

Practical Use Cases for Natural Language Processing

Emotional & Behavioral Traits

Gain a More Human-like Understanding of Text

When you read text such as an email, chat message or other document, the way you react to it is not only dependent on the events, people or organizations mentioned, but by the emotions, opinions or attitudes conveyed. For example, if you receive a customer email that includes words that are associated with anger, you will likely respond to that email differently than you would an email that includes words associated with satisfaction.

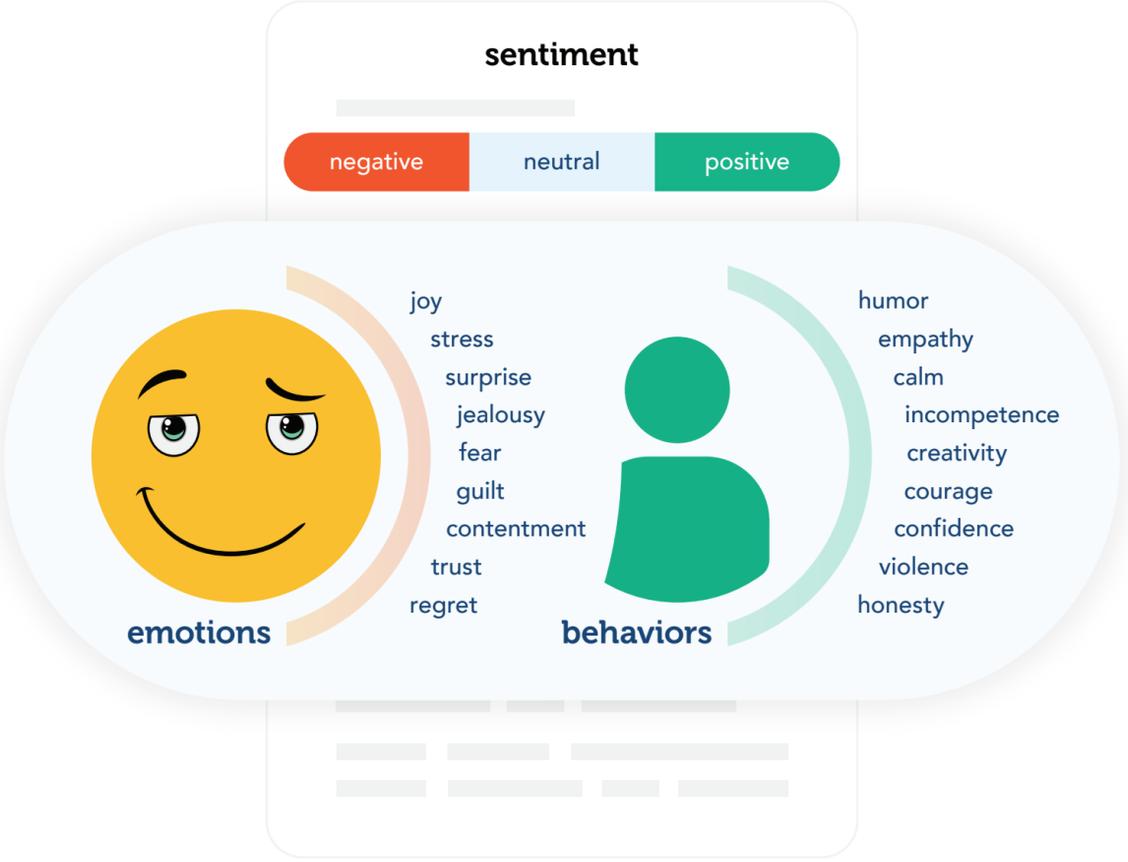


This level of comprehension is easy when manually reading a document, but when it comes to categorizing large datasets, you need to employ NLP technology that can analyze the emotions and behavioral traits present in text to obtain that human-like understanding of state of mind.

What is the difference between sentiment analysis and emotions and traits?

Emotional and behavioral traits go beyond basic sentiment to provide insight into state of mind. They do so by capturing the specific emotions displayed in text and identifying behavioral and personality traits associated with a person.

For example, if a document includes words associated with sadness, the state of mind will be categorized as sad. During events like an election, you could track opinions over time by identifying the personality traits associated with a candidate in articles or social media posts.



Common Use Cases for Emotional & Behavioral Traits



Customer Emails

Understand how to assign or route requests before a human staff member interacts with it.



Chatbots

Understand the tone and sentiment of your customer interactions. Are they angry, happy, offended?



Media Analysis

Evaluate how the tone of documents changes as an event or person is described over time (e.g., COVID vaccination rollout).

Benefits



- Save time by automatically interpreting and categorizing documents, emails, chats and more.
- Increase accuracy of text analysis with a deeper, more human-like understanding of content.
- Make more informed decisions about how to process information, such as customer requests.

See how you can identify emotional and behavioral traits in text with the expert.ai NL API.

Try our online demo: try.expert.ai