Integration of Spanish Content // Updated AI Algorithm

Zencity is excited to offer the full integration of Spanish in our AI algorithm capabilities for the City of Houston. This means that in addition to English news and social media sources, Zencity analysts will be able to include dozens of data sources that are entirely in Spanish. Considering nearly 40% of the city's population is Spanish-speaking, this integration will capture a more holistic picture of resident feedback.

Translation. Zencity's unique machine learning technology is able to translate Spanish into English and thereafter assign a topic, category, and sentiment to posts and comments. The information will appear on the user dashboard just like posts in English. Zencity Users can then choose to either view the data in the original Spanish or in the translated English.

Tap into New Communities. Connect to Spanish-speaking social media streams and neighborhood groups, local online news sites, and more.

Filter Content by Language. The ability to sort data by language provides a new layer of insights for users. Filtering Spanish sources can demonstrate the sentiment of the Spanish-speaking population towards a specific topic, compared to the sentiment of the mainly English-speaking population. For example, perhaps the Spanish-speaking community will express dissenting opinions on city initiatives compared to English-speaking residents.

Maintain an Active Source List. The integration of Spanish data sources is an on-going process. Corona is invited to actively contribute additional sources at any time, as Zencity's analysts are constantly working to integrate new viable content.

How to Maximize this Feature
There are a plethora of benefits to integrating Spanish into your Zencity dashboard.
- Better understand resident needs, priorities, preferences, and interest areas from Spanish-speaking residents
- Measure the effectiveness of civic engagement more effectively
- Proactively cater your citywide messaging towards specific populations
- Capture resident feedback on a demographic that previously was hidden in the silent majority