

# 3. Monitoring reputation on Twitter

In an online society reputation management is essential. Tweets can quickly make or break the reputation of brands, companies and organizations. We present a semi-automatic tool designed to monitor the reputation of companies, organizations and people on Twitter. The tool is called ORMA: Online Reputation Monitoring Assistant. ORMA automatically annotates tweets for relevance and reputation: Is the tweet about the entity? Has the tweet positive or negative implications for the reputation of the entity? The tool also groups tweets by topics and displays topics in decreasing order of relevance from a reputational perspective. ORMA helps the user to understand the contents being analyzed and to produce a manually annotated version of the data, using the output of the automatic annotation processes.



### ICT science question

How can the annotation process of unstructured texts be made more efficient? To solve this scientific challenge, we develop new techniques based on advanced semantic information retrieval and natural language processing.

### Application

Our reputation monitoring tool assists experts by suggesting automatic annotations that can be manually changed. Preliminary results suggest significant time saving compared with not using automatic annotations. We have developed the tool in collaboration with the leading Public Relations consultancy firm Llorente & Cuenca.

There are already reputation monitoring tools available on the market, for example Brandwatch, MYSYSPOT, Talkwalker and MetricPoint. However, according to a recent survey by Llorente &



**Julio Gonzalo**  
julio@lsi.uned.es  
**Jorge Carrillo de Albornoz**  
nlp.uned.es/orma/  
www.youtube.com/watch?v=ZSYVceckrrc

LiMoSiNe Project  
limosine-project.eu/

Cuenca, they do not satisfy the necessities of reputation experts due to a lack of relevant functionalities and poor performance.

### Alternative Application

Our research can be applied in other contexts involving consumer portals, opinions portals, news aggregators, marketing strategies, etc. New applications possibly require different visualization solutions, but the techniques we use for natural language processing and machine learning will be generally applicable.

### Nice to know

ORMA has already been used in a real annotation process in order to build a corpus of tweets for developing and testing Online Reputation Management algorithms at RepLab 2013. This is a competitive evaluation exercise for Online Reputation Management systems.

### Quote

“Using this tool the reputational experts will improve their efficiency aiming to analyze more data with the same time and improving the quality of their re-ports.” – Analyst of consultancy firm



This tool can be effectively used by politicians to get powerful and comprehensive insights on their online reputation as distilled from relevant Twitter posts.



ORMA integrates a number of algorithms into a reputation monitoring solution that lies between full automation and manual analysis, combining automatically generated results and experts' feedback.



We propose a unique reputation monitoring tool able to learn from manual annotations of tweets to provide reputation insights in a more efficient and accurate way.



ORMA features advanced techniques for filtering, polarity classification of tweets, topic detection and their ranking by priority from a reputation management perspective.



This demo is part of the LiMoSiNe project in close cooperation with the COMMIT/ *demo to which music is the world listening?* (Nr. 2, also known as the StreamWatchr demo). The LiMoSiNe project runs within the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement nr 288024.