

How to track the sentiment for a company, person, or brand over time?

Step 1. Find the entity you want to track at app.diffbot.com (e.g., Apple Inc) and click on it.

The screenshot shows the Diffbot Knowledge Graph interface. On the left is a sidebar with navigation links: Dashboard, Knowledge Graph, Search, Saved Searches, Guides, Enhance, Crawlbot, Bulk Processing, Custom APIs, Documentation (Getting Started, API Documentation, Diffbot Support, Changelog), and a version badge v1.1.1. The main area is titled 'KNOWLEDGE GRAPH > ORGANIZATIONS' and has a 'Search' header with buttons for JSON, CSV, Save, and KG Version. Below the header is an 'Edit Search' section with tabs for Visual, Query, and API Call. The 'Visual' tab is active, showing a search condition: 'Organization + name + contains Apple'. There is an 'Add Condition' button and a 'Sort by: Default(importance)' dropdown. A 'Search' button is at the bottom of the search area. Below the search area, it says '46,325 Results'. A table displays the results with columns: COMPANY NAME, WEBSITE, and PROFILES. The first result is Apple Inc. with the website apple.com and social media icons for LinkedIn, Twitter, Facebook, and YouTube.

COMPANY NAME	WEBSITE	PROFILES
 Apple Inc.	apple.com	

Step 2. Scroll down to ARTICLES and click on the “</>” button

The screenshot shows the 'ARTICLES' section of the Diffbot interface. At the top, there is a header 'ARTICLES' and a button with the code symbol '</>'. Below the header are three article cards. Each card has a thumbnail image, a title, and a brief description. The first card features an Amazon logo and the title 'アマゾンの音楽配信がここまでアップルを追い上げた理由' (Reasons why Amazon's music streaming has pushed Apple so far). The second card features a photo of Tim Cook and the title 'ふれぬアップル、iPhoneのロック解除要請を拒否「バックドアは国家と個人を危険にさらす」' (Apple refuses to unlock iPhone, claiming backdoor is dangerous for national and personal security). The third card features an iPhone SE 2 (iPhone 9) and the title '『iPhone SE 2 (iPhone 9)』は3月中旬発売で価格は45,800円? うわさ相次ぐ' (iPhone SE 2 (iPhone 9) is released in mid-March with a price of 45,800 yen? Rumors are spreading). Each card also has a 'ツイート シェア' (Tweet Share) button.

Step 3: You can see the most recent articles about Apple Inc

KNOWLEDGE GRAPH > ARTICLES

Search

JSON CSV Save KG Version

Edit Search

Visual Query API Call

Search Query:

type:Article tags.uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw"@.55 sortBy:date.timestamp

Search

2,689,043 Results



アマゾンの音楽配信がここまでアップルを追い上げた理由

ツイート シェア ブックマーク 利用者数を初公表、2強を脅かす存在に 米アマゾン・ドット・コムはこ



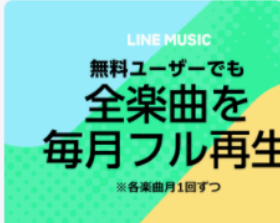
ぶれぬアップル、iPhoneのロック解除要請を拒否 「バックドアは国家と個人を危険にさら...

ツイート シェア ブックマーク 「事件発生直後から要請に応じている」 昨年(2016年) 10月に当海軍



『iPhone SE 2 (iPhone 9)』は3月中旬発売で価格は45,800円? う...

ツイート シェア ブックマーク アップルが2020年前半に発売するとうわさの『iPhone SE 2』について



LINE MUSIC
無料ユーザーでも
全楽曲を
毎月フル再生
※各楽曲月1回ずつ

LINE MUSICの独自フリーミアム導入は、無許諾アプリ「Music FM」撲滅の決定...

ツイート シェア ブックマーク 音楽ストリーミングサービス「LINE MUSIC」がフリーミアムを導入

Step 4: You can also filter by sentiment. The following query will show only articles that are negative towards Apple Inc:

[type:Article tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw" sentiment<0.0} sortBy:date.timestamp](#)

KNOWLEDGE GRAPH > ARTICLES

Search

Edit Search ▾

Visual

Query

API Call

Search Query:

type:Article tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw" sentiment<0.0} sortBy:date.timestamp

Search

4,334 Results



Apple Won't Have an iPhone 5G 'Supercycle,' ...

Heading into 2020, the bullish case for Apple revolved around expectations for the anticipated fall introduction o...



Das Magic Keyboard im TestDiese iPad-Tastatu...

Das neue Magic Keyboard von Apple kostet viel – und bietet viel. Wir haben es ausprobiert und mit günstigeren Alte...



Study: Majority of Americans Don't Want or C...

The that according to a almost 3 in 5 Americans say that they are either unable or unwilling to use the new infect...

Step 5: You can also count the number of negative/positive articles by day/week/month. For example, the following query shows the number of articles that are negative towards Apple Inc grouped by week:

[type:Article tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw"} sentiment<0.0} facet\[week\]:date](#)

KNOWLEDGE GRAPH > ARTICLES

Search

JSON CSV Save KG Version

Edit Search

Visual Query API Call

Search Query:

type:Article tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw"} sentiment<0.0} facet[week]:date

Search

4,334 Results

NAME	COUNT
[2020-04-13T00:00:00Z,2020-04-20T00:00:00Z)	234
[2020-04-06T00:00:00Z,2020-04-13T00:00:00Z)	149
[2020-04-20T00:00:00Z,2020-04-27T00:00:00Z)	59
[2020-03-09T00:00:00Z,2020-03-16T00:00:00Z)	46
[2020-02-17T00:00:00Z,2020-02-24T00:00:00Z)	41
[2020-03-30T00:00:00Z,2020-04-06T00:00:00Z)	32
[2020-04-27T00:00:00Z,2020-04-29T22:34:58Z)	31
[2019-09-09T00:00:00Z,2019-09-16T00:00:00Z)	29
[2019-09-30T00:00:00Z,2019-10-07T00:00:00Z)	25
[2019-10-28T00:00:00Z,2019-11-04T00:00:00Z)	22

Step 6: Alternatively, you can narrow the number of negative/positives articles from a specific domain. In this example, we are looking for weekly articles that are positive towards Apple Inc from TechCrunch:

[type:Article pageUri:"techcrunch.com"](#)

[tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw" sentiment>0.0}](#)

[facet\[week\]:date](#)

KNOWLEDGE GRAPH > ARTICLES

Search

JSON CSV Save KG Version

Edit Search

Visual Query API Call

Search Query:

type:Article pageUri:"techcrunch.com" tags.{uri:"http://diffbot.com/entity/CHb0_0NEcMwyY8b083taTTw" sentiment>0.0} facet[week]:date

Search

45 Results

NAME	↑↓	COUNT	↑↓
[2020-04-27T00:00:00Z,2020-05-04T00:00:00Z)		9	
[2020-04-20T00:00:00Z,2020-04-27T00:00:00Z)		9	
[2020-05-04T00:00:00Z,2020-05-11T00:00:00Z)		5	
[2020-05-11T00:00:00Z,2020-05-15T00:40:12Z)		2	
[2020-04-13T00:00:00Z,2020-04-20T00:00:00Z)		1	
[2020-04-06T00:00:00Z,2020-04-13T00:00:00Z)		1	
[2020-03-30T00:00:00Z,2020-04-06T00:00:00Z)		0	
[2020-03-23T00:00:00Z,2020-03-30T00:00:00Z)		0	
[2020-03-16T00:00:00Z,2020-03-23T00:00:00Z)		0	
[2020-03-09T00:00:00Z,2020-03-16T00:00:00Z)		0	
[2020-03-02T00:00:00Z,2020-03-09T00:00:00Z)		0	

Other queries:

- Articles that are either extremely positive or negative about Donald Trump:
 - `type:Article or(tags.{label:"Donald Trump" sentiment>0.8}, tags.{label:"Donald Trump" sentiment<-0.8})`
- Articles that are negative about Donald Trump where Donald Trump was tagged with high confidence

- type:Article tags.{label:"Donald Trump"@.75 sentiment<0}