Category

Data & AI

Data Literacy for Text, Social & Unstructured Data Playbook

Reading sentiment scores and text analysis output with an eye for what the algorithm might be missing

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy around text, social, and unstructured data analysis — understanding sentiment analysis limitations, sampling bias in social data, and appropriately skeptical reading of automated text classification — addressing the specific interpretive challenges unstructured data analysis introduces beyond structured quantitative data.

Automated sentiment analysis tools seem objective — why does their

output need critical interpretation? Sentiment analysis algorithms have well-documented limitations — struggling with sarcasm, context-dependent meaning, and domain-specific language — meaning their output should be treated as an imperfect signal requiring critical

interpretation, not an objective, fully reliable measurement.

What's the most common data literacy gap specifically with social

and text data? Treating social media data as representative of the broader customer or public population, when social media users and posting behavior are often systematically different from the full population a business actually serves.

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