

Thank you for your interest in our 'sentiment analysis' service

Use our self-service marketplace to have online text entries, for instance comments or customer feedback and ratings, as well as user videos and pictures quickly and easily evaluated by our Clickworkers.

This link forwards you (if you are logged in) directly to the order mask:

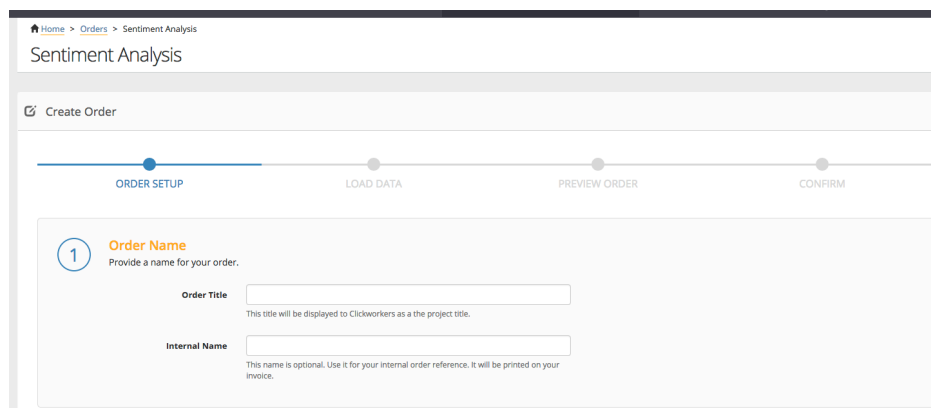
https://marketplace.clickworker.com/en/marketplace/orders/new?category=categorization_tagging&key=sentiment&product=Sentiment

“ORDER SETUP“

1) Order Name

Order Title Give your order a title
(This is the project title that will be displayed to the Clickworkers.)

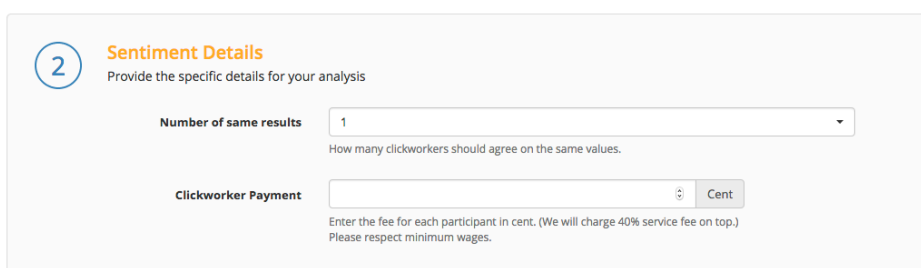
Internal Name If required, you can assign an additional, internal title to your order.
(This is the title that will be displayed on your invoice.)



2) Sentiment Details

Number of same results Every task can be processed by one, three or five different Clickworkers. Please enter how many matching answers are required to validate the result for you.

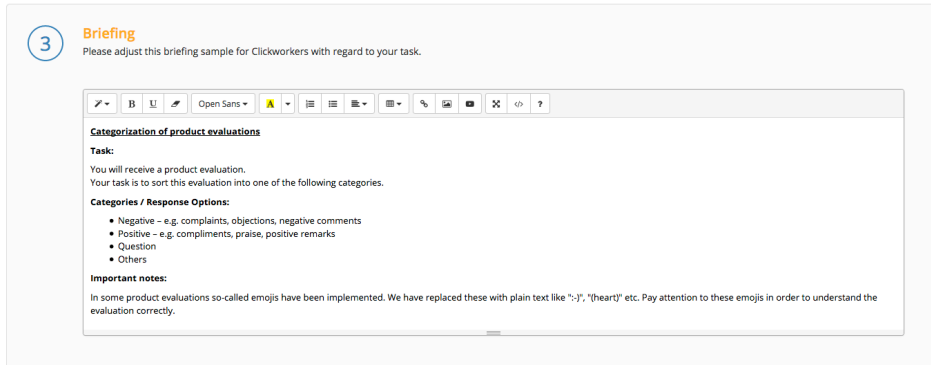
Clickworker Payment Please enter the fee, **in cents**, which every Clickworker will receive for the matching answers.
In this case the minimum fee is 10 euro cent. We recommend calculating an average hourly fee of at least the minimum wage.



3) Briefing

Briefing

Please enter the task description for the Clickworker in this text window. You can either use and adapt the template, or overwrite it completely.



3 Briefing
Please adjust this briefing sample for Clickworkers with regard to your task.

Categorization of product evaluations

Task:
You will receive a product evaluation.
Your task is to sort this evaluation into one of the following categories.

Categories / Response Options:

- Negative – e.g. complaints, objections, negative comments
- Positive – e.g. compliments, praise, positive remarks
- Question
- Others

Important notes:
In some product evaluations so-called emojis have been implemented. We have replaced these with plain text like ":-)", "(heart)" etc. Pay attention to these emojis in order to understand the evaluation correctly.

4) Target Group

Age

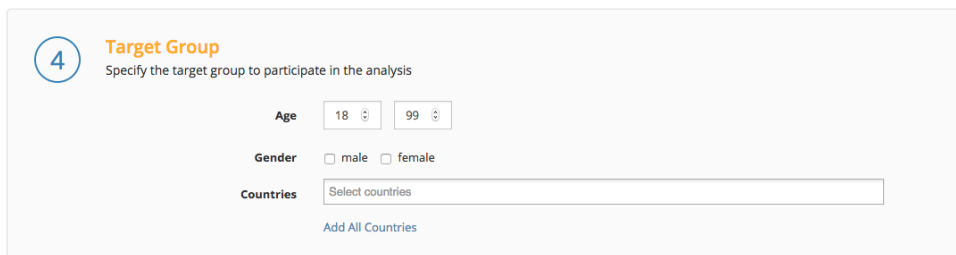
Please specify the age range of the Clickworkers taking part in your project in these fields.

Gender

Please specify and mark the gender of the Clickworkers participating in your project.

Countries

Please select the country or countries that the Clickworkers taking part in your project must live in.
(To select several countries please mark them accordingly via the keyboard with the "Ctrl + mouse click" or the "Cmd + mouse click" keys.)



4 Target Group
Specify the target group to participate in the analysis

Age 18 99

Gender male female

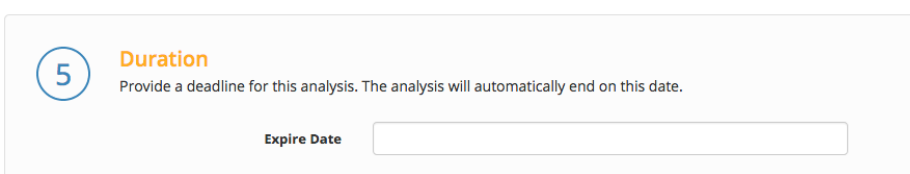
Countries Select countries

[Add All Countries](#)

5) Duration

Expire Date

Please enter an expiration date to specify the maximum duration of your project. (The minimum duration is two weeks.)



5 Duration
Provide a deadline for this analysis. The analysis will automatically end on this date.

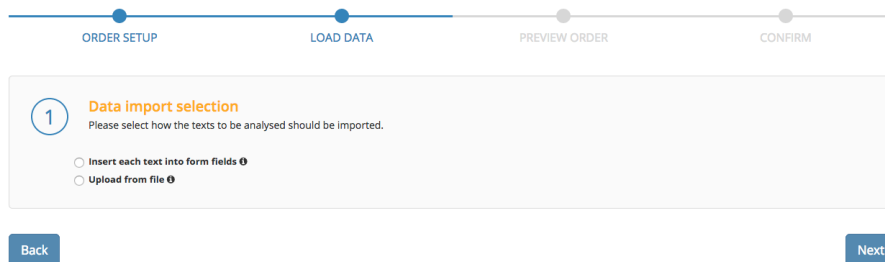
Expire Date

“LOAD DATA“

A - Selection for data import for a small amount of data to be analyzed

1) Data import selection

If you only want to have a very small amount of data analyzed, please select the „**Insert each get into form fields**“ option.



ORDER SETUP LOAD DATA PREVIEW ORDER CONFIRM

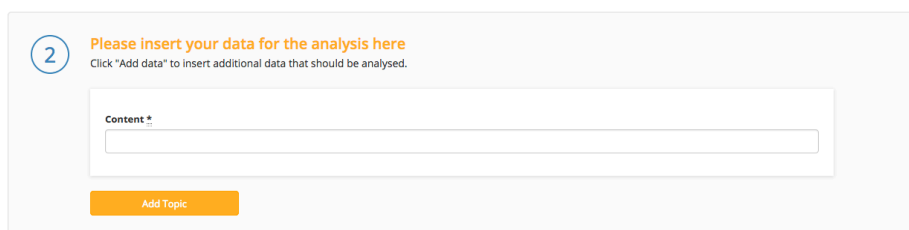
1 Data import selection
Please select how the texts to be analysed should be imported.

Insert each text into form fields ⓘ
 Upload from file ⓘ

Back Next

2) Please insert your data for the analysis here

Enter the data you want to have analyzed in the individual fields. To create further fields please click on “**Add Topic**“.



2 Please insert your data for the analysis here
Click "Add data" to insert additional data that should be analysed.

Content *

Add Topic

B - Selection for data import for a large amount of data to be analyzed

1) Data import selection

If you have a large amount of data to be analyzed, you can upload the data via Excel or CSV file. In this case, please select "**Upload from file**" for the data import selection.



1 Data import selection
Please select how the texts to be analysed should be imported.

Insert each text into form fields ⓘ
 Upload from file ⓘ

2) Create a list of your order's data

To create the list, start by downloading our editable template "sentiment_de.xls" by clicking on the "**Download template**" button. (Alternatively you can also create a new Excel or CSV file.

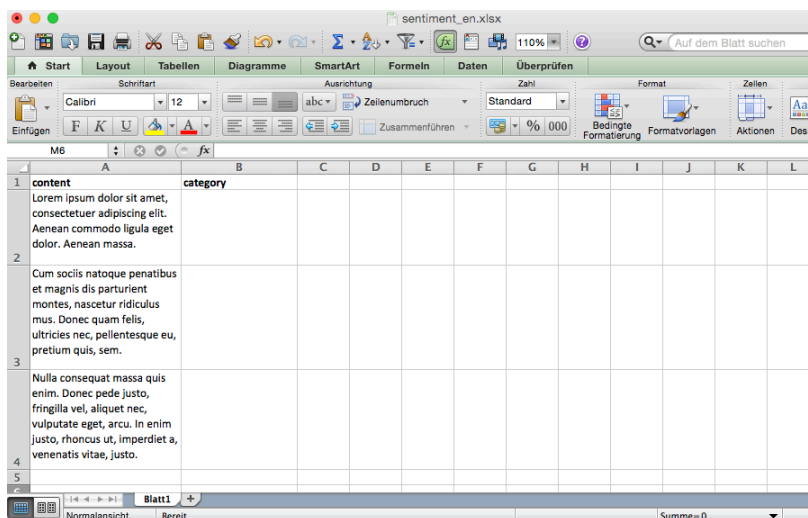
2 **Create a list of your order's data**
 Create a list (Excel or CSV) with your order's data such as texts, tweets or images (URLs) that should be analysed. This can be done by using our editable template or by creating a new Excel or CSV file.

[Download Template](#)

List the data you want to have analyzed in **Column A** with the "content" heading in the individual lines. If you are not analyzing text content, but other data instead (for example active links to images or videos), then you can change the title of the "content" heading accordingly (for instance, to "Images").

Please do not change the **Column B** with the heading "Category", and do not enter any data here. The categories in which the analyses are meant to be carried out must not be entered here. They will be determined in a subsequent step, in "Preview Order".

If you want to add data for the Clickworkers to analyze or to view to the existing data in Column A, please add them behind Column A in a new column, and give this new column a title. Please keep in mind that URLs must not be entered as plain text, but as active links instead.



3) Upload Data

Upload the list with your order data. To do so, click "**Browse**" in the "**Select File**" field, and after selecting and opening the target file, click on "**Upload**".

3 **Upload Data**
 Upload the completed Excel or CSV file.

Columns Separator
Only needed for CSV Datasheet.

Select File [Browse](#)

4) Data Check

The data you have uploaded will be displayed for you to view.
 If the data are incorrect, please correct the list and upload it once again.

4

Data Check

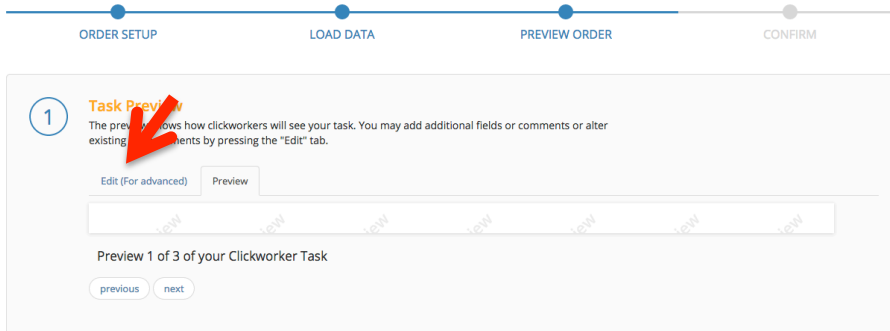
Data Check Text

content	category
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.	
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.	
Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.	

“PREVIEW ORDER“

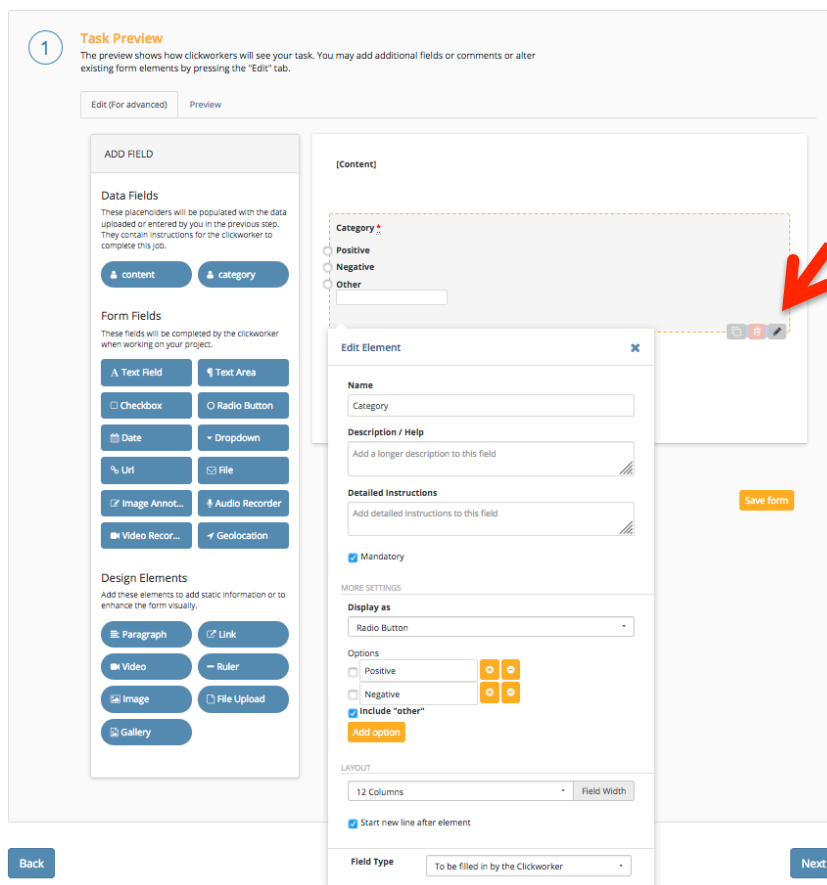
1) Task Preview

In this step you can configure the order and specify how your order will be displayed to our Clickworkers. To do this, please click on the heading “**Edit**”.



Click on the edit symbol to change the categories according to your requirements.

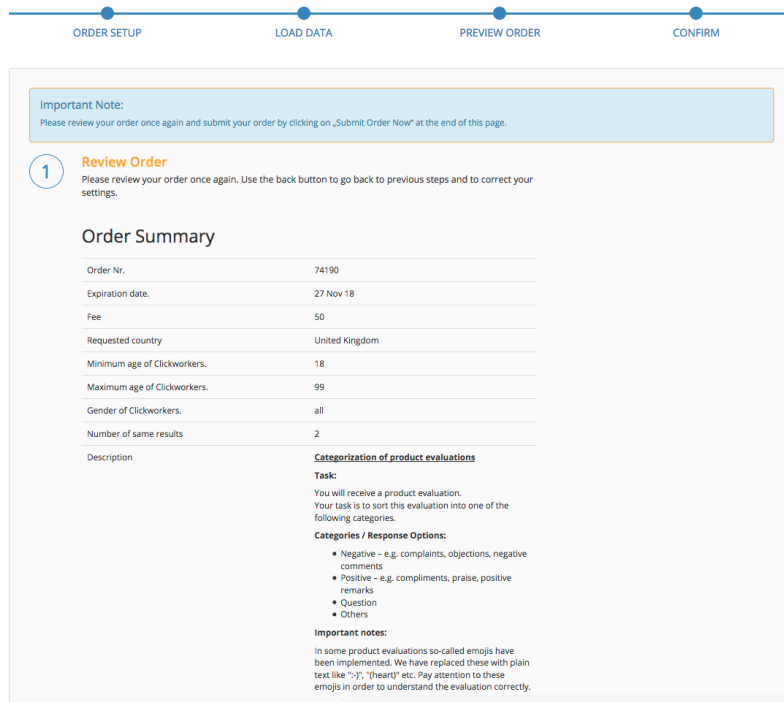
If necessary, you can add and edit additional elements/fields to the order view with drag and drop.



“CONFIRM“

1) Review Order

In this step an overview of your order data will be displayed.



ORDER SETUP LOAD DATA PREVIEW ORDER CONFIRM

Important Note:
Please review your order once again and submit your order by clicking on „Submit Order Now“ at the end of this page.

1 Review Order
Please review your order once again. Use the back button to go back to previous steps and to correct your settings.

Order Summary

Order Nr.	74190
Expiration date.	27 Nov 18
Fee	50
Requested country	United Kingdom
Minimum age of Clickworkers.	18
Maximum age of Clickworkers.	99
Gender of Clickworkers.	all
Number of same results	2

Description

Categorization of product evaluations

Task:
You will receive a product evaluation. Your task is to sort this evaluation into one of the following categories.

Categories / Response Options:

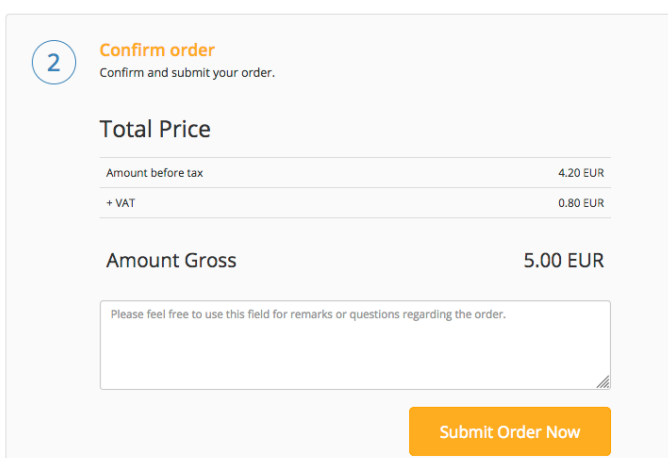
- Negative - e.g. complaints, objections, negative comments
- Positive - e.g. compliments, praise, positive remarks
- Question
- Others

Important notes:
In some product evaluations so-called emojis have been implemented. We have replaced these with plain text like “-:”, “(heart)” etc. Pay attention to these emojis in order to understand the evaluation correctly.

2) Confirm order

Before you confirm and submit the order by clicking on the „**Submit Order Now**“ button, you will receive an overview of the costs for the order and you can also leave a message for our support team.

Comment: Your order can only be confirmed if your customer account is charged and the total cost of the order is covered.



2 Confirm order
Confirm and submit your order.

Total Price

Amount before tax	4.20 EUR
+ VAT	0.80 EUR
Amount Gross	5.00 EUR

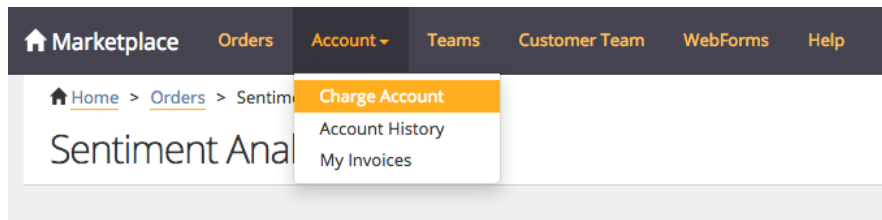
Please feel free to use this field for remarks or questions regarding the order.

Submit Order Now

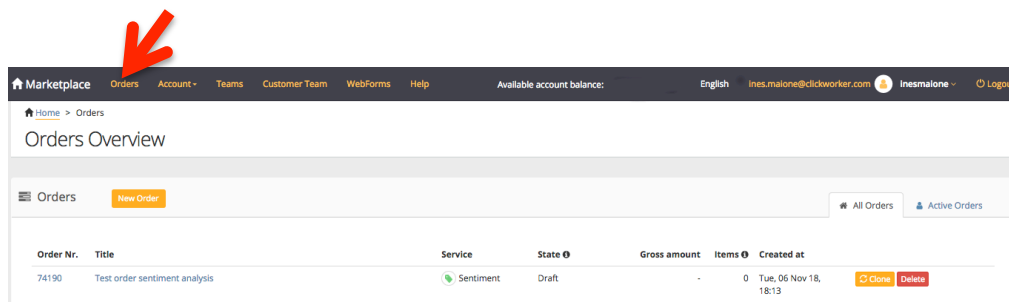
“Top up your customer account“

To top up your customer account, please click on the menu item „**Account**“ and then on „**Charge Account**“.

You can use Visa, MasterCard, PayPal and bank transfers as means of payment. As soon as the sum has been credited to your account, you can confirm the order by clicking on the "**Submit Order Now**" button for processing.



If you have selected bank transfer as a method of payment, the payment process may take a few days to complete. To submit your order after the credit, you can access it at any time in your account under the menu item "**Orders**" (Heading: All orders) (with one click on the order number or the title) and submit it with one click on "**Submit Order Now**".



Do you have any further questions? Our support will be glad to assist you. Please send an e-mail to helpdesk@clickworker.com.

Other services and solutions for the efficient implementation of your projects can be found on our page “Solutions Overview”: <https://www.clickworker.com/solutions/>.

Best regards

Your clickworker team