Listening Sentiment Analysis Update & FAQ

As of June 1, 2017, Adobe Social will be limiting sentiment analysis to English and Japanese only.

We understand that there may be questions about product strategy given the changes to listening data over the course of this past 18 months. Adobe Social has made a strategic decision to focus on delivering content publishing and data workflows for the social marketer. Adobe Social continues to support moderation and engagement of social feeds for keyword and hashtag based content in real-time feeds for monitoring a social property, subject, brand or events. However, there are no plans in the Adobe Social roadmap to support deeper listening capabilities such as analysis of key topics or brands to inform market research, competitive analysis, brand health, etc.

Q: What will happen with sentiment analysis of languages other English or Japanese?
A: For posts that are not receiving sentiment analysis, a neutral score ("5") will be automatically applied.

Q: Will this change affect any of my listening rules?
A: No, listening rules will continue to collect data. The only change will be to the sentiment analysis applied once the data is collected.

Q: Do I have to take any action as part of these changes?
A: No, these changes will take place automatically on June 1st.

Q: Sentiment analysis for diverse languages is important to us, will you be adding it back in eventually?
A: No, we will not be adding additional sentiment analysis functionality in the existing listening and monitoring solution.

Q: How will this affect my existing reporting?
A: This will not affect reports for past listening data. All posts collected before June 1st will retain the sentiment score that has been applied.

Q: What is Adobe Social's plan for Social Listening in 2017-18?
A: Social listening in particular is a mature space with many highly qualified, specialized vendors supporting customers looking for this particular tool set. Adobe Social is strategically focused on delivering content publishing and data workflows for the social marketer. Adobe Social continues to support moderation and engagement of social feeds for keyword and hashtag based content in real-time feeds for monitoring a subject, brand or events. There are no plans in the Adobe Social roadmap to support deeper listening capabilities such as analysis of key topics or brands to inform market research, competitive analysis, brand health, etc.

Q: What languages are supported in Adobe Social?
A: For a complete list of supported languages in Adobe Social by module is available here:
https://marketing.adobe.com/resources/help/en_US/social/c_language_support.html