For one of the world’s largest technology companies, Lionbridge AI performed sentiment annotation on over 20,000 text records. The data was used to help the client’s text analytics platform reach fluency in 14 languages.

THE CHALLENGE

Unstructured text is a source of huge untapped potential. Contained within product reviews, social media posts, and support tickets is a range of useful information that can be used for business purposes. One of these types of information is sentiment, which can give a company extra insight into the customer experience and help to inform important decisions.

Our client provides a text analytics platform that employs machine learning to automatically extract sentiment from text. The platform allows businesses to easily analyze sentiment for a wide array of use cases with just a few lines of code.

In order to train their model to support additional languages, our client needed to obtain large amounts of data, annotated for sentiment by a number of qualified contributors. They required a partner with linguistic expertise as well as the ability to quickly source thousands of qualified native speakers across 14 languages.

THE SOLUTION

The company partnered with Lionbridge to generate high quality sentiment data for training its text analytics platform.

• Project Management
  Lionbridge’s project management team quickly assembled a crowd of over 1,000 qualified annotators across 14 languages. The team also ensured that all annotated data was delivered on time and according to the client’s quality standards.

• Data Annotation
  Contributors were tasked with preparing product reviews for input into the client’s machine learning model. Each text contained 3 sentences on average. Our contributors analyzed each text’s sentiment before tagging them based on the client’s set of predefined categories.

• Annotation Platform
  All tasks were completed within Lionbridge’s platform, which streamlines the annotation process, job distribution, and quality management.

THE RESULTS

By partnering with Lionbridge, the client was able to quickly collect high quality, human-annotated data in 14 languages at scale. Using this data, they were able to expand their sentiment analysis services to support multiple languages.

20,000+ Text Records
14 Languages
1,000+ Hours of Work Completed

Data was annotated in all of the following languages:

• American English
• Chinese (Simplified)
• Greek
• Japanese
• Norwegian
• Turkish
• Swedish
• And more...

ABOUT THE CLIENT

Our client is a multinational technology company that develops, manufactures, licenses and sells computer software, consumer electronics and related services. Among their suite of products is a cloud-based service that provides natural language processing (NLP) for raw text.

Lionbridge offers 300+ languages and dialects, 500,000+ global contributors, and 20+ years of experience.

Learn more at LIONBRIDGE.AI