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Boolean Training Guide

Boolean 101

Hey there, #FriendsWithInsights! Want to supercharge your media and data searches in Meltwater? Boolean logic is your secret sauce. This guide gives you a quick, no-nonsense walkthrough. Buckle up.

What's Boolean, Anyway?

Think of Boolean as the grammar of your search. Just like sentences have structure, so should your queries. With Boolean, you can use terms like AND, OR, NOT to make your searches smart and specific.

What we will cover

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Basic Boolean

Basics: Main Operators

Simple queries are the foundation of Boolean searching. Think of them as your entry point, your Google-like search queries that you can enter into a search bar.

This is how they work:

- **Single Words:** Search for just one word:

    Spiderman

- **Phrases:** Search for a series of words by enclosing them in quotation marks:

    "Captain America"

TIP: It is best practice to use quotations around single terms when building out complicated search strings as well.

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Basics: Main Operators

Main operators like AND, OR, NOT let you craft precise queries. These are the building blocks that you use to articulate exactly what you want the search to accomplish.
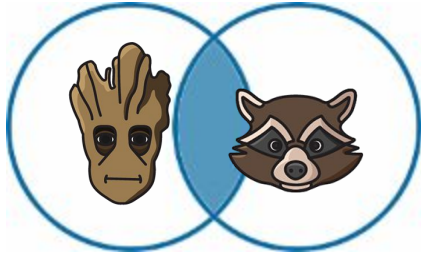
This is how they work:

- **AND**: All terms must be present. **Narrows** your search.
- **OR**: At least one term must be present. **Expands** your search.
- **NOT**: Excludes specific terms. **Limits** your search.

TIP: It is best practice to capitalize Boolean Operators, though no longer required as it makes maintenance of search strings a lot easier.

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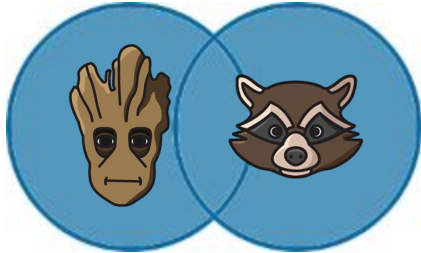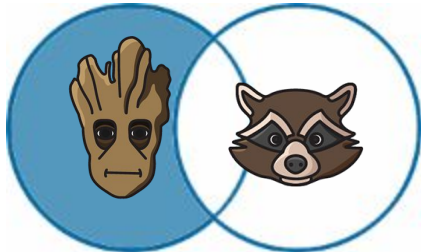# Basics: Main Operators Example

Groot **AND** Rocket

> **all** terms are present
> Narrows a search

Groot **OR** Rocket

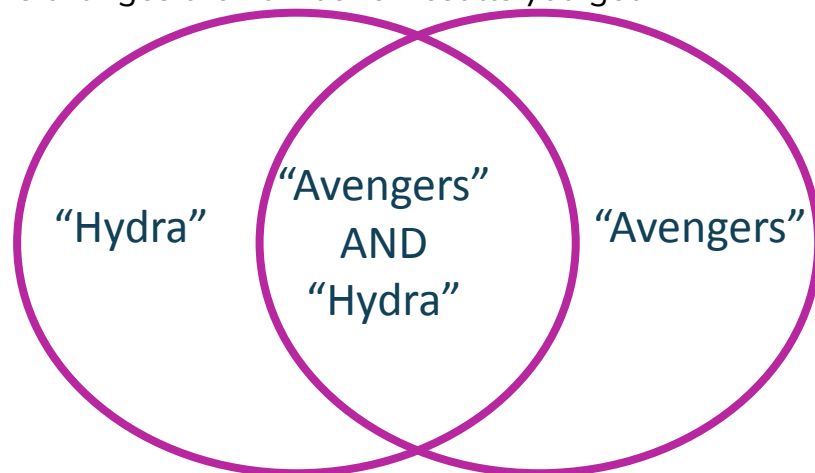> **at least** one search term
> Expands a search

Groot **NOT** Rocket

> **excludes** mentions
> Limits the search

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Practice

In everyday English, the word "and" implies addition, like adding another item to a list. But in Boolean, "and" actually narrows down your search results.

Here's what we mean: Try out the following search terms in Explore and check the results against the provided answer key. You'll see how using different operators changes the number of results you get.

1. How many results for the search: **"Avengers" OR "Hydra"** in September 2022?

   Answer: 944k

2. How many results for the search: **"Avengers" AND "Hydra"** in September 2022?

   Answer: 3.7k

3. How many results for the search: **"Avengers" NOT "Hydra"** in September 2022?

   Answer: 727k

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Practice: Build a Simple Boolean Query

1. Create a search that will find mentions of **#Loki**, **Season 2**, and **@disneyplus**.

Answer:

2. Create a search that will find mentions of **Infinity Stones** or **Vibranium**.

Answer:

3. Create a search that will find mentions of **The Avengers** excluding **Hawkeye**.

Answer:

Remember to capitalize the operators **OR**, **AND**, **NOT**!

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Answers: Build a Simple Boolean Query

1. Create a search that will find mentions of **#Loki**, **Season 2**, and **@disneyplus**.

Answer: **"#Loki" AND "Season 2" AND "@disneyplus"**

2. Create a search that will find mentions of **Infinity Stones** or **Vibranium**.

Answer: **"Infinity Stones" OR "Vibranium"**

3. Create a search that will find mentions of **The Avengers** excluding **Hawkeye**.

Answer: **"The Avengers" NOT "Hawkeye"**

Remember to capitalize the operators **OR**, **AND**, **NOT**!

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Advanced Boolean

Advanced: Parenthesis

Parenthesis allow you to nest different Boolean operators to formulate a complex query. This is crucial for complicated searches where you want to combine various operators.

This is how they work:

- Use parentheses for complex, nested queries.
- Keep one type of operator within a single pair of parentheses.

Advanced: Parenthesis Examples

"Infinity Gauntlet" **AND** ("weak points" **OR** "how to destroy" **OR** "how to stop snap")

You can have multiple parentheses, but make sure to use both opening "(" and closing ")" parentheses in your Boolean queries; otherwise, your search might not work as expected:

- **(**"Infinity Gauntlet" **AND (**"weak points" **OR** "how to destroy" **OR** "how to stop snap"**)) NOT (**"go for the head" OR "wake up Thanos"**)**

Inside a given parentheses, only one kind of operator should be used:

- ("Ironman" **AND** "Captain America" **OR** "Thor" **AND** "Loki") ❌

- ("Ironman" **AND** "Captain America" **AND** "Thor" **AND** "Loki") ✔️

Notice the nested (boolean), this requires you to have two right parenthesis)).

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Advanced: NEAR OR ONEAR

The **NEAR** or **ONEAR** operators are used for **proximity** searches. Essentially, they tell the search engine that you're looking for documents where specific terms are near each other.

This is how they work:

- **NEAR** is used to search for documents that contain query terms that are within 4 words of each other.

- It can be looked at as a way to make the **AND** statement more specific, without the restrictions of using a exact phrase.

- In order to restrict terms to appear within a number of words of each other, use **NEAR/#** (e.g. "Meltwater" **NEAR/10** "Community" will show results that list Meltwater and Community within 10 words of each other in any document.

- **ONEAR** locks the keyword order. You can also use **ONEAR/#** ("Meltwater" **ONEAR/10** "Community" will show results where Meltwater comes 10 words or less before Community

Advanced: NEAR OR ONEAR Example

Proximity	No proximity
"Thor" NEAR/5 "Loki" *(both terms are present in the same phrase)*	**"Thor" AND "Loki"** *(both terms are present anywhere in the document)* **"Thor Loki"** *(only matches the exact phrase)*

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Advanced: Handle Operators

For those focusing on social media content, handle operators allow targeting specific accounts or hashtags. These operators do not need to be in CAPS but it is best practice as it makes managing Boolean strings easier to manage, especially when you have to make changes down the road.

Operators available:
- #Hashtag
- FROM: - a specific handle (Instagram will only show business handles)
- TO: - a specific Twitter/X handle
- @Handle - searches for posts mentioning a specific instagram handle
- RT or QT - searches for retweets or quoted tweets of content originally posted by a specific @handle

TIP: These operators are great for brand monitoring and social listening.

Advanced: Handle Operators Examples

#hashtag: searches for posts mentioning a specific #hashtag:

> #DeadpoolRocks

FROM: searches for posts posted by a specific @handle:

> FROM:Deadpool

TO: searches for tweets posted as a response to a specific @handle:

> TO:Deadpool

@: searches for posts mentioning a specific @handle:

> "@Deadpool"

"RT" OR "QT": searches for retweets or quoted tweets of content originally posted by a specific @handle:

> "RT @Deadpool"

(Deadpool OR "@Deadpool") AND NOT (from:Deadpool OR "RT @Deadpool")

will return tweets about Deadpool or mentioning his twitter handle, but removes Deadpool's tweets and RT of his content

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Advanced: Facebook Business Pages

Due to Facebook's specific structure and privacy settings, using Boolean for Facebook Business Pages requires a special approach. Facebook Business Pages that you have added to your Explore environment can be singled out by using the following Boolean. (If you don't know how to add pages to your account, reach out to you Account Manager).

- **URL:"http://www.facebook.com/xxxxxxxxx/*"**

  Use Find my FB ID to source the page ID number or at the bottom of the "About" section on your Facebook page you will find this.

- **author:comment**

  Use the first boolean in conjunction with this boolean operator to see comments on a page.

- **author:"visitor post"**

  If the page is open and allows visitors to post on it directly, you can also use this boolean in conjunction with the first boolean. Most pages do not enable this setting.

Practice: Build a Complex Boolean Query

1. Create a search that will find mentions of **Avengers** in relation to **New York**, **Loki**, or **Chitauri**.

[＿＿＿＿] AND ([＿＿＿＿] OR [＿＿＿＿] OR [＿＿＿＿])

2. Create a search to find mentions of **Ironman** or **War Machine** in relation to **powerful** or **is better**.

([＿＿＿＿] OR [＿＿＿＿]) AND ([＿＿＿＿] OR [＿＿＿＿])

3. Create a search that will find mentions of **Black Panther** or **Wakanda**, posted by **@Mbaku** that excludes any **RT**.

(([＿＿＿＿] OR [＿＿＿＿]) AND [＿＿＿＿]) NOT ([＿＿＿＿])

4. Create a search that will find mentions of **Spiderman** and **"Civil War"** within 10 words of each other.

[＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿]

Answers: Build a Complex Boolean Query

1. Create a search that will find mentions of **Avengers** in relation to **New York**, **Loki**, or **Chitauri**.

| **Avengers** | AND (| **"New York"** | OR | **Loki** | OR | **Chitauri** |) |

2. Create a search to find mentions of **Ironman** or **War Machine** in relation to **powerful** or **is better**.

(| **Ironman** | OR | **"War Machine"** |) AND (| **powerful** | OR | **"is better"** |)

3. Create a search that will find mentions of **Black Panther** or **Wakanda**, posted by **@Mbaku** that excludes any **RT**.

((| **"Black Panther"** | OR | **Wakanda** |) AND | **From:Mbaku** |) NOT (| **RT** |)

4. Create a search that will find mentions of **Spiderman** and **"Civil War"** within 10 words of each other.

"Spiderman" NEAR/10 "Civil War"

Expert Boolean

Expert: Custom Categories

Categories are saved boolean queries that can be applied as filters to narrow your results for analysis and comparison. Custom Categories can be used wherever filters are available, such as Keyword or Advanced Searches and Combined Searches. They are best set up as reusable categories that can be used with more general saved searches or for ad hoc search analysis.

Here is a [video and instructions on how to create custom categories.](#)

Some examples of Custom Categories include:

- **Purchase Intent:** "I want a" OR "we want a" OR "want to have a" OR "want to buy a"...

- **Post Purchase:** (just NEAR/2 purchased) OR (finished NEAR/2 buying) OR (recently NEAR/2 purchased)

- **Common Questions:** "Who do I" OR "what do I" OR "where do I" OR "when do I" OR "why do I" ...

- **Customer Service:** "Customer Service" OR "Service" OR "cst service"...

- **Boycott:** Boycott OR boycotted OR blacklist OR protest OR protester...

For additional custom category boolean check [here](#).

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Expert: Wildcards

Wildcards are like jokers in a card game. They can stand in for one or more characters in your search term.

This is how they work:

- Use **?** for a single unknown character
  - If you are unsure of how to spell one word, you can use ? to replace a letter
- Use ***** for multiple unknown characters.
  - If you want to search for a noun and all it's variations, you can use * after the root of the word.

Example:
- **optimi?e** would match both "optimize" and "optimise"
- **Neb?la** will return Nebula, Nebila, Nebola...
- **Muta*** will return Mutant, Mutants, Mutation, Mutations...

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Expert: Tracking URLs shared on Twitter

On Twitter/X, all URLs are automatically converted into shortened links that start with http://t.co/.
This can pose a challenge if you're trying to track specific URLs shared on the platform.

With the Contains Links operator, you can now track the original URLs that have been shared as http://t.co links on Twitter.

This is how you use it:
1. Use the **CONTAINSLINK:** operator
2. Then add the URL with **""** and the **remove the https:// from the URL**

Example #1
You want to see all tweets that contain the link "https://marvelcinematicuniverse.fandom.com/wiki/The_Avengers"

CONTAINSLINK:"marvelcinematicuniverse.fandom.com/wiki/The_Avengers"

This will pull in tweet mentions such as:

Can't believe I was beaten!!
t.co/1

Will get you next time!
t.co/2

Example #2
You can also use this for websites. This will find all posts and articles hyperlinking to any part of a website.
CONTAINSLINK:"www.marvel.com"

Pro Tip: Use this to capture a more complete picture of how your content is being shared and engaged with on Twitter.

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Expert: Emojis, Videos and Photos

You are able to search emojis in Explore. We recommend using the emojis found in the Twitter analytics tab or copy and paste from Emojipedia and combine this with your keyword searches!
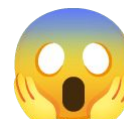
Emoji Operator:
EMOJIS:❤️

You an also search for photos, operator:
 LINK:"*/photo/1"

You an also search for video content, operator:
LINK:"*/video/1"

Expert: Twitter Bios and Follower Counts

VERIFIED:True

Searches Twitter Bios for verified accounts (True) or unverified (False)

BIO:"Heroes"

Searches Twitter bios for the word "Heroes"

AUTHORITY>=5

Using a Meltwater algorithm taking into account followers and posts, you can search for Authoritative accounts between 0-10

FOLLOWERS>6000000

Authors of Tweets have to have that number of followers. You can use >, >= or <= and combine these to search for certain follower counts (e.g. followers>=5000 AND followers<=1000 for accounts with between 1000-5000 followers.

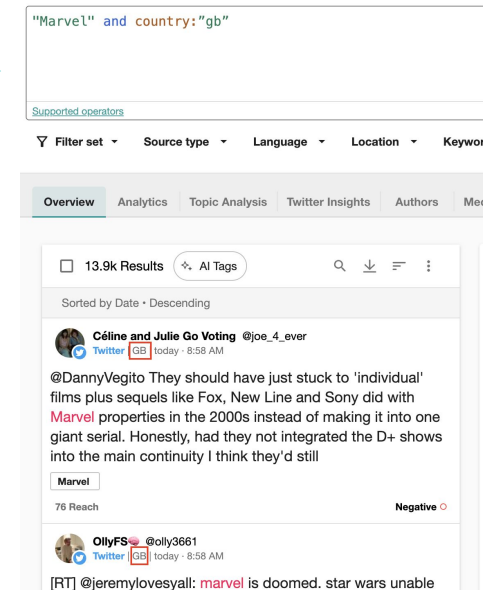26

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Advanced Boolean: Geo and Language

You are able to search by Country and Language in Explore. Explore provides [filter options](#) within search creation but you can also use the boolean operators explained below:

COUNTRY:"gb"

The country filter matches documents created in the specified country. You must use the 2 or 3-letter codes to specify the country. Country abbreviation codes found [here](#).
Note: Not available for Facebook or Instagram data.

Example: "Marvel" AND COUNTRY:"gb"

Will pull in any document that mentions "Marvel" and was created by a source in the United Kingdom.
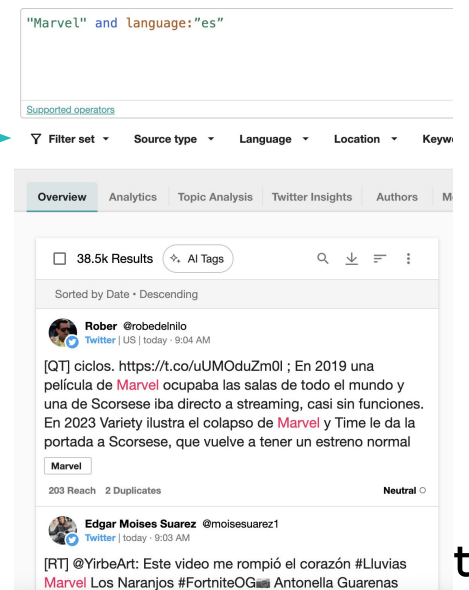
LANGUAGE:"es"

The language filter matches documents that have a specified language. You must use the 2 or 3 letter code to specify language. Language abbreviation codes found [here](#).

Example: "Marvel" AND LANGUAGE:"es"

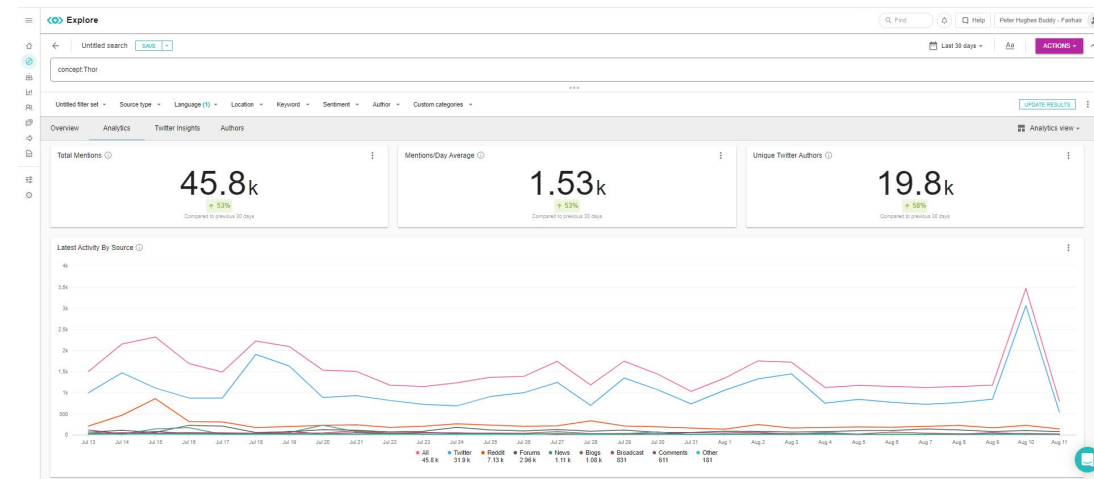*Will pull in any document that mentions "Marvel" and was created in Spanish.*

Expert: Categories
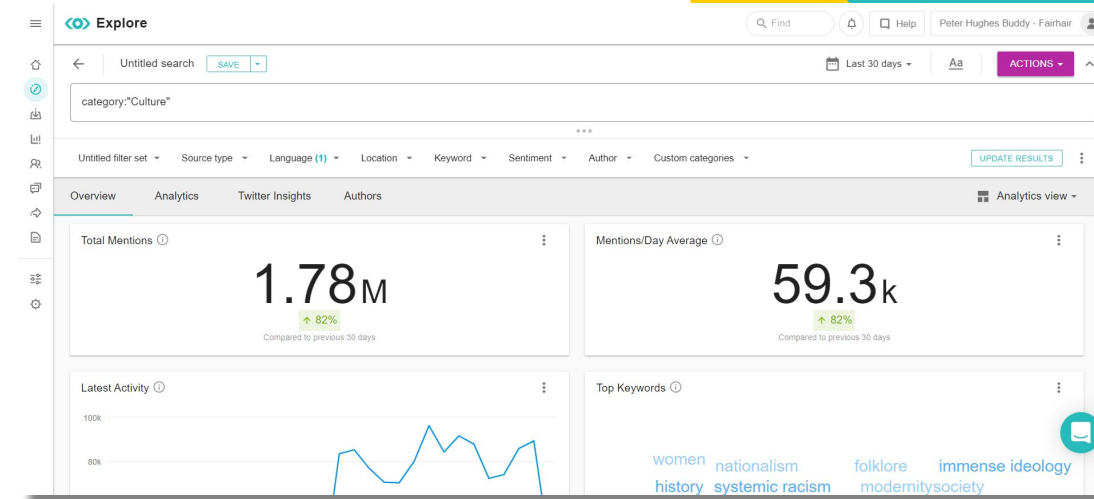
Category and concept operators can also return results related to predefined areas. Check out our Boolean Library for the full list category topics.

CATEGORY:"Sports"

Classifies a document according to a taxonomy of topics (e.g. business, sports, etc.) that belong to the source. Category searching can be used to increase the relevance of search results and only return documents that fall into the specified category. First letter of the category must be capitalized.

CONCEPT:Thor

Classifies documents into "concepts" based off key phrases and themes in Wikipedia. These are attributed to a Wiki page's topic and the topic becomes a "concept". Categories require quotation marks but Concepts don't.

Expert: Engage Integrations

If your Meltwater Subscription includes Engage, you are able to bring in Meltwater Engage posts into Explore for deeper text analysis.

METAData.source.id:"xxxxxxxxxxxx"
Replace the xxxxxxxxx with your source ID for Facebook or Instagram (Twitter is already available in Explore but Linkedin is not available currently.

To find your Instagram ID:
- Visit the handle in your browser
- Add ?__a=1 to the end of the URL, e.g.https://www.instagram.com/sailingclub/?__a=1
- Use Ctrl+F and type in "fbid"
- The series of numbers beside "fbid" is your Instagram ID, e.g."fbid":"17841446611975651"

To find your Facebook page ID:
- Go to your Facebook page
- In the menu under your page's profile picture click "More" and then "About"
- At the bottom of the "About" section you will find your page ID number.

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Resources

Resource: Boolean Library

Our Boolean Library is available and includes a complete list of all the search operators you can use when building queries.

We've organized each Boolean operator into categories. Click on a category to see the relative Boolean Operators:.

- [Where do I build Boolean in Meltwater?](#)

- [Boolean Searches](#)

- [Common Operators](#)

- [Source Operators](#)

- [Proximity Operators](#)

- [Social Media Operators](#)

- [Complex Operators](#)

- [Entity Operators](#)

- [Visual Analytics Operators](#)

- [Crisis Management Boolean](#)

- [Appendix](#)

Resource: Use Case Specific Operators

Below is a list of the most common boolean use cases making it easier for you to utilize.

Please note: the Boolean may need to be tweaked to fit your specific query or before adding as a custom category.

Click on a category below to view the specific examples.

Common Exclusions

Common Inclusions

Crisis Management

Emotions

Locations

Personas

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For any further questions or assistance, please join the [Boolean Wizards Group](#) within [mCommunity](#). Or speak with our in-app support team!