

Evaluation Framework for Social Media Monitoring Tools							
Input	1	Sources	One certain source (e.g. Twitter)	Many fixed sources of one type (blogs ...)	Many fixed sources of different types	Any number and type of source definable	Any number and type and automatic suggestions
	2	Content-types	Continuous text is analyzed	Also describing texts (file-names, image-descriptions)		Semantic processing of visual content	Semantic processing of audio visual content
	3	History	No historical data available	Historical data for the current week	Historical data for up to three months	Historical data for more than three months	Historical data available, also retrospectively
	4	Freshness	Results with a delay of 24 hrs	Delay of up to 12 hours	Delay of up to 6 hours	Delay of up to one hour	Delay of some minutes
Processing	5	Buzz / Issue monitoring	Marking doublets or spam or ads		Excluding doublets or spam or ads	Excluding doublets or spam or ads optionally	Limitation to content including dialogs
	6	Sentiment detection	Sentence including the search term is analyzed	Paragraph is analyzed	Whole article is analyzed	Sentence or paragraph or article is analyzed	Definable amount of context is analyzed
	7	Languages	First language of customers of the company	Two most important languages	Three most important languages	Four most important languages	Five most important languages
	8	Influence analysis	Available for a certain share (e.g. top 10 authors)		Available for a defined group of authors		Available for all authors
	9	Trend Analysis	Available for the last week	Available for the last week and the last month	Available for up to three months	Available for more than three months	variable time-span within given data
	10	Data-management	No filter, ordered by relevance (date or tone)	Filter by date and tone only	Filter by date, tone and author	Various filters and drill-down functions	Various filters, drill-down, comment-function
	11	Account	No login-account, searches conducted manually	No login-account, searches repeated automatically	Account for one user, repeating requests automatically	Account for x users, repeating requests automatically	Account with complex permission management
Output	12	Dashboard	Fixed elements and categories, no visualization	Fixed elements and categories, including visualization		Flexible arrangement of fixed elements	Flexible arrangement of definable elements
	13	Alert	No Alert function		Alert for a certain Keyword		Definable alert, limits adjustable
	14	Report	Fixed reports, online only	Definably reports, online only		Fixed reports per e-mail	Definable reports, by e-mail
	15	Data-Interfaces	Export in one format available	Export in certain format available upon request	Export in different formats and "mailto" one receiver	Export in different formats and "mailto" x receivers	Export in diff. formats and "mailto" x receivers + API
	16	Price					