AMPLYFI

WHITEPAPER

# A New Model for AI Consumer Research

Combining Social and Non-Social Media Analysis

# About The Author

**Dr Lee Eccelshare - VP Advanced Solutions, AMPLYFI**
Lee has extensive experience in the petrochemical sector, delivering data-led strategic insight for some of the world's leading oil majors. His expertise spans complex problem-solving, applied research and the application of advanced analytics to commercial decision-making. Lee is a published author in peer-reviewed scientific journals and holds a PhD in Synthetic Organic Chemistry.

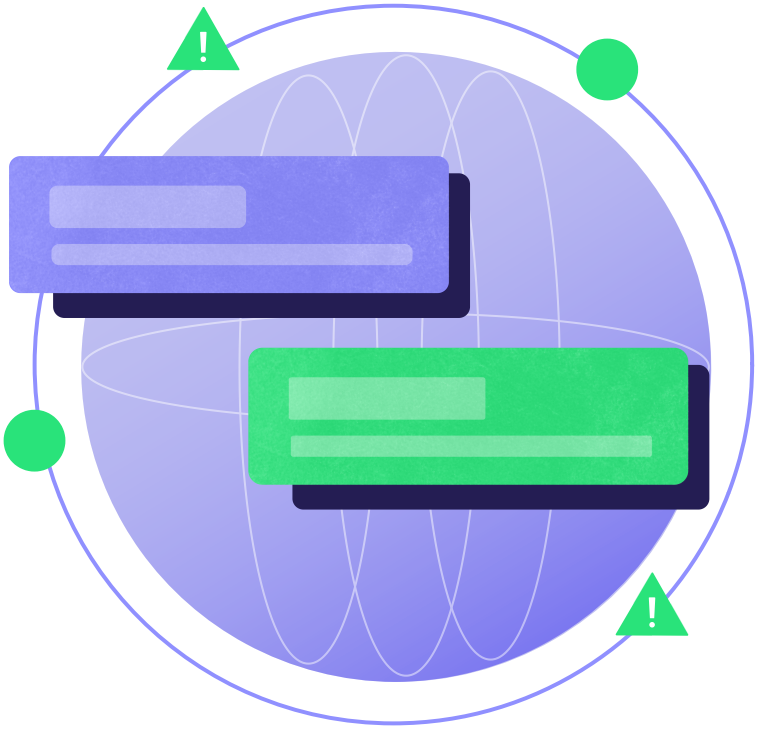
# Executive Summary

Organisations depend on clear insight into how consumers think and behave. Yet most approaches only capture part of the picture. Primary research offers depth but is slow, costly and limited in scale. Social media listening is fast and wide-reaching, but it reflects only the voices of people who post. The information that shapes consumer sentiment sits across a much broader set of sources.

AI consumer research provides a way to bring these sources together. It applies AI methods to analyse both social and non-social media. News coverage, regulatory updates, scientific papers, corporate communications and industry reporting all influence how people form opinions. When these signals are combined with social media data, organisations gain a more complete view of what shapes sentiment over time.

**This whitepaper explains AMPLYFI's integrated approach to consumer research. It outlines how our AI collects documents from across the web, extracts relevant sentences, scores sentiment, identifies underlying drivers and clusters events that help explain shifts in public opinion. The result is a clearer view of what consumers think, why they think it and how external information shapes their responses.**

The approach supports a wide range of insight needs, from product analysis and brand tracking to market scanning and regulatory assessment. It gives intelligence teams a faster, repeatable and more reliable way to analyse the information environment around their audience.



"It's not what you look at that matters, it's what you see"

HENRY DAVID THOREAU, PHILOSOPHER, POET, NATURALIST

# Why Traditional Consumer Research Falls Short

Organisations need a reliable view of how consumers think, what shapes their decisions and how their opinions shift over time. Traditional research methods can support this, but they leave significant gaps.

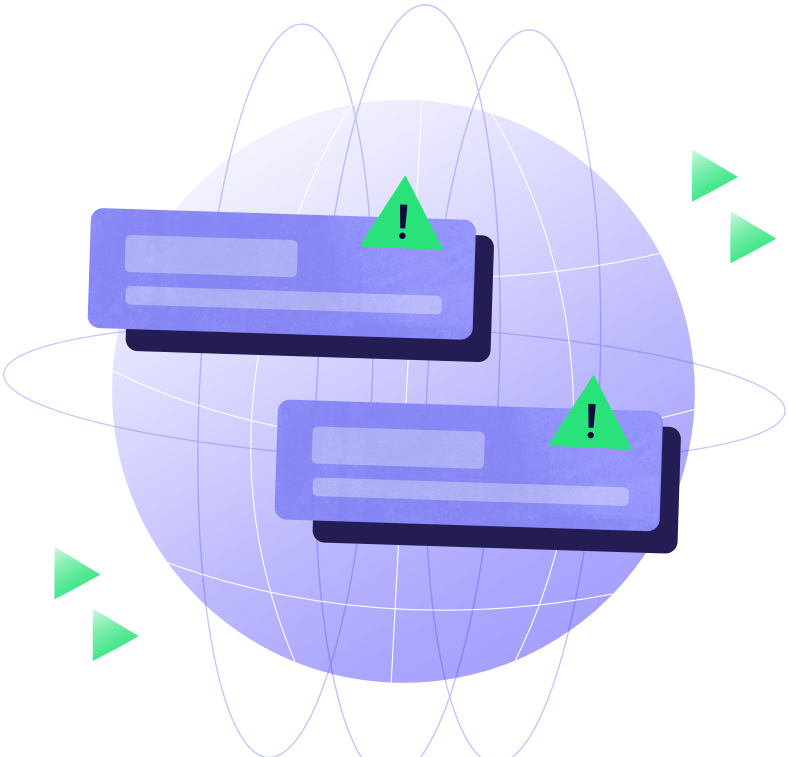
Primary research offers depth, yet often depends on small sample sizes and fixed points in time. It usually reflects what consumers say rather than what influences them. It is also resource-intensive, with long lead times and high costs that limit how frequently teams can repeat studies.

Social media listening addresses some of these challenges. It provides large volumes of public opinion and captures unprompted reactions. Although it reveals how people speak about a topic, it only reflects the views of individuals who post. It cannot explain the wider information environment that shapes those views.

**Consumer sentiment is influenced by many sources, including news cycles, regulatory updates, scientific publications, industry reporting and corporate announcements. Traditional research and social listening do not connect these signals or show how they interact.**

This gap is a central issue for insight teams. They can understand what people think, yet they cannot see the information that guided those opinions. This limits the accuracy of forecasts, weakens the interpretation of market shifts and slows decision-making.

AI consumer research addresses this by bringing social and non-social media together. It provides a wider and more representative view of the information that shapes behaviour. It offers the scale and repeatability needed for ongoing analysis, with a level of depth that traditional methods cannot match.



# The Role and Limits of Social Media Listening Tools

Social media listening has become a common tool for understanding public opinion. It provides access to large volumes of unprompted commentary, allowing organisations to track sentiment, emerging issues and shifts in discussion. It is fast, scalable and cost-effective, which makes it a useful complement to traditional research.

The value of social data is clear. It shows how people talk about products, brands and topics in real time. It helps teams identify concerns early, monitor reactions to campaigns and track the spread of ideas across online communities. It also offers a wide range of demographic and behavioural signals.

Despite this, social media represents only part of the information that shapes consumer sentiment. It reflects the views of people who choose to post, not the wider audience whose opinions may be influenced by reporting, regulation, expert commentary or industry trends. Social platforms also tend to amplify short-term reactions, which can make it difficult to distinguish noise from meaningful change.

Social listening tools are designed to monitor keywords, mentions and conversations. They are not built to analyse the broader set of sources that guide how people form opinions. They cannot explain why sentiment shifts at a particular moment or how external information contributed to the change.

As a result, organisations that rely solely on social media listening often see the symptom but not the cause. They can observe reactions, but they cannot trace them back to the events, announcements or information signals that influenced them.

This creates an incomplete view. Effective insight work requires understanding both what consumers say and the wider context that shaped their response. This is where non-social media analysis becomes essential.

# Why Non-Social Media Matters for Consumer Insight

Consumer sentiment is shaped by more than online conversations. People form opinions through exposure to news reporting, regulatory developments, corporate announcements, scientific research and industry commentary. These sources influence both awareness and interpretation, yet they are rarely included in traditional insight workflows.

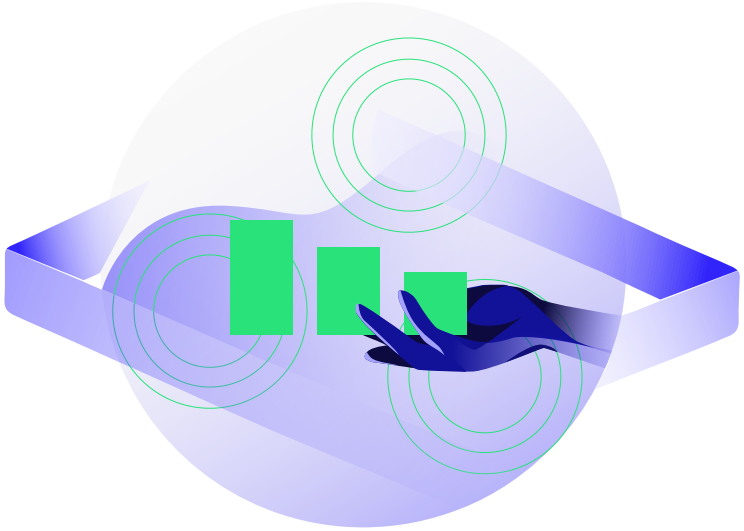
Non-social media offers a broader and often more stable view of the information landscape. It captures signals that develop over longer periods, such as policy discussions, market shifts and expert analysis. These sources are documented, verifiable and structured, which makes them useful for understanding how narratives form and change.

Many organisations monitor these sources manually or through basic media monitoring tools. This approach gives them access to headlines but not to underlying sentiment or the drivers behind the coverage. It also does not link these information sources to observed consumer reactions.

When insights teams analyse social media without understanding the information that preceded or influenced it, they see only the surface-level response. They can track changes in sentiment, yet they cannot identify the events or signals that contributed to those changes.

Integrating non-social media analysis fills this gap. It provides context for shifts in conversation, connects consumer reactions to external triggers and helps teams separate short-term fluctuations from meaningful changes in behaviour. It offers a clearer view of why sentiment moves and which information sources contributed to the trend.

This broader perspective is essential for accurate analysis. Effective insight work requires understanding both the public response and the information environment that shaped it. AI enables this by analysing large volumes of non-social content alongside social data, creating a more complete foundation for consumer research.



# Integrated Media Intelligence: A Better Model for AI Consumer Research

Understanding consumer sentiment requires more than isolated streams of data. Social media shows how people react, but it does not explain what shaped their views. Non-social media provides context, but without public response it can be difficult to judge how influential a development has been. Treating these sources separately limits accuracy and slows interpretation.

Integrated media intelligence brings these sources together. It analyses social and non-social media within a single model, allowing organisations to link sentiment trends to the information that may have influenced them. This combined view offers a clearer understanding of why opinions change and which signals matter most.

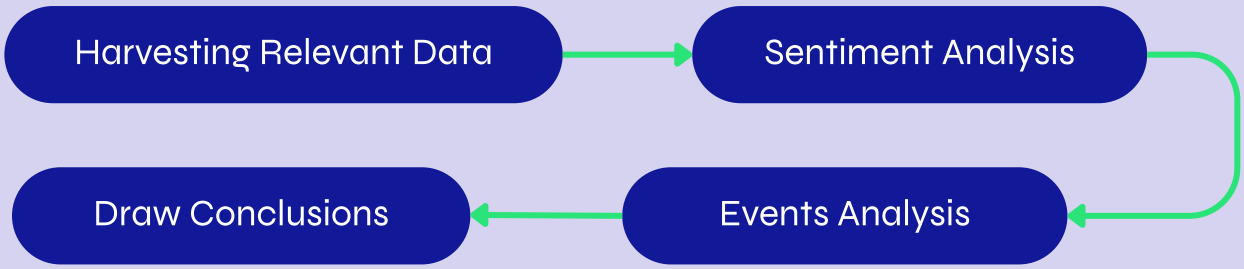
AI supports this approach by processing large volumes of text at sentence level and by identifying connections that would be difficult to track manually. It provides the scale needed to cover a wide range of sources, the consistency required for repeatable analysis and the speed to update insights as new information emerges.

For insights teams, this model addresses the core challenge of consumer research: separating short-term reactions from meaningful shifts. It provides evidence that explains sentiment movements, highlights drivers that influence behaviour and offers a structured method for evaluating the impact of external information.

AMPLYFI applies this integrated approach across both social and non-social media to give organisations a more complete and reliable view of consumer sentiment. The next section outlines how the model works.

# How AMPLYFI's Model Works

AMPLYFI's model analyses consumer sentiment by examining sentences taken directly from both social and non-social media. It identifies relevant statements, scores their sentiment, determines the underlying drivers and groups related sentences into events. This creates a structured view of how external information and public response develop over time.




At its core, the AI model works at sentence level. It identifies sentences from both social and non-social media that relate to the defined topic, scores their sentiment on a scale from negative to positive and records the factors that drive that sentiment. It then groups similar sentences into events, which helps explain changes in observed sentiment over time. The following sections describe each stage of this process in more detail.

### Step 1: Harvesting Relevant Data Across the Web

The first stage collects documents from across the web, based on the scope defined by the user. They specify the types of sources to include, the topic or topics of interest and a date range:

- Sources can include academic papers, consumer news, industry news, organisation-specific releases and regulatory updates, alongside social content such as posts, blogs, forums and reviews.
- Topics represent the core focus for the analysis, such as a product, service or technology.
- The date range defines how far back the model looks when identifying trends.

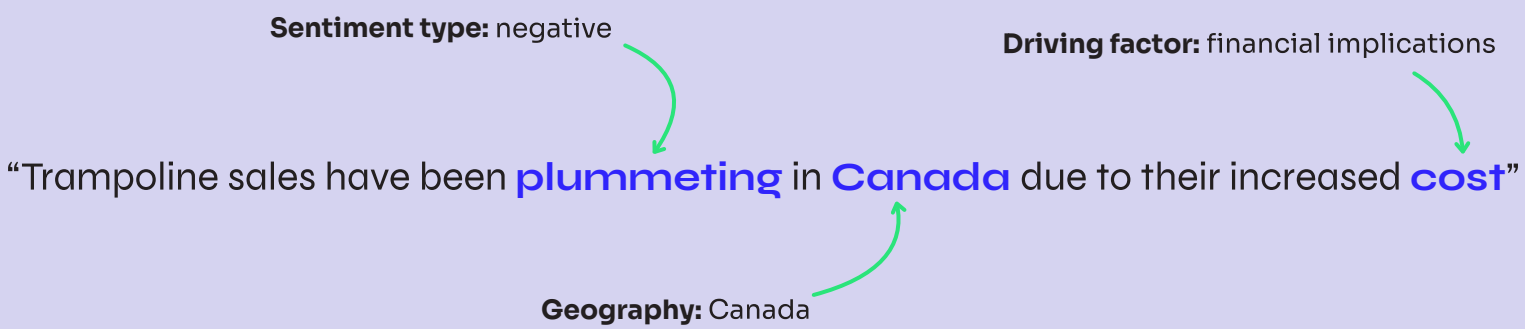
The model retrieves documents that match these criteria and prepares them for sentence-level analysis.

Step 2: Granular Sentence-Level Sentiment and Driving Factor Analysis

In the second stage, the model works at sentence level. From each document, it selects the sentences that relate to the topic and assigns a sentiment score on a scale from negative to positive. It then identifies the main factors that drive that sentiment, such as quality, pricing, safety, availability or service.

Where relevant, the model can tag sentences with additional attributes such as geography or demographic references. This supports segmentation and more detailed analysis across markets or groups.

An example sentence with its annotations is shown in the original research output:




Model set-up is carried out with AMPLYFI's analysts, who work with clients to define topics, sources and labelling that match their specific needs.

### Step 3: Identifying Key Media Events

In the third stage, the model groups sentences that refer to the same development. These events can relate to organisational changes, regulatory decisions, product updates, market incidents or other notable activity.

Sentences from different sources that describe the same occurrence are combined into a single event. Events with more contributing sentences appear more frequently in public and media discussions and therefore carry greater prominence.

Below is an example event showing how multiple sentences that reference the same situation are grouped and summarised.

| Example Grouped Sentences | Singular Event Summary |
| --- | --- |
| • "Trampoline sales have been plummeting in Canada due to their increased cost"<br>• "With the soaring costs of trampolines, Canadian customers are less willing to purchase them, leading to a sharp decline in sales"<br>• "The escalated price of trampolines has become a major barrier for Canadian buyers, consequently causing a dramatic drop in sales"<br>• "As trampoline prices jump, Canadian sales have ironically taken a dive" | **In Canada, trampoline sales decline due to their increased cost** |

# What Integrated Insight Enables

Integrated analysis of social and non-social media provides a clearer view of the factors that shape consumer sentiment. It links public response to the information sources that may have influenced it, allowing teams to interpret changes in behaviour with greater accuracy. This supports several practical applications.

## 1. Understanding Why Sentiment Changes

Tracking sentiment alone shows whether attitudes are improving or declining, but it does not explain why. By combining sentiment trends with event clusters and underlying drivers, teams can identify the information that contributed to the change. This helps distinguish short-term reactions from shifts that reflect more persistent concerns or priorities.

## 2. Evaluating the Impact of External Information

Regulatory announcements, scientific findings, product recalls, media reports and organisational statements often influence consumer behaviour. Integrated media intelligence shows how these developments correspond with sentiment movements across social and non-social sources. This gives teams evidence to assess the effect of external information on public response.

## 3. Identifying the Drivers Behind Consumer Views

Driver analysis highlights the themes and issues that appear most frequently in discussion. This helps organisations understand which factors shape consumer decisions, such as product quality, pricing, availability, safety, sustainability or service experience. Tracking these drivers over time shows where expectations are shifting and where attention is increasing.

## 4. Spotting Emerging Issues Earlier

Non-social media often highlights developments before they appear widely on social platforms. Monitoring both sources together helps teams identify early signals of concern or interest. This supports proactive planning, earlier intervention and more informed decision-making.

## 5. Comparing Trends Across Markets or Groups

When sentences are tagged with attributes such as geography or demographic references, the model can compare sentiment, drivers and event prominence across different groups. This helps organisations understand which markets are more affected by particular issues and where changes are most pronounced.

## 6. Supporting Decisions Across Insight, Strategy and Product Teams

The combined view of public sentiment and information context supports a range of decisions. These include evaluating product performance, assessing brand perception, monitoring market developments and interpreting the impact of policy or regulatory changes. It provides a consistent method for analysing complex information across teams.

# Conclusion

Understanding consumer sentiment requires visibility of both public discussion and the information that shapes it. Traditional research and social listening each provide useful insight, but they do so in isolation. They show what people say and how they react, yet they do not connect those reactions to the wider context that influenced them.

AI consumer research addresses this gap by analysing social and non-social media together. It links sentiment trends with events, drivers and information signals drawn from a broad set of sources. This combined view helps organisations interpret behaviour more accurately, identify the factors that contribute to change and act with greater confidence.

AMPLYFI's integrated model supports teams that need reliable, repeatable analysis at scale. It offers a structured approach to understanding sentiment, the context behind it and the signals that influence it. This foundation helps organisations make better informed decisions across product, brand, insight and strategy functions.

If you would like to explore how this approach could support your organisation, our team can provide further detail and an example analysis: info@amplyfigroup.com

# About AMPLYFI

Founded in 2015, AMPLYFI is an AI-powered market intelligence platform that takes research, analysis and news sourcing to the next level by providing rich deep web insights in real time.

By leveraging AI, sales, research and market analysis, teams can gain thorough analysis based on touch points of their choosing, allowing them to source exactly the information they need at pace.

AMPLYFI works with more than 70 Global customers across a range of sectors, including Private Equity and Finance Services as well as Healthcare, Pharmaceutical, Intelligence and Defence, Higher Education, Automobile, Energy and Engineering.

AMPLYFI

## Market Intelligence, Made Effortless

Save thousands of hours by automating your market intelligence, delivering instant answers to your research, and empowering you to create professional reports in moments.

Start A Free Trial

amplyfi.com

AMPLYFi