

Evaluation Framework V 2.0							
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	Semantic analysis	Term frequency statistics	Classification and Clustering	Document clustering	Relation Detection (between clusters)	Interactive Visualization (of clusters)
	6	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
	7	Extent of 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
	8	Process of Sentiment detection	client can add sentiment value manually	automatic sentiment detection of automatically translated content	automatic sentiment detection of content in original language	client can add / correct sentiment value on base of automatic detection	vendor adds / corrects sentiment value on base of automatic detection
	9	Languages	First language of customers of the company	Two most important languages	Three most important languages	Four most important languages	Five most important languages
	10	Influence analysis	Available for a certain share (e.g. top 10 authors)		Available for a defined group of authors		Available for all authors
	11	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
	12	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
	13	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	14	Dashboard	Fixed elements and categories, no visualization	Fixed elements and categories, including visualization		Flexible arrangement of fixed elements
15		Alert	No Alert function		Alert for a certain Keyword		Definable alert, limits adjustable
16		Report	Fixed reports, online only	Definably reports, online only		Fixed reports per e-mail	Definable reports, by e-mail
17		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

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General	Tool-Category	Self-Service (setup, processing and reporting is done by the client) or	
		Full-Service (vendor supports setup and delivers reports, analysis and / or additional consulting) or	
		Hybrid (self-service plus reports or analysis upon request)	
	Platform	Inhouse development or	
		Thrid party development	
	Budget	per year	
Description of Evaluation Categories above			
Input	1	Sources	Limitation to one type (like blogs) or all social media sources or all thinkable including normal websites and not open accessible like intranets, too, only fixed sources or definable sources, too. Suggestions for sources depending on client or not.
	2	Content-types	The question is, if tools already analyze more than continuous text, like describing texts in filenames and image descriptions or if they even analyze photos through automatic image recognition.
	3	History	Only new data or also historical data? Retrospectively, too?
	4	Freshness	Not every source delivers content without delay. Above that: Which delay is generally acceptable for the company to get the information?
Processing	5	Semantic analysis	Different analytical approaches allow different insights. The frequency of keywords is a valuable metric. If keywords are classified and clustered additional insights are possible, as well as if the relation between clusters is given.
	6	Buzz / Issue monitoring	The system should exclude doublets or spam or advertisements – or at least mark them differently. Note: When it is important to get results quickly it is good when the system allows turning off filters, as their operation requires time which again delays reports. (Only) results which include dialogs are of interest.
	7	Extent of Sentiment detection	Sentiment detection (Tone analysis) evaluates whether the context in which the search term was found is neutral, positive or negative – or mingled. The analyzed context can include the sentence or a paragraph or the full article.
	8	Process of Sentiment detection	Benchmark concerning accuracy of automatic solutions apparently lies between 60 and 80 % (FreshMinds, 2010, p. 8). Accuracy of automatic solutions depends on (1) algorithms, (2) on word-lists the algorithms compare findings with, and (3) on the search terms deployed. Manual detection delays reports.
	9	Languages	This category has to be assessed by focussing on the language the customers of the company use mainly, because this is the language which has to be found and analyzed.
	10	Influence analysis	There are different ways to define how much influence an author has. It can be tied to the reach of his article, to the size of his network, to the number of backlinks. As there are no standards yet, the framework focusses on the question if there is such an analysis and for which part of authors.
	11	Trend Analysis	Trend analysis shows development of certain figures (frequency, sentiment ...) over a certain or definable time-span.
	12	Data-management	Are results arranged by relevance, is filtering easy, are there drill down functions? Note: No filter may only be acceptable, if there is not a large quantity of data to analyze.
	13	Account	Is it a simple account or is it possible to restrict access to certain data for other employees? Is it possible to monitor different sets of keywords?
Output	14	Dashboard	How flexible is the dashboard?
	15	Alert	Does the system have an alert-function if a certain level is reached? How are alerts delivered?
	16	Report	Which reports are available and how are they delivered? How flexible is reports management?
	17	Data-Interfaces	Is it possible and easy to connect the system to other systems?