



# Why Sentiment Analysis Fails in High-Risk Communication Environments

## Executive Brief

### *The Problem*

Organizations increasingly rely on automated tools to monitor communication risk, including harassment, bullying, and other forms of harmful language. Most of these tools are built on sentiment analysis, assuming emotional tone is a reliable indicator of risk. In high-stakes environments, this assumption fails.

### *What Existing Systems Miss*

The most damaging communication is often calm, plausible, and incremental. Harm emerges through repeated patterns of language rather than overt hostility. Because sentiment-based systems evaluate messages in isolation, they frequently miss early warning signals and intervene only after escalation has already occurred.

### *Why This Matters*

Late intervention increases legal exposure, reputational damage, and human cost. Organizations are left responding reactively—after complaints, incidents, or regulatory triggers—rather than preventing escalation when intervention would have been more effective and less disruptive.

### *The SoJen.AI Approach*

SoJen.AI provides a communication intelligence layer designed to surface early signals of escalation without automating enforcement or replacing human judgment. The platform evaluates trajectories of language, prioritizes severity over sentiment, and produces explainable insights to support proportionate, human-led intervention.

### *The Pilot Program*

The SoJen.AI pilot is a time-bound, low-risk evaluation designed to help organizations understand how communication risk manifests in their own environment. Participants gain visibility into escalation patterns, assess gaps in existing tools, and determine whether earlier detection could reduce downstream harm—without committing to long-term deployment.

### *Next Steps*

Organizations interested in participating in the pilot can request information at: [sojen.ai/pilot](http://sojen.ai/pilot) or email [info@sojen.ai](mailto:info@sojen.ai). If you are an investor, email us at [ir@sojen.ai](mailto:ir@sojen.ai).