



newton insight

Newton Insight

Understanding Emotional Expression

# A Really Really Important Slide

- This is the most important piece of information that I want to give you, so I'm going to put it in a PowerPoint bullet that you'll never read.
- And here is another important piece of information that I think you should know about my awesome product and company. Too bad you're talking to your neighbor instead of reading this PowerPoint slide
- Oh did I also mention that this very important piece of information is instrumental to our competitive advantage?
- And if you thought that was great, wait until you learn about our patent-pending process for printing money
- If that has you excited, wait until I tell you about another really cool bridge that we plan to purchase with the money you give us.
- Our competitors have no idea what they are about to see because we are sooo cool we can fit 500 words on a single PowerPoint slide
- If we don't turn \$500,000 into \$500 Million in 3 years, we'll say we're sorry we burned through all your hard earned money, but at least we tried.



# Rationale

real time insight into behaviour

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Uncovering the drivers of emotion by capturing how people express themselves at the moment of emotional impulse

Experience → Emotion → Action

# Reaction & Action

how we feel is how we act

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We experience a range of emotions in any given context...

Anticipation in the run-up to the launch.  
Surprise and Excitement on the day of launch.

Joy at the moment you purchase the product.

Disappointment when you realise it didn't meet your expectations.

Anger because you feel let down by a company you Trust.

# Emotional Intelligence

beyond sentiment analysis

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Positive or negative?

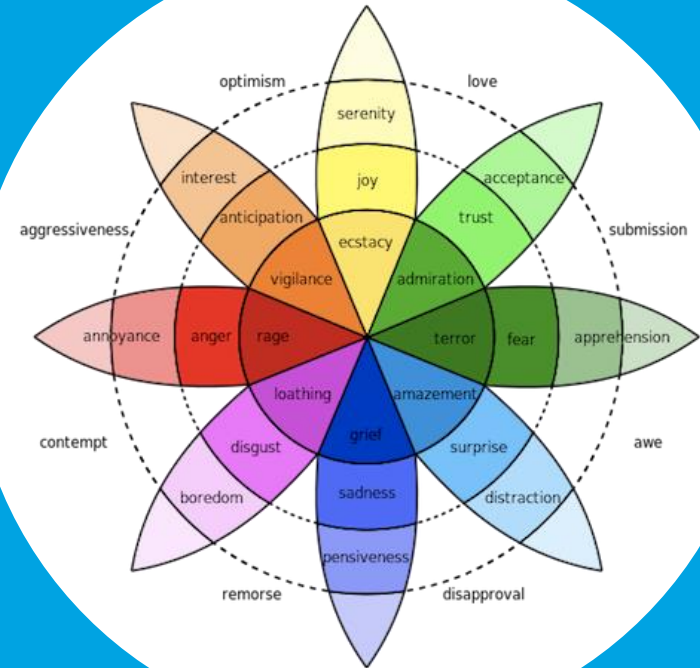
Social media is rarely so simple. It's a people thing.

We step into the shoes of the public in order to understand their feelings and actions.

By standing in their social footprint we can uncover what they love about you. What inspires them? What do they want or need from you? Is there a problem?

# Definition

## plutchik model



# Refinement

emotiQ

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Plutchik	emotiQ
Anger	Anger
Fear	Fear
Sadness	Sadness
Disgust	Disgust
Surprise	Disappointment + Delight
Joy	Joy
Trust	Trust + Mistrust
Anticipation	Anxiety + Excitement



# Insight

lexicons & metrics

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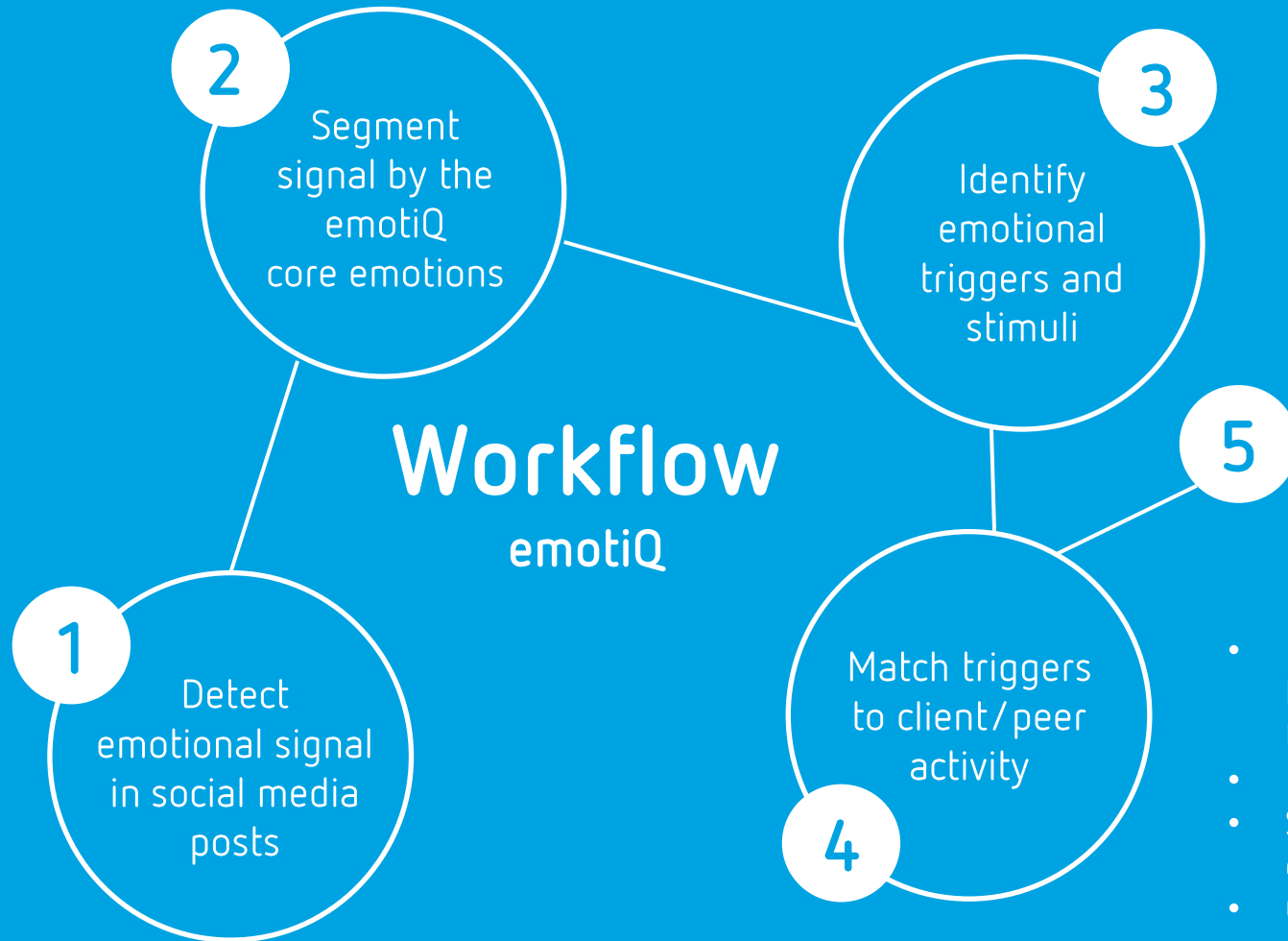
Lexicon Construction

Total Emotionality

Emotional Valence

Emotional Segmentation

Emotional Triggers



- Brand insight reports handcrafted by Newton Insight team
- Brand scorecards
- Sector benchmarking and emotional indices
- Ongoing pulse checks via EmotiQ dashboard

## Airlines: Customer Satisfaction

Comparison of the 2017 CSAT survey results from Which? and Newton Insight



### Which? Passenger Survey

Based on 11.6k passenger 'experiences' surveyed in Sep-Oct

Which? Passenger Survey Results	
Emirates	82
Virgin	71
Delta	65
Ethiad	65
Easyjet	64
BA	52

American 46

Which? rating compiles customer satisfaction for punctuality, boarding, customer service, cabin quality, food & drink, entertainment, seating, value for money.

Sample sizes within the 11,600



### NI Social Insights

Based on comments from 1.5M people in social media Jan-Dec 2017

Newton Insight Results	
Emirates	62
Virgin	59.1
Ethiad	53.8
Delta	40.3
BA	37.6
American	35.1
Ryanair	34.5

Easviet 30.2

Newton Insight rating is calculated by analysing the emotional reaction of customers to 25 unique experience points, including personnel, baggage, information, cabin, seating, catering, charges, airport facilities etc. Figures quoted show % positive reactions.

Sample sizes within the 1.5 million

### Newton Insight

Newton Insight is a full-service reputation research agency, using the scale and speed of social media insights to understand how people feel about organisations and brands. Newton Insight delivers analytics on social media trends and deeper insights into audience attitudes, opinions and emotions. For more information come and talk to us at

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<http://www.newtoninsight.net/blog/airlines-weather-the-storm/>



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Q&A

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