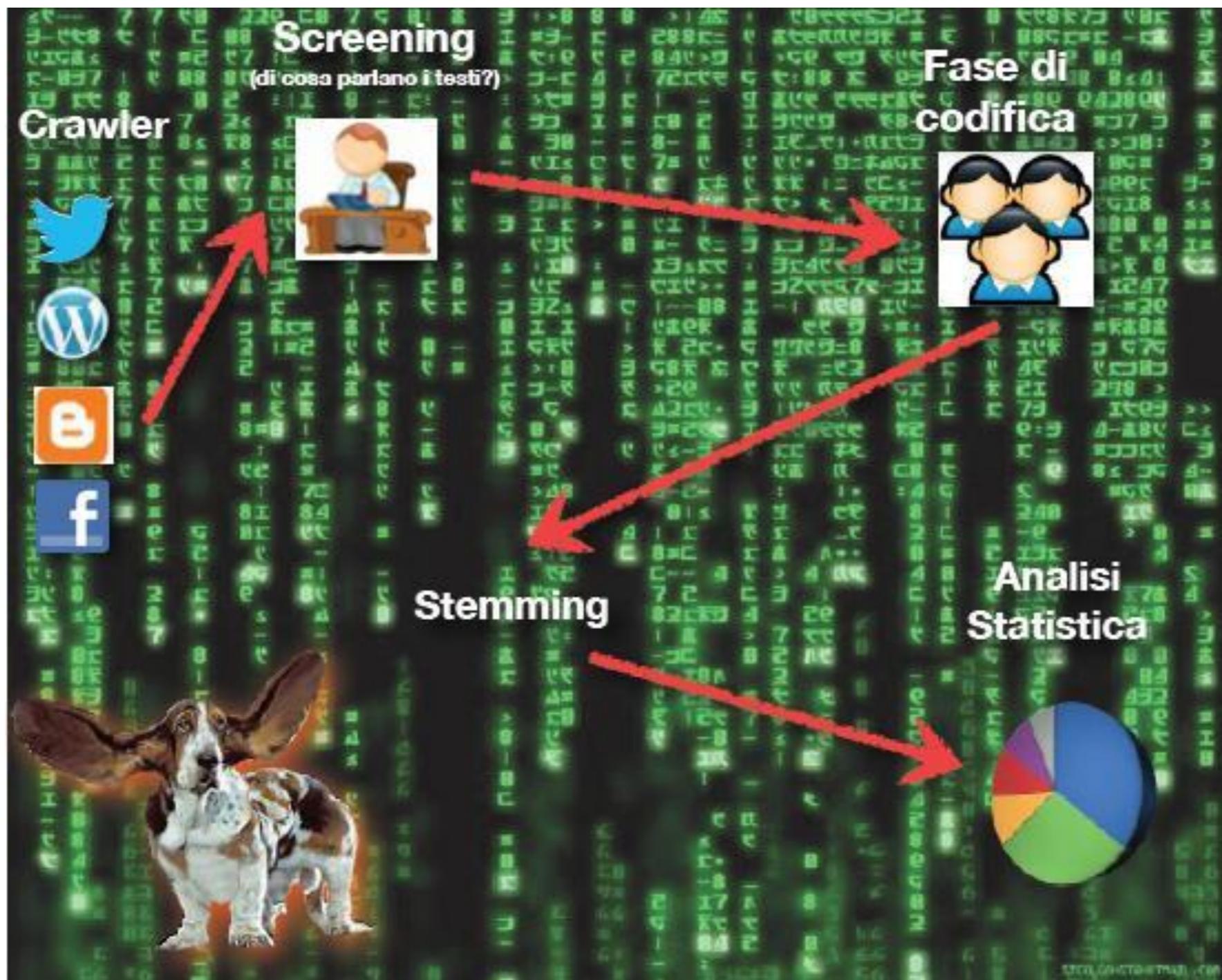




Euro-Sentiment: L'Italia e l'Europa dall'entusiasmo allo scetticismo?



“Ascoltare” i Big Data



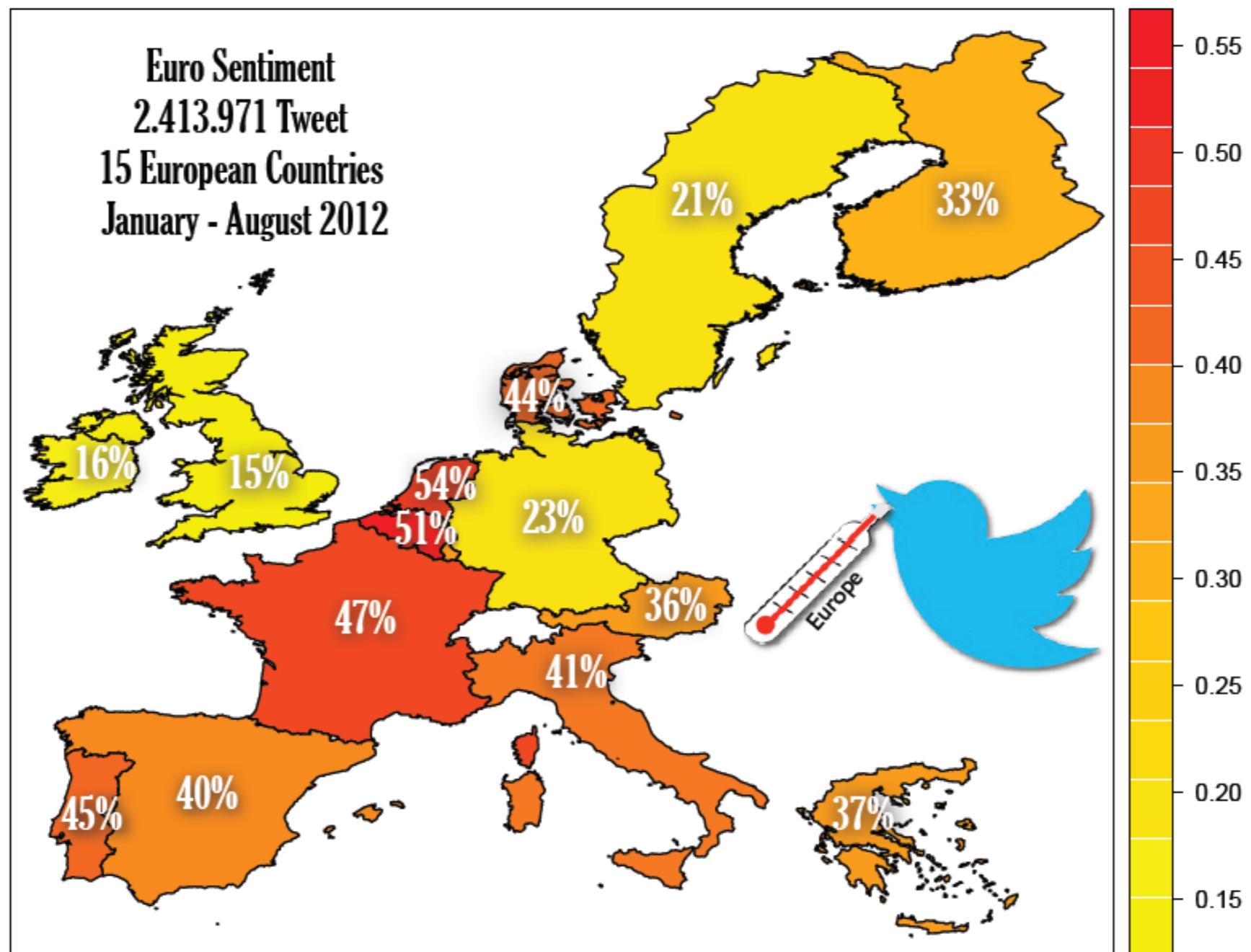
L'innovazione iSA®

ascoltare, non domandare

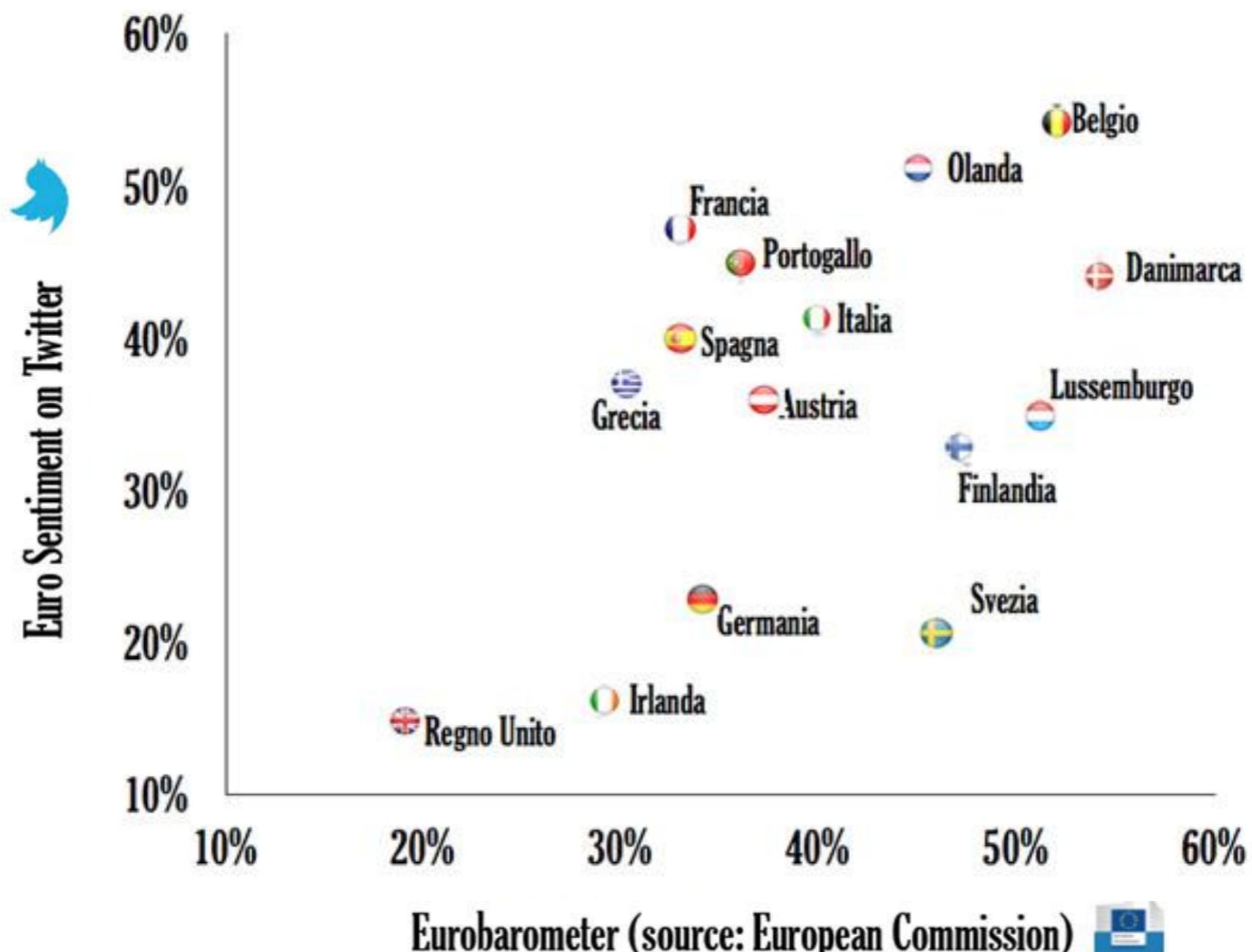
La tecnologia iSA® sviluppata da Voices from the Blogs rende possibile analizzare i **big data** con profondità e accuratezza

- ◆ **Supervisione manuale**
- ◆ Coglie **ironia**, ambiguità ed **evoluzione** del linguaggio
- ◆ Misura **intensità** ma anche **motivazioni** delle opinioni
- ◆ Elevata **accuratezza**

The Big Picture (2012)



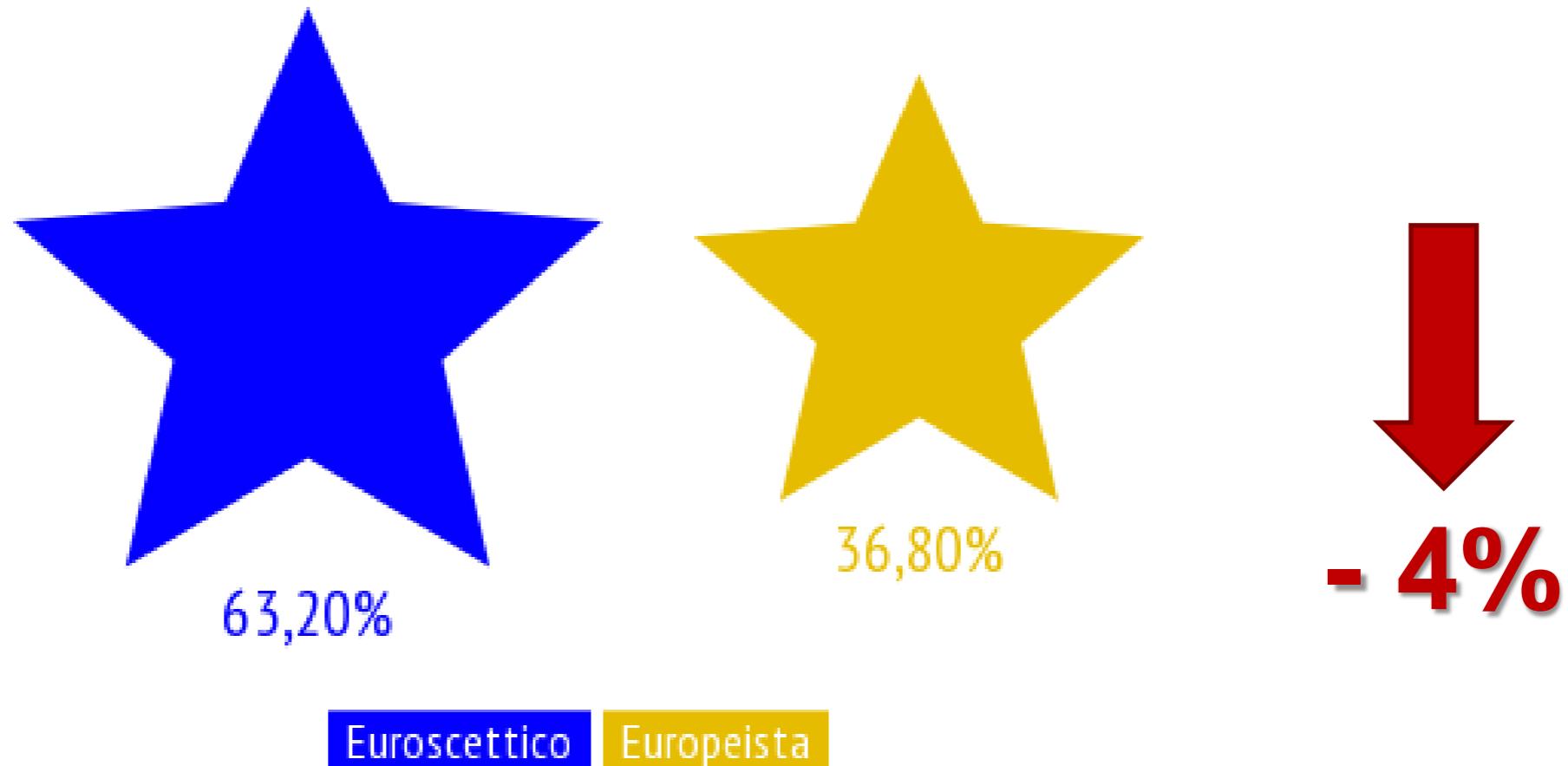
The Big Picture (2012)



The Italian Case (2014)

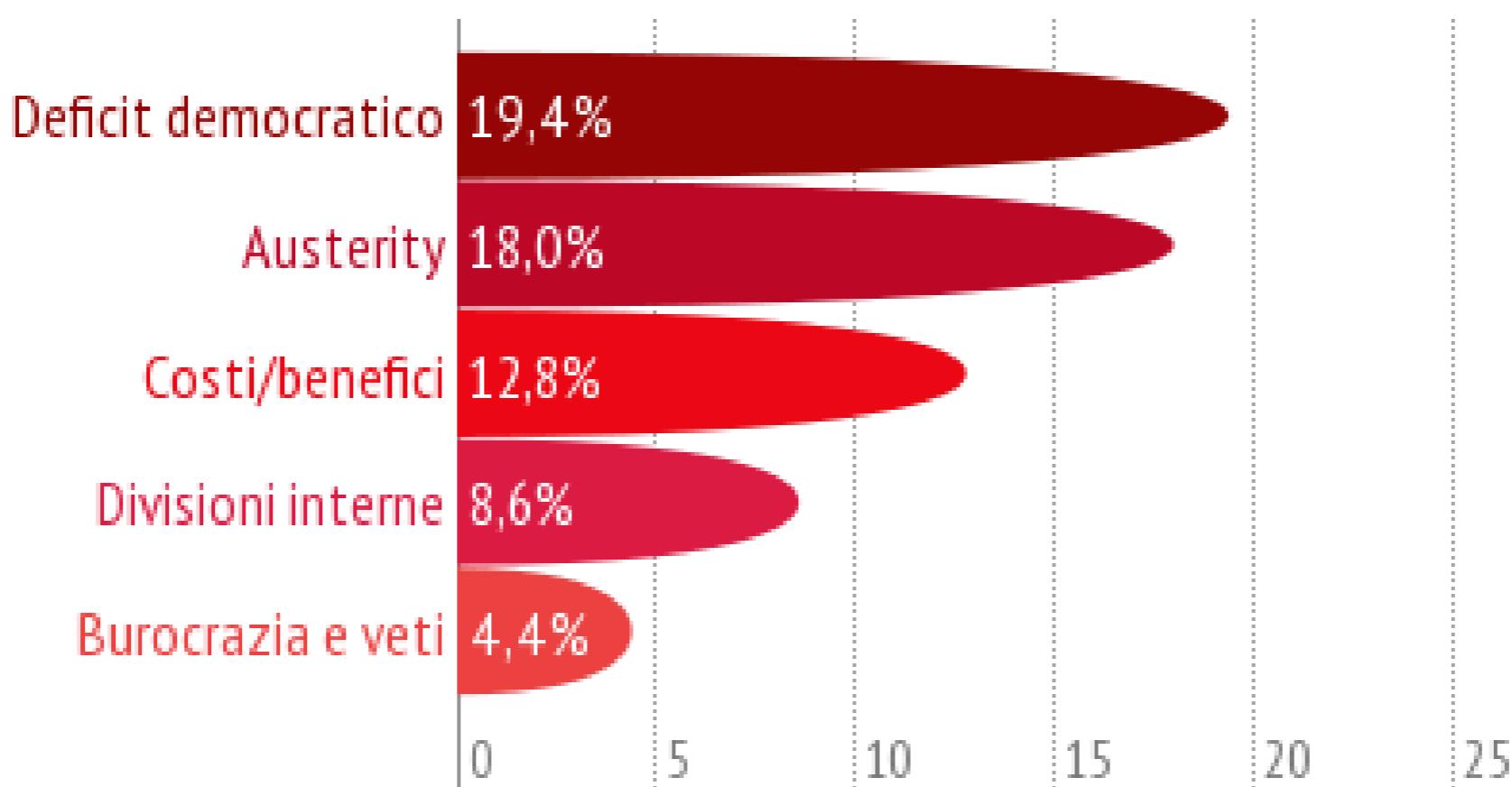
Euroskepticismo

65.000 tweet nell'ultimo mese
(marzo-aprile 2014)



The Italian Case (2014)

Euroskepticism: quali ragioni?

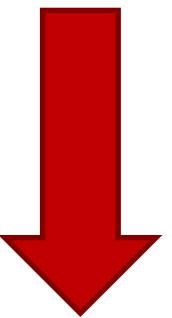


“EUsterity” the Italian Way

2012: Soluzione alla crisi?



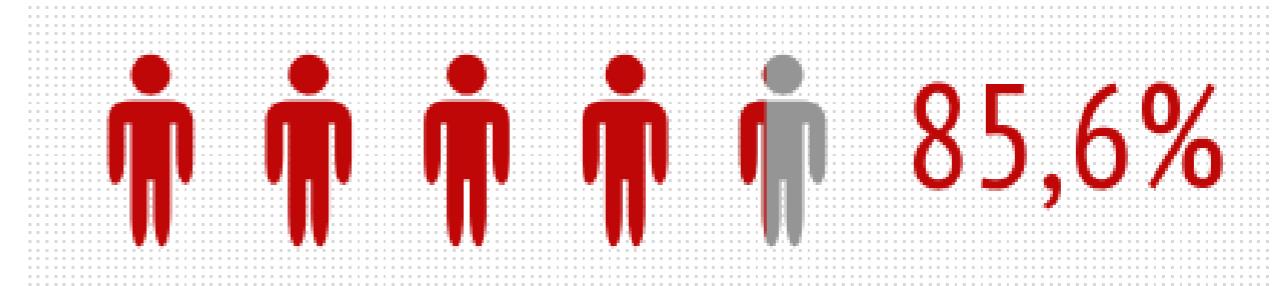
2012: 47,4%
favorevoli



- 33%

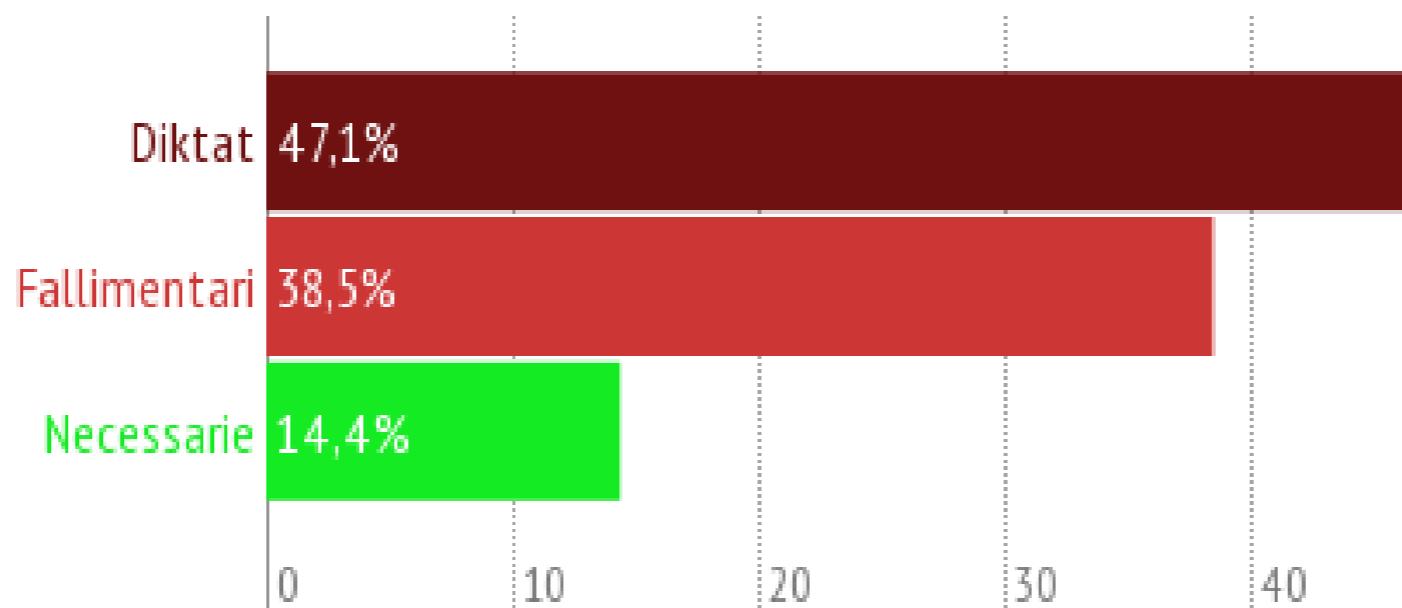
2014: Giudizio sull'Austerity

2014: 14,4%
favorevoli



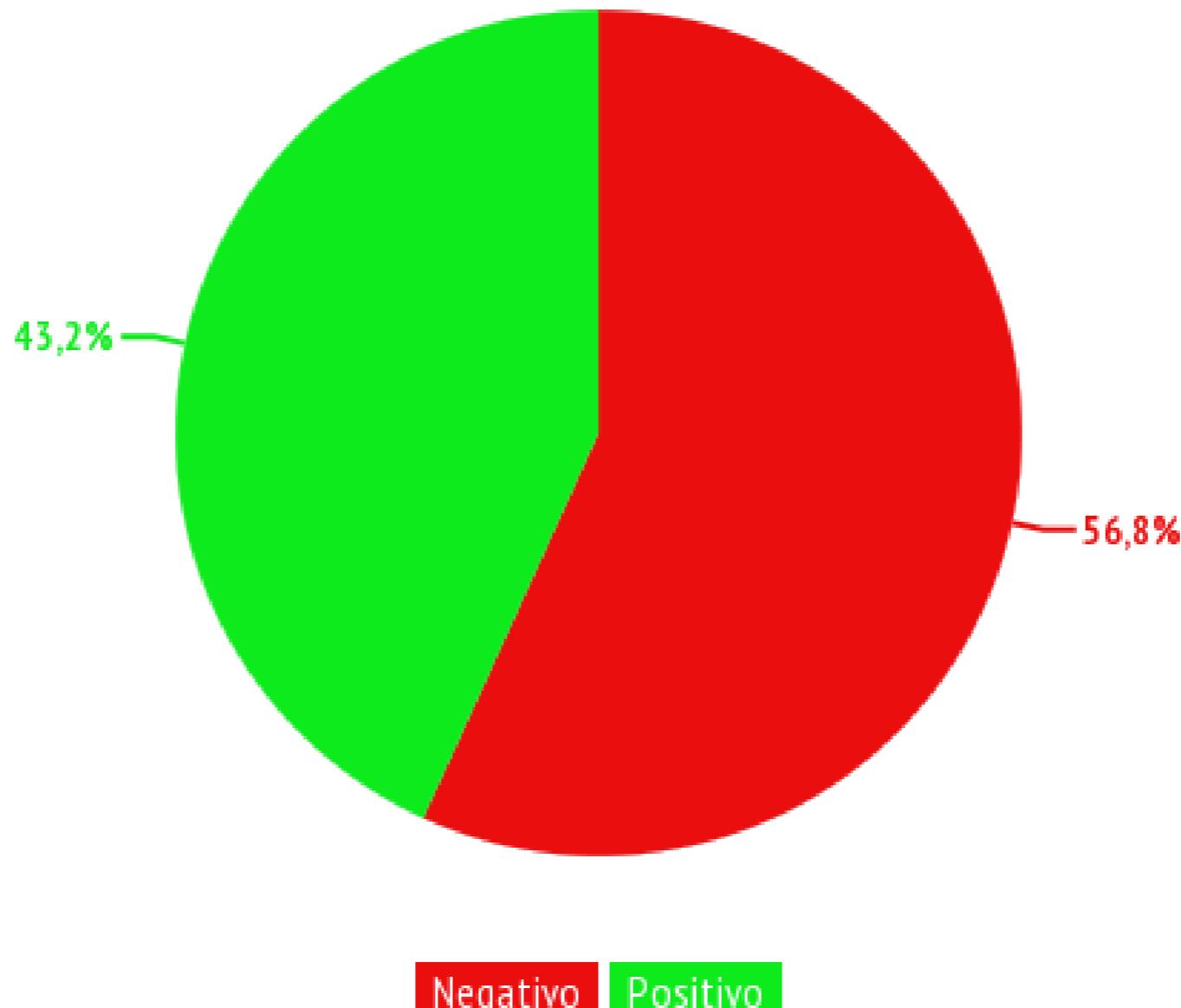
“EUsterity” the Italian Way

Le politiche di austerity
sono...

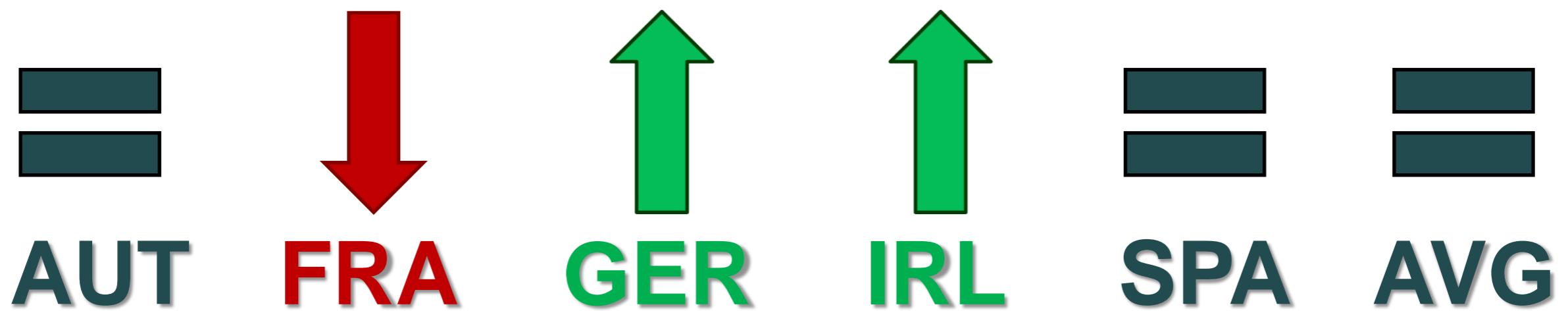


The Italian Case (2014)

Giudizio sull'Euro

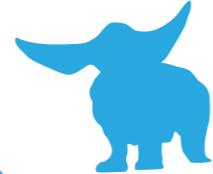


New Big Picture (2014)



Grazie

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<http://voicesfromtheblogs.com>

We capture the sentiments of the net

