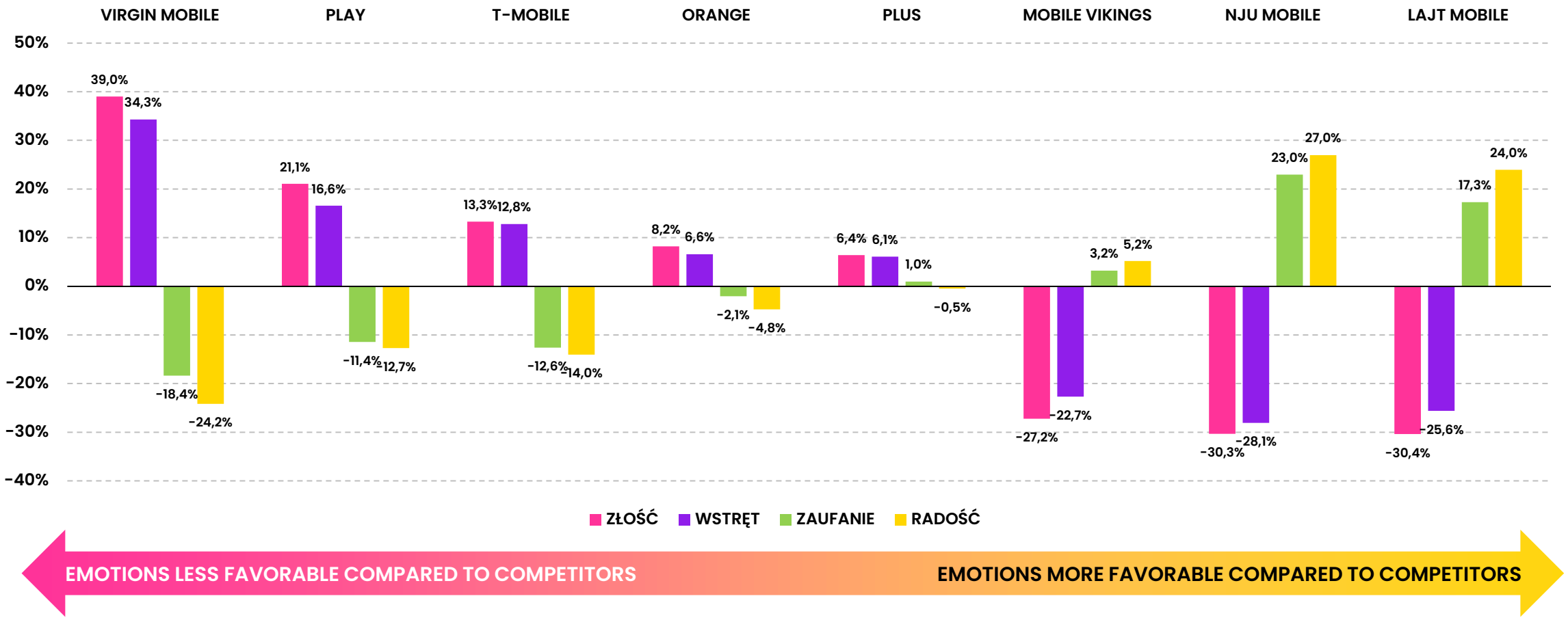
Average intensity of emotions in discussion of eight mobile network operators

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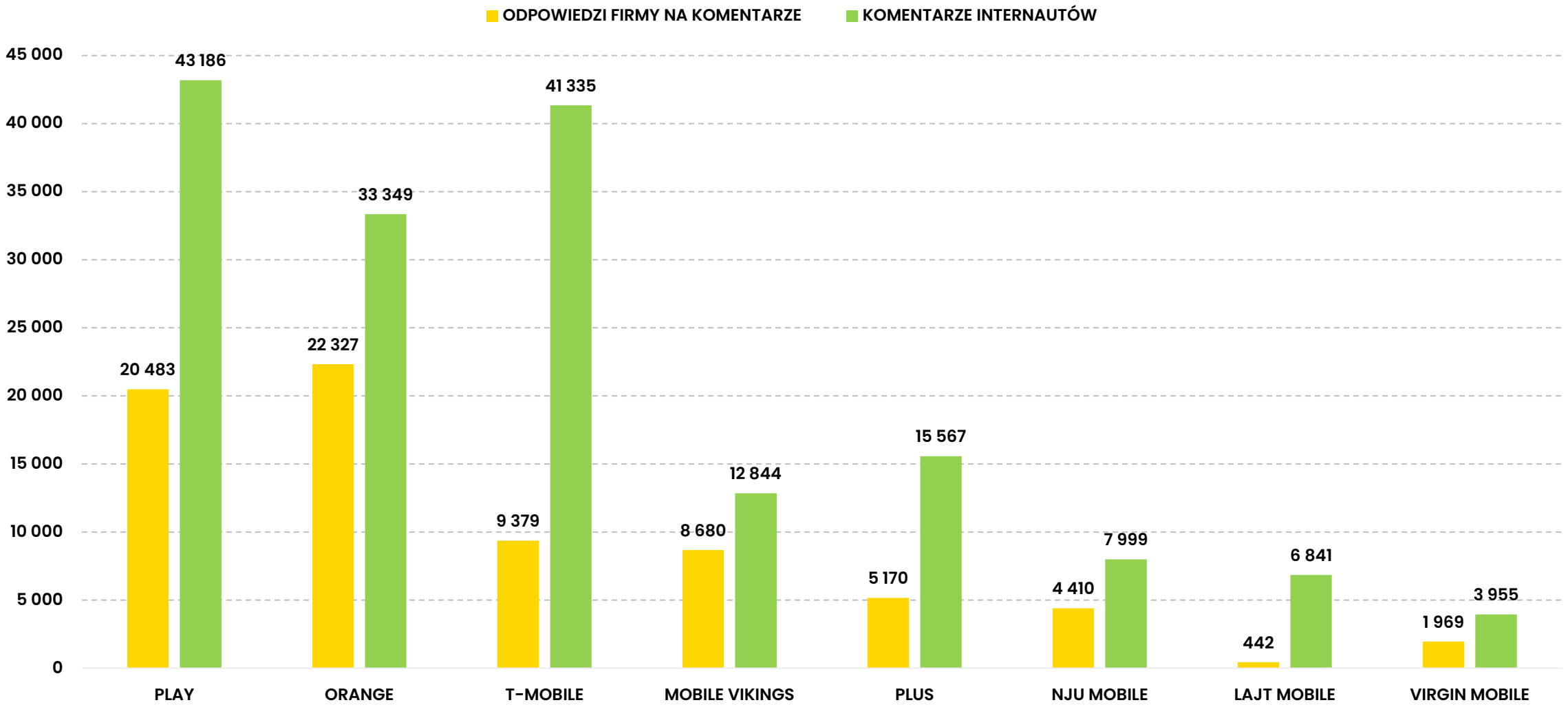


Differences in intensity of emotions among eight mobile network operators

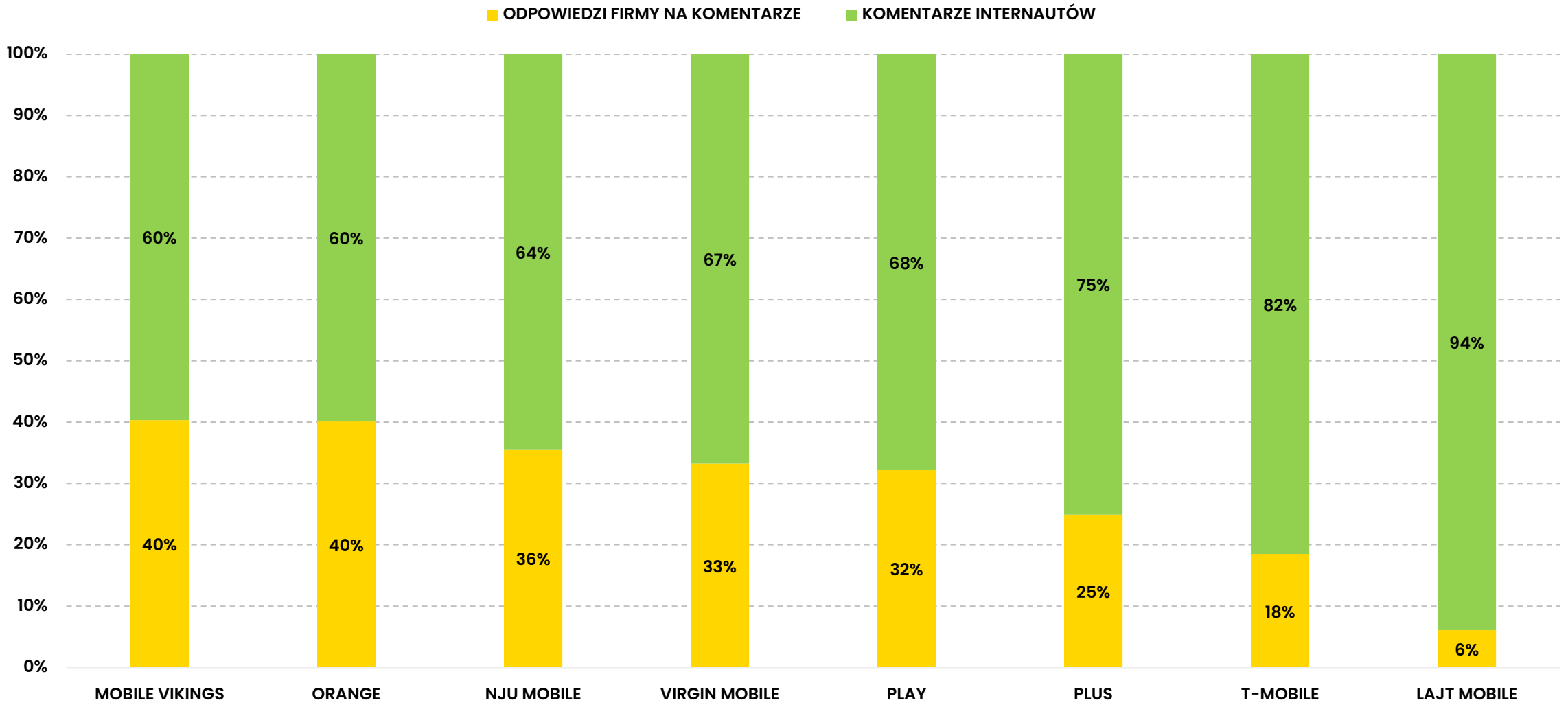
Number of surveyed opinions in the analyzed period: 237,936. The analysis concerns 8 mobile operators. Polish-language mentions (companies' own profiles on FB). The chart shows the differences in the intensity of selected four emotions in the discussion on the profile of a given company compared to the other seven. The reference point isaverage values of the intensities of the emotions over the entire period under analysis and for all entities combined.



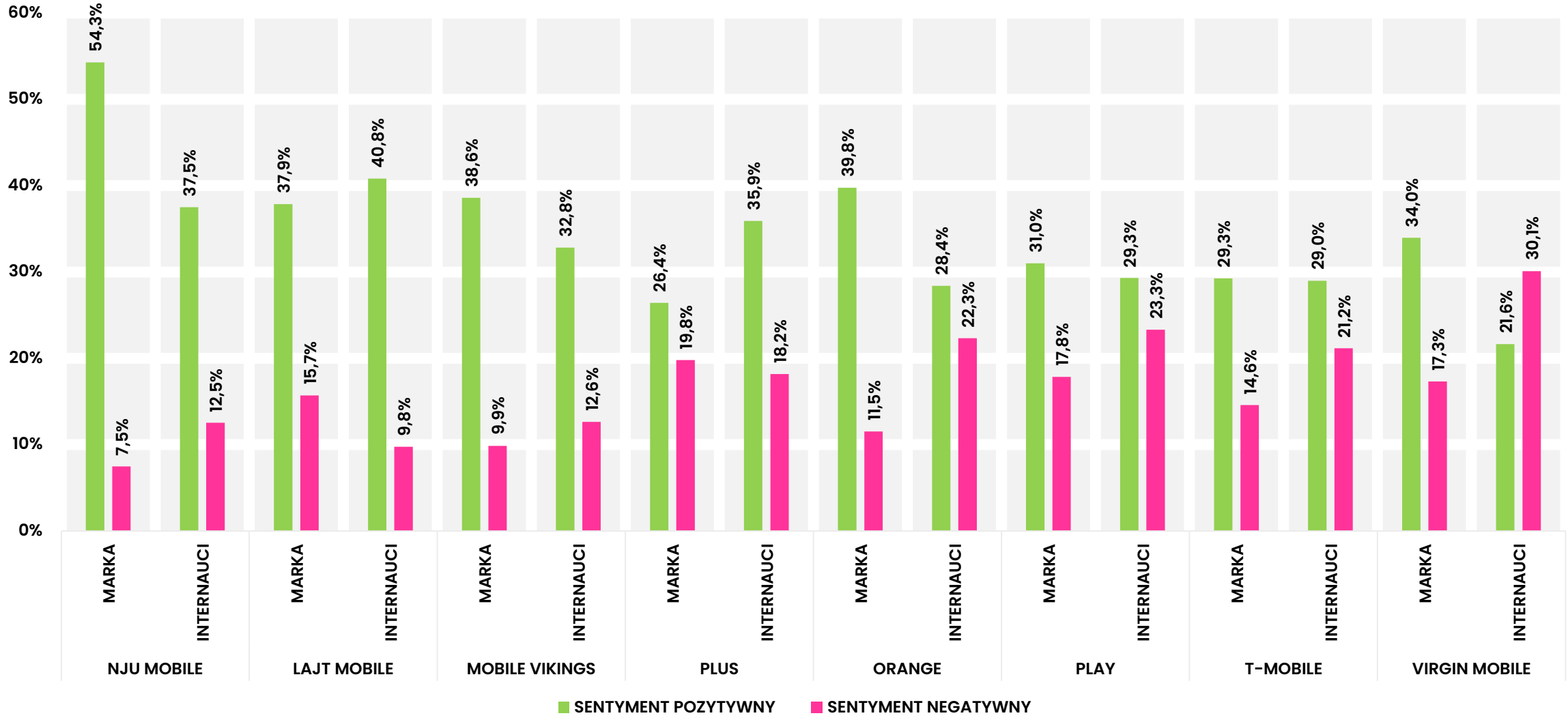
Number of mentions on eight mobile operators' Facebook profiles by author



Share of activity on eight mobile operators' Facebook profiles by author



Sentiment intensity in posts on operators' Facebook profiles by author



ANGER AND JOY. Analysis of contexts and themes in web opinion content by emotion

Contexts and the most frequently repeated juxtaposition of phrases in the discussion, in which the level of intensity with a given emotion = 50% and above was recorded.





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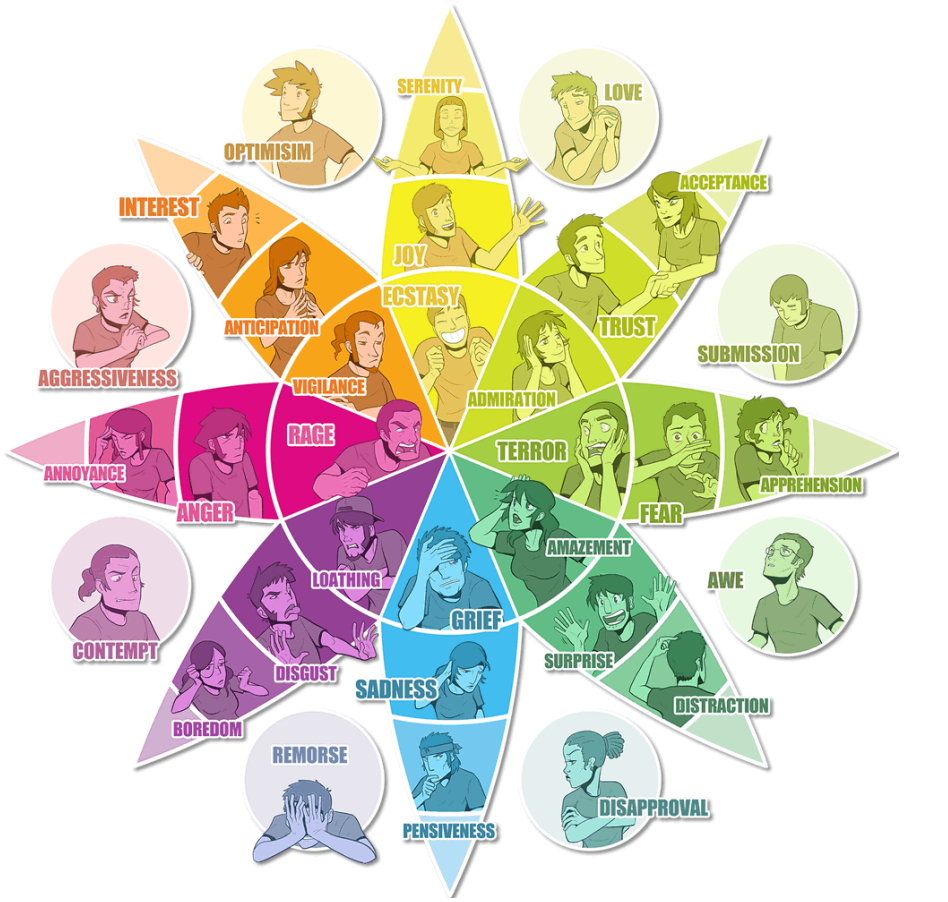


Who are we and what do we do?

Sentimenti is **a collaboration of linguistic engineering and artificial intelligence** using deep neural networks. The algorithms sewn into our solution are based on the results of **scientific research involving more than 20,000 people.**

Syntactic-semantic analysis makes it possible to distinguish units of language and determine not only the emotive meaning of words used in the publication, but also phrases and whole texts. Emotional analysis is created on the basis of Robert Plutchik's theory and includes **8 basic emotions and additionally emotional overtones, determined on 2 scales, i.e. polarity and arousal**) for virtually all words and meanings in Polish.

The results of our analysis in the form of reports **allow you to make decisions** about the emotions perceived in the text, advertisement, speech or the person as the author of the text.





Thank you!

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