

GDC

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San Francisco, CA

Community Sentiment Reports: Quantifying Feelings

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#GDC23

It's me. Karen Lee.

Current role:

- Senior Community Manager — Respawn Entertainment




Previous roles:



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Numbers? Math?!

**THE UNIVERSITY OF BRITISH COLUMBIA**

Student Service CentreName: Lee, Karen

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(+) Average Calculator

All Sessions2015W2015S2014W2014S2013W2013S2012W2012S**2011W**

Term	Course	Section	Term	Pct %	Grade	Stdg	Credits Earned	Class Average	Class Size
1	MATH 184	101	1	74	B		4.0	62	217

Why do I need Sentiment Reports?



More gamers than you might think engage in such behavior—even the more casual personas. According to our 2021 Consumer Insights:

- ✓ In the past six months, 80% of gamers in North America and Western Europe talked about games with peers.
- ✓ 61% engaged with gaming communities
- ✓ And 60% visited gaming websites/blogs/listened to podcasts.

Source:
Jakob, Jutta. "Community Matters: How & Why People Engage with Games During the Pandemic." *Newzoo*, 3 Jun. 2021,
<https://newzoo.com/insights/articles/community-matters-how-why-people-engage-with-games-during-the-pandemic>

Why do I need Sentiment Reports?



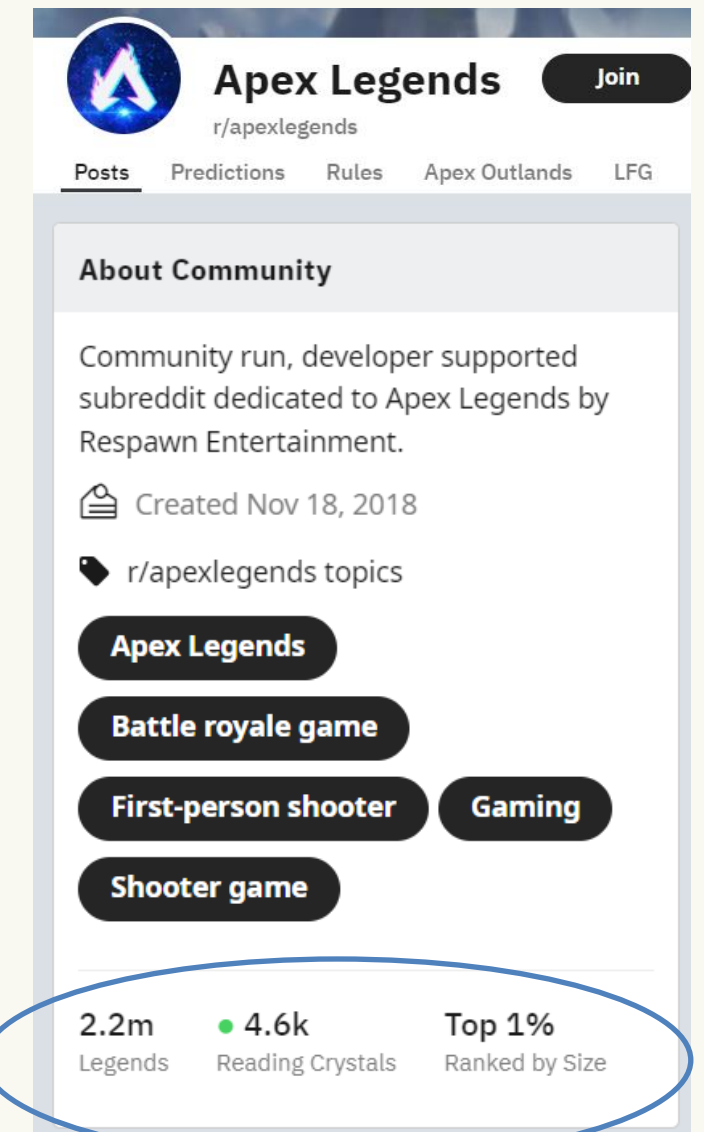
70

gaming related Tweets per second.

Twitter internal data (Semantic Core). Tweet volume. June 20, 2020 - June 20, 2021. Global.



- As of November 20, we've seen 2.5+ billion total comments, a 7% increase YoY, and 24+ billion upvotes.



Sources:

Twitter Marketing. <https://marketing.twitter.com/en/collections/gaming>. Accessed 8 February 2023.

"Revealing This Year's Reddit Recap, Where We Highlight How Redditors Kept It Real in 2022." *Reddit*, 8 Dec. 2022, <https://www.redditinc.com/blog/reddit-recap-2022-global>

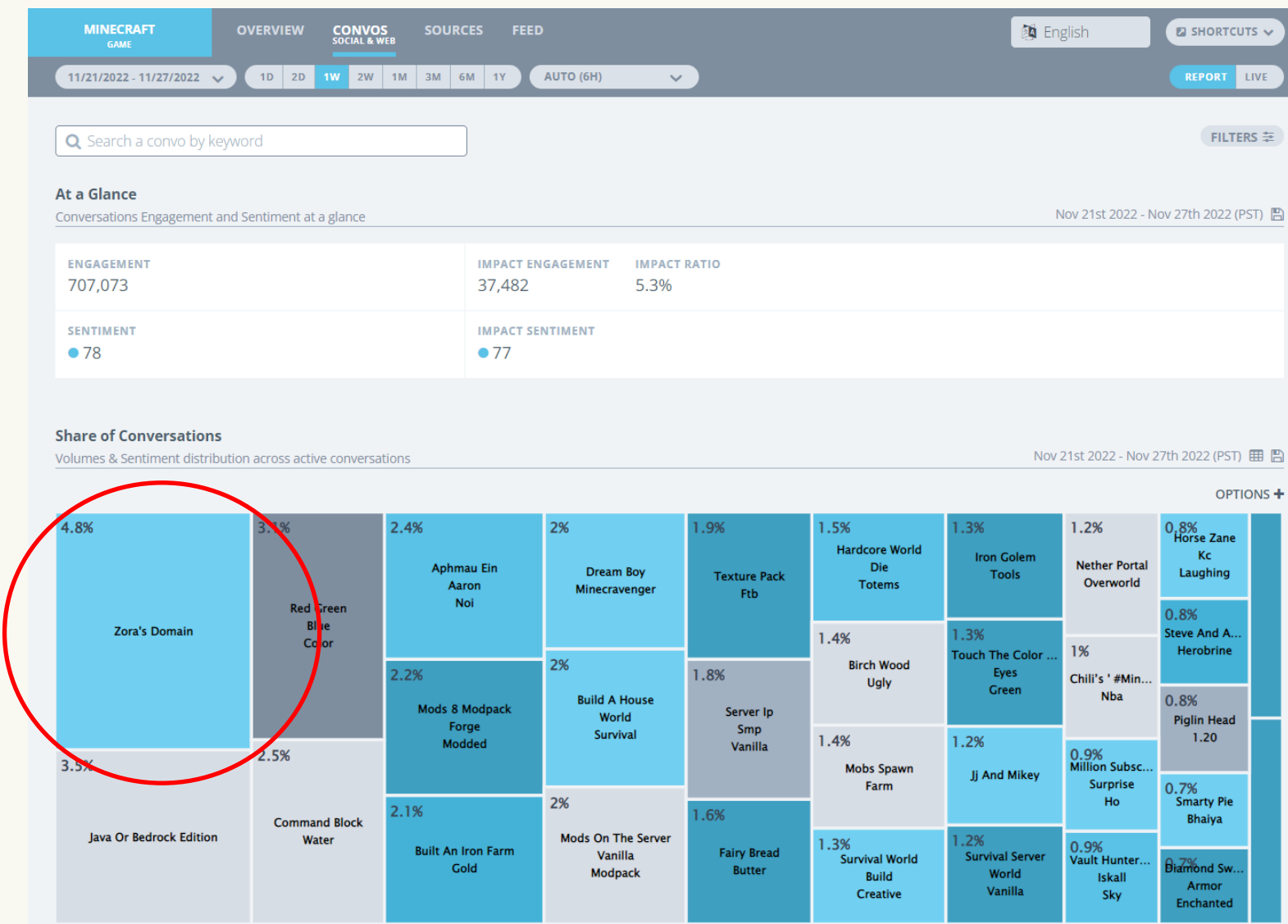
Why do I need Sentiment Reports?



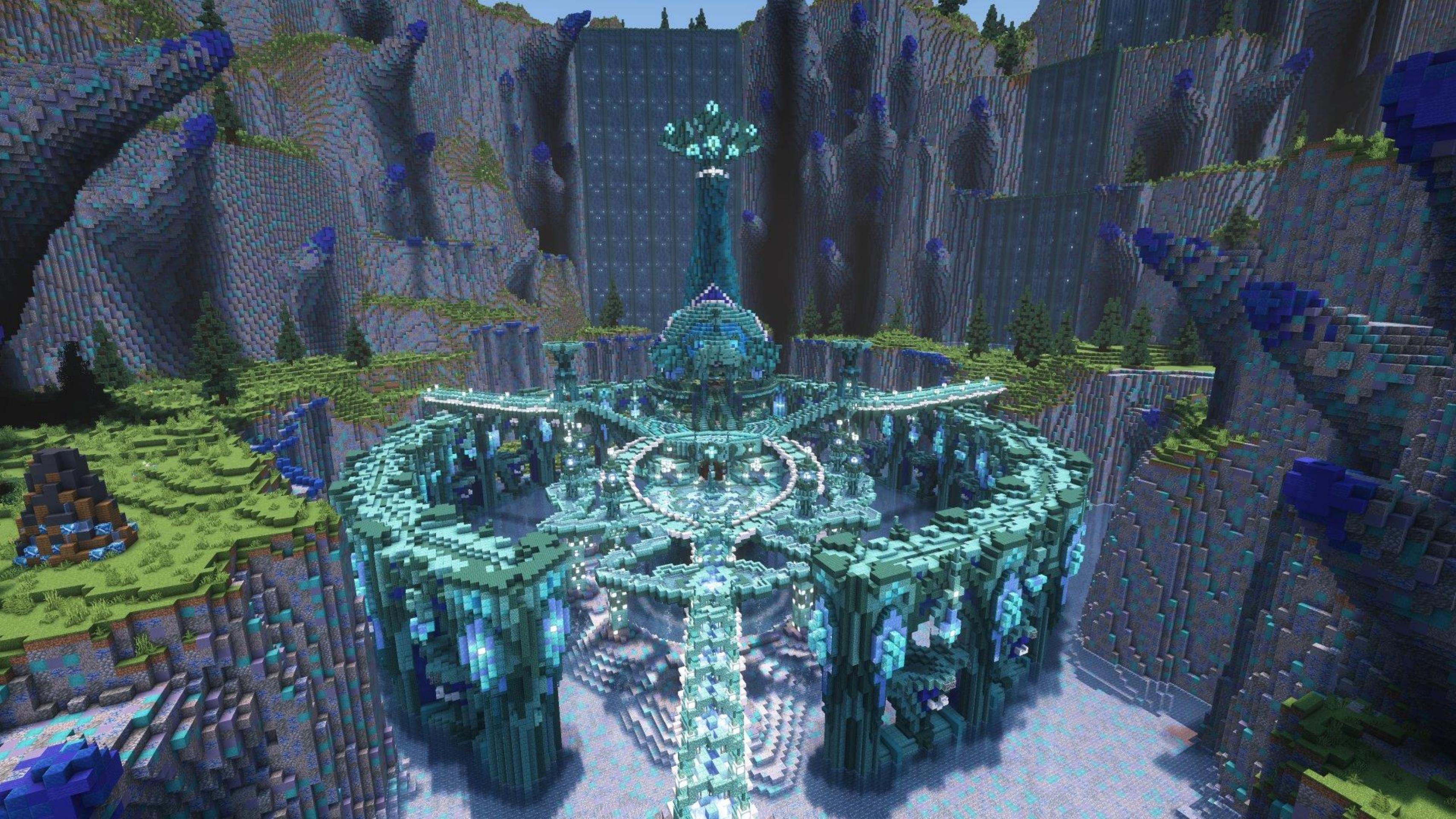
Keep in mind...

- You should already be:
 - Doing good community management
 - Generating community conversations
 - Fostering places for players to rally (Reddit, forums, social media)
- Without community manager or listening specialist context, the data that listening/sentiment tools spits back out are just numbers

Sentiment Tools



Source:
MonkeyLearn (left)
Spiketrapp (right)



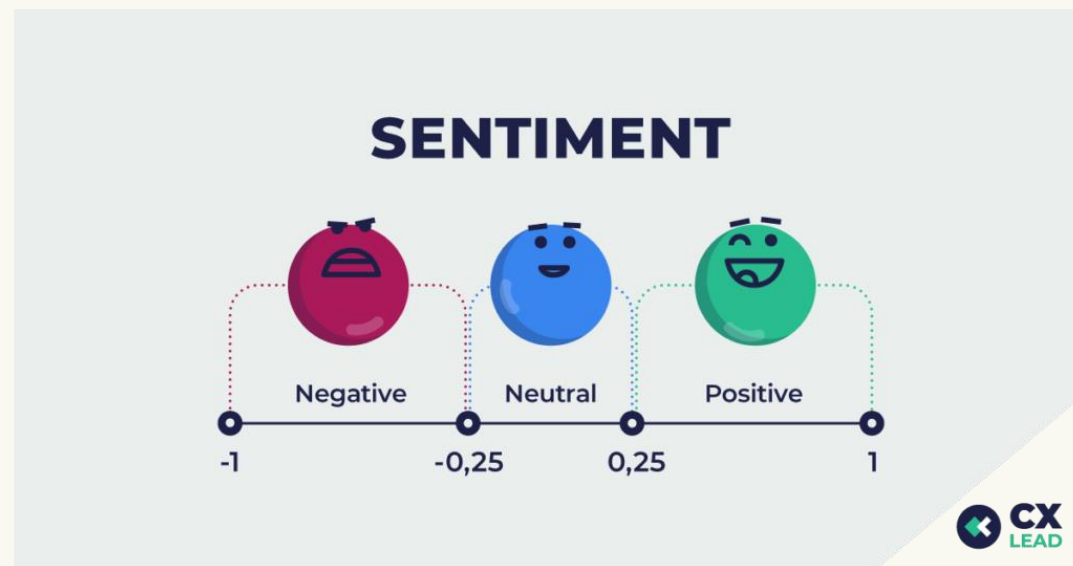
What do I include?

Every team is different but...

WORK WITH YOUR GAME'S LEADERSHIP TEAM!

What do I include?

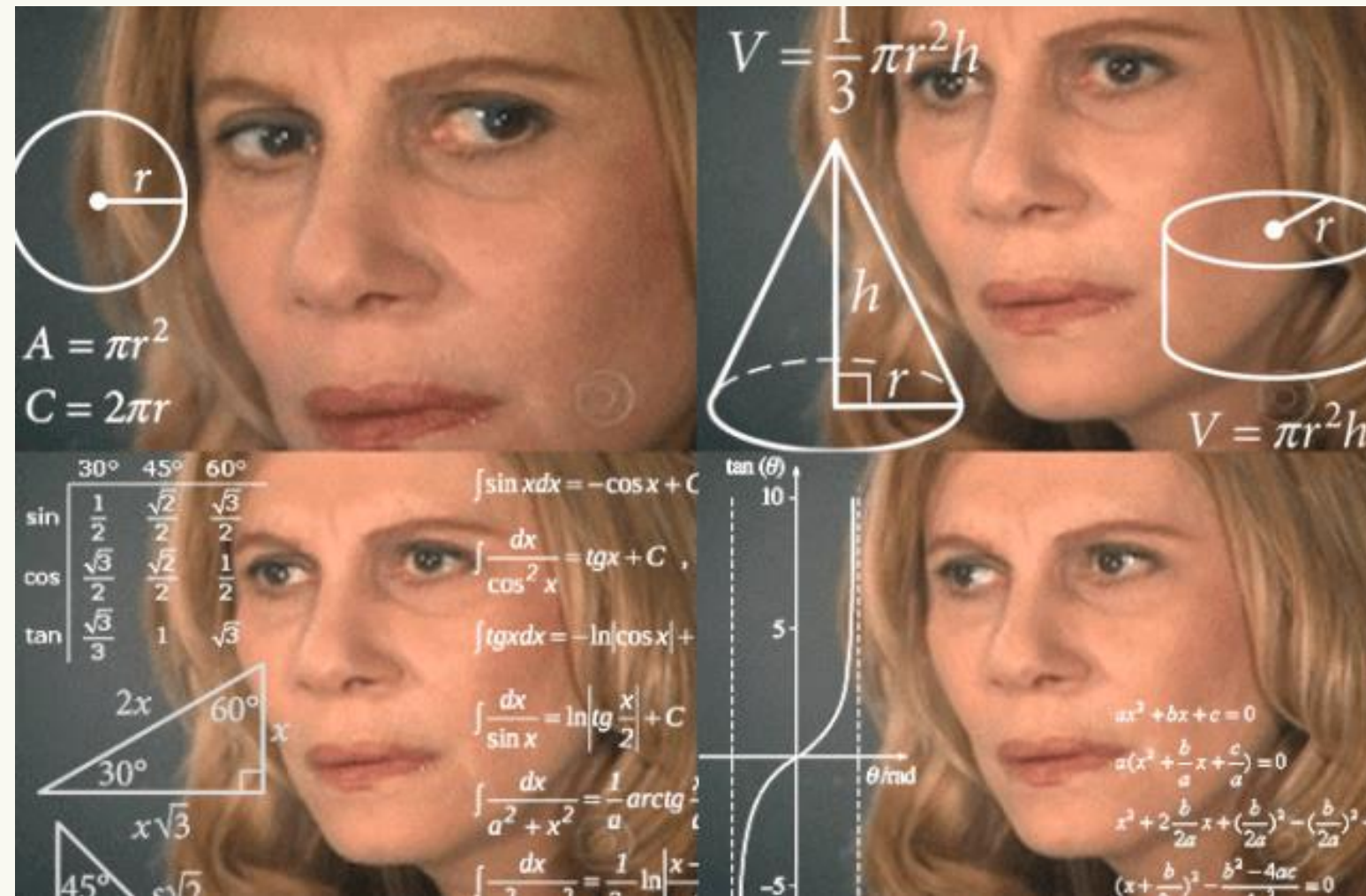
NUMERICAL SCORE



Source:
The CX Lead (left)
Spiketrapp (middle)
EPAM SolutionsHub (right)

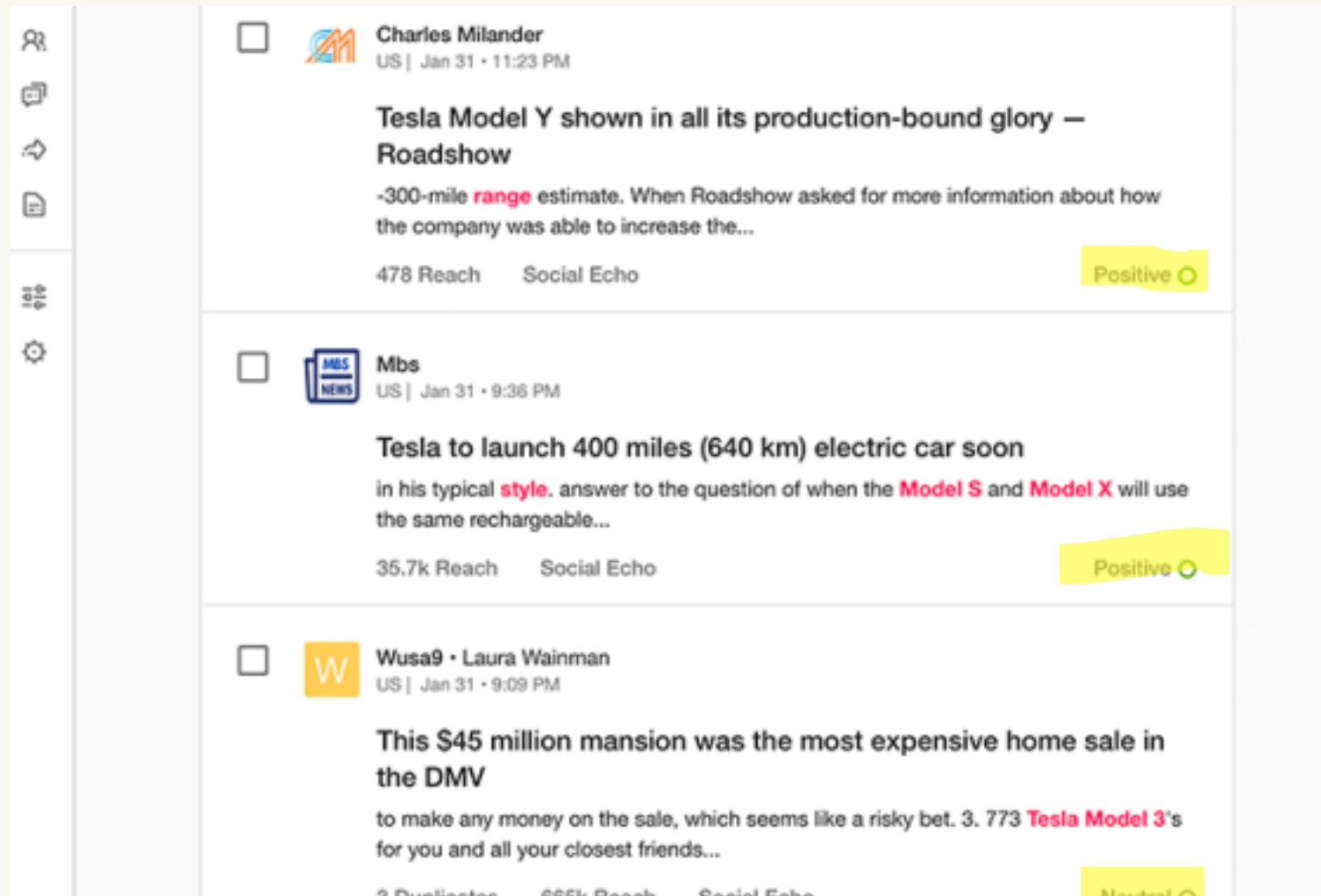
What do I include?

NUMERICAL SCORE



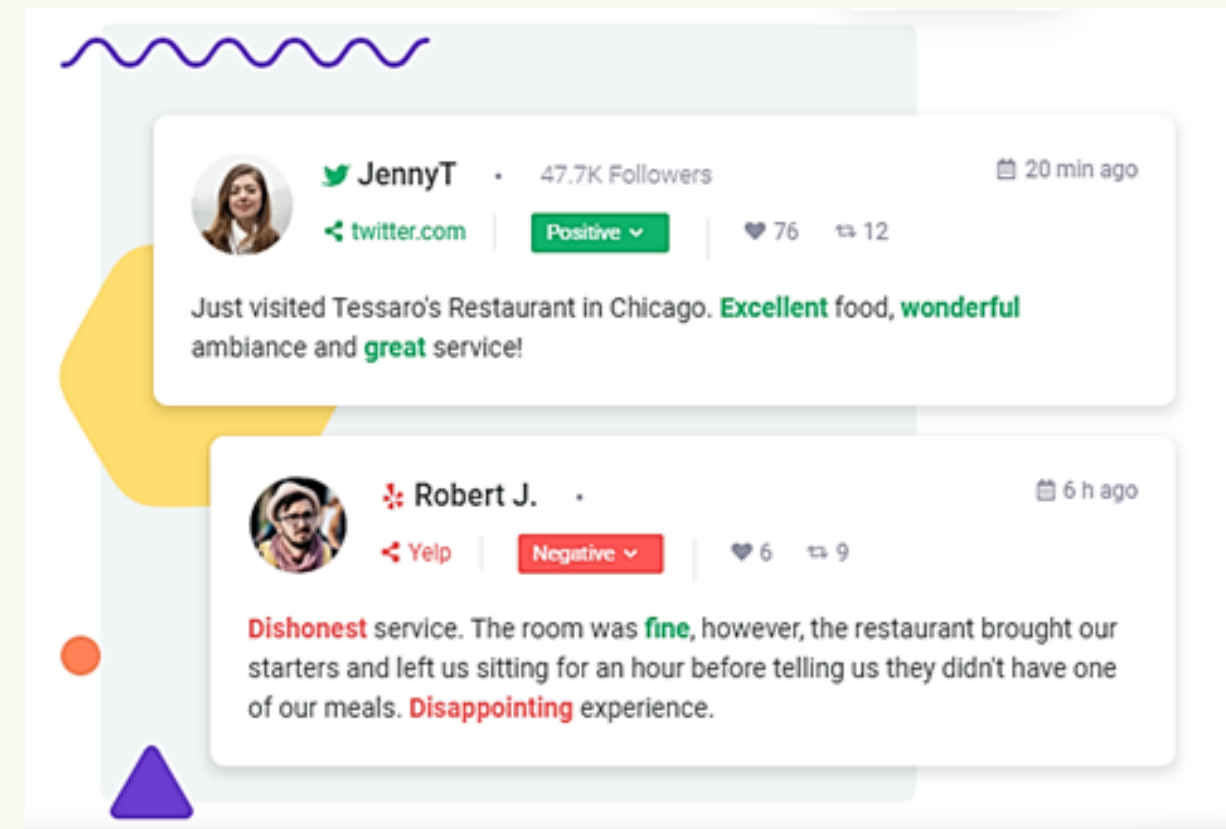
What do I include?

NUMERICAL SCORE



The screenshot shows a social media monitoring interface with a sidebar on the left containing icons for user, document, share, document, and settings. The main content area displays three news items, each with a checkbox, a profile picture, a name, a location and time, a headline, a snippet of text, reach and social echo metrics, and a sentiment score in a yellow box.

Source	Name	Location/Time	Headline	Snippet	Reach	Social Echo	Sentiment
Charles Milander	US Jan 31 • 11:23 PM	Tesla Model Y shown in all its production-bound glory — Roadshow	-300-mile range estimate. When Roadshow asked for more information about how the company was able to increase the...	478		Positive	
Mbs	US Jan 31 • 9:36 PM	Tesla to launch 400 miles (640 km) electric car soon	in his typical style . answer to the question of when the Model S and Model X will use the same rechargeable...	35.7k		Positive	
Wusa9 • Laura Wainman	US Jan 31 • 9:09 PM	This \$45 million mansion was the most expensive home sale in the DMV	to make any money on the sale, which seems like a risky bet. 3. 773 Tesla Model 3 's for you and all your closest friends...	3 Duplicates	665k	Neutral	



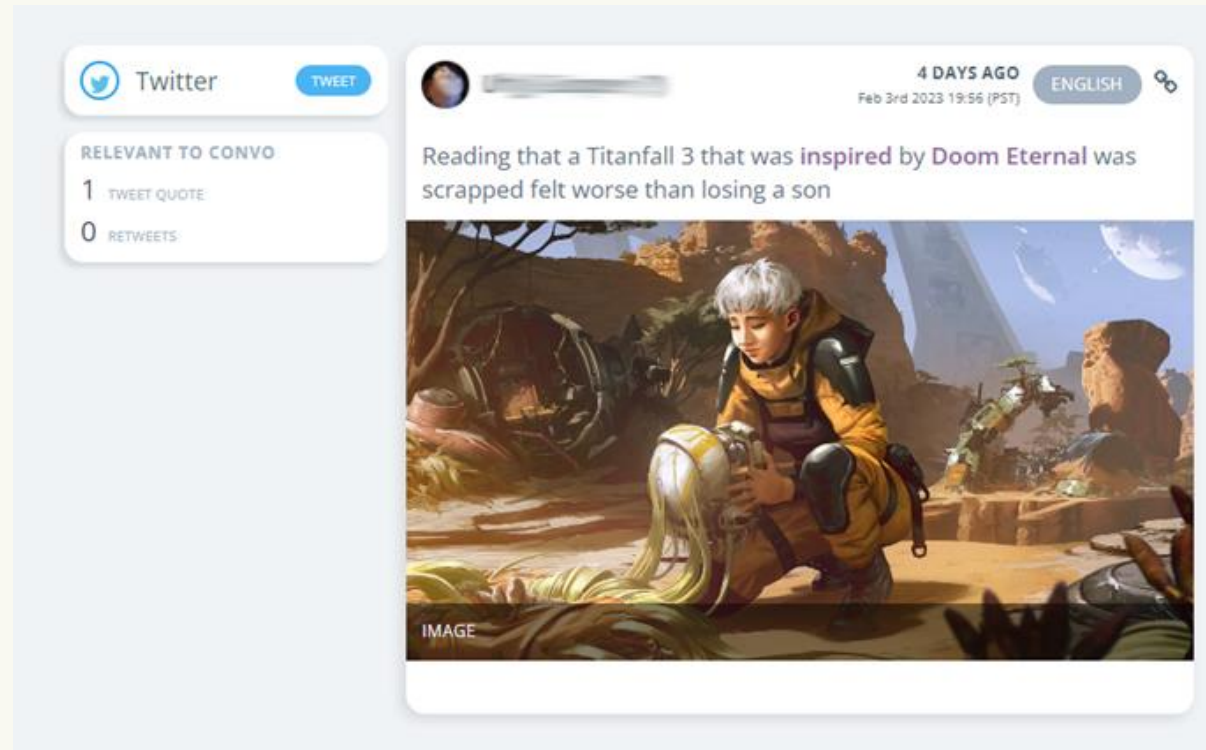
The screenshot shows two social media posts overlaid on a light blue background with decorative wavy lines and shapes. Each post includes a profile picture, name, platform, follower count, time, sentiment score, and text.

Platform	Name	Follower Count	Time	Sentiment	Text
Twitter	JennyT	47.7K	20 min ago	Positive	Just visited Tessaro's Restaurant in Chicago. Excellent food, wonderful ambiance and great service!
Yelp	Robert J.		6 h ago	Negative	Dishonest service. The room was fine , however, the restaurant brought our starters and left us sitting for an hour before telling us they didn't have one of our meals. Disappointing experience.

Source:
Meltwater (left)
Brand24 (right)

What do I include?

NUMERICAL SCORE



Talked with our
account manager



**Score
updated!**

Source:
Spiketrapp

What do I include?

SNAPSHOT SUMMARY

Our sentiment dropped last week due to some disappointment in private matches' 30 player minimum requirement, as well as the [15.1 server issues](#) that made for an unpleasant experience for players in the first day or so following the update.

On the positive side, players are talking about the Spellbound offerings (liking the emotes, cosmetics, and theming) and as Horizon got an [unintentional early nerf](#), players were glad when we announced it was an oopsie that it went out with 15.1.

For neutral drivers, players are talking about the Seer Heirloom (with special attention to its inspect animation), aim assist, and pub vs ranked games. Control faced some criticisms in its return due to matchmaking, teammates quality, and debates on the best strategy for this game mode.

What do I include?

REFERENCE POINTS



REFERENCE GAMES' WEEKLY SENTIMENT				
FORTNITE	BATTLEFIELD 2042	CALL DUTY VANGUARD	VALORANT	OVERWATCH

What do I include?

TOP CONVERSATION DRIVERS + ASSOCIATED SENTIMENT

Highest positive convo drivers

[REDACTED] Players love the new Lifeline SFTO and learning more about her lore (sentiment: )

What do I include?

NEGATIVE/POSITIVE TOPICS

TOP 5 POSITIVE TOPICS

TOP 5 NEGATIVE TOPICS

What do I include?

IT WILL EVOLVE!!



Example use cases

- Sound issues popping up

TOP 5 NEGATIVE TOPICS

- Bugs (keyword: audio)



APEX LEGENDS REVELRY

Posts Predictions Rules Apex Outlands LFG Discord Revelry Updates

Posted by [redacted] 1 month ago

225 I measured the volume of each Legend's footsteps

Useful

edit: I did an update based on the replies to this post. The update [is here](#).

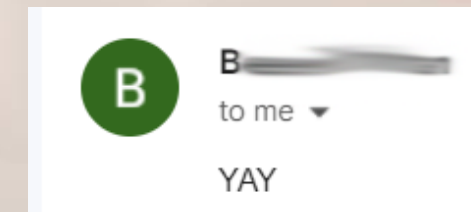
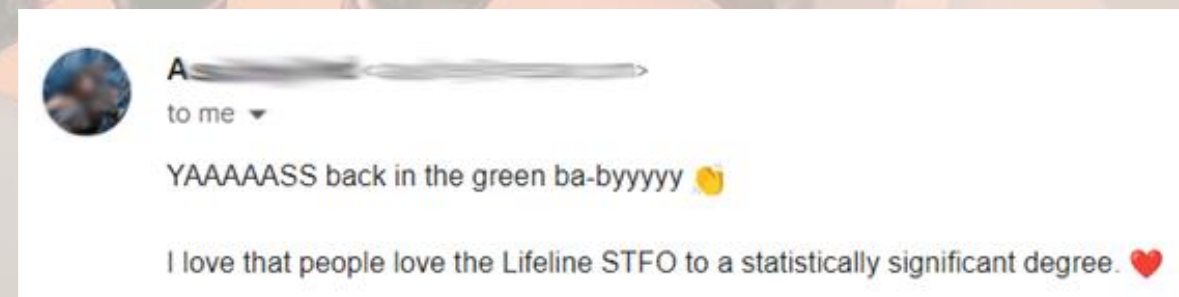
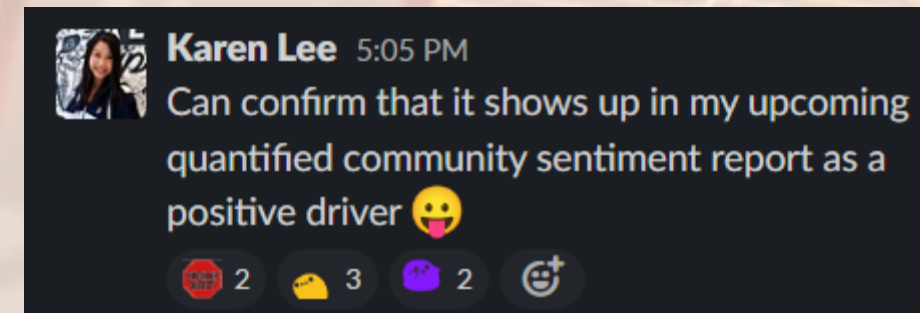
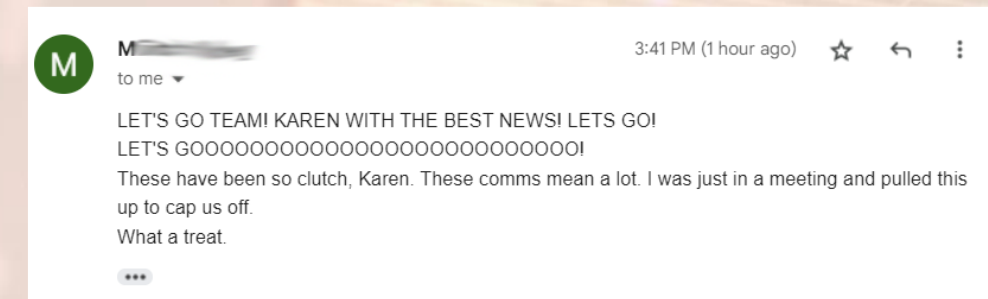
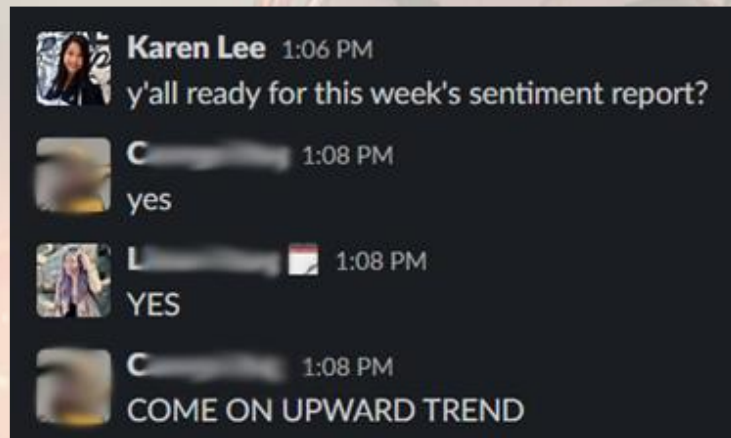
I measured the volume of each Legend's footsteps. For tldr reasons, results are first, then methodology and discussion.

Results

Legend	Measured dBFS	dBFS more than Ashe
Bloodhound	-16	11
Gibraltar	-16	11
Lifeline	-24	3
Pathfinder	-23	4
Wraith	-25	2
Bangalore	-21	6
Caustic	-21	6

Example use cases

- Celebratory moments!



Other example cases

- Gauge future decisions
- Ask to separate Mobile vs HD
- Identifying potential growth avenues or positive sentiment boosters

Making useful reports

You want to make sure your reports are:

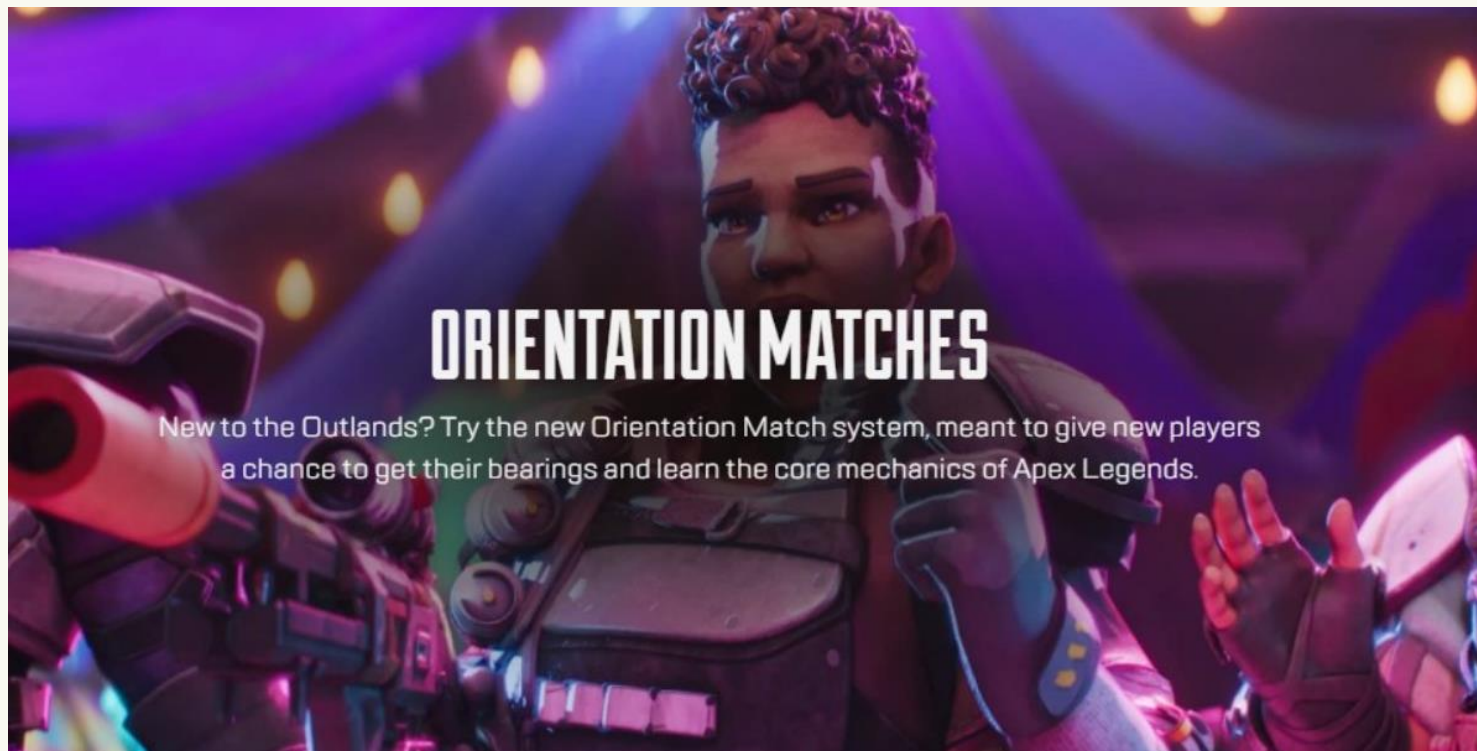
- Digestible
- Accessible via multiple outlets
- Surfaced
- Consistent /comparable

Data by itself is useless. Data is only useful if you use it!

What about Qualitative Data?

Still needed for:

- Quick analysis (vs. sentiment tools scraping data/compilation time)
- Topics with low mentions





THANK YOU

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