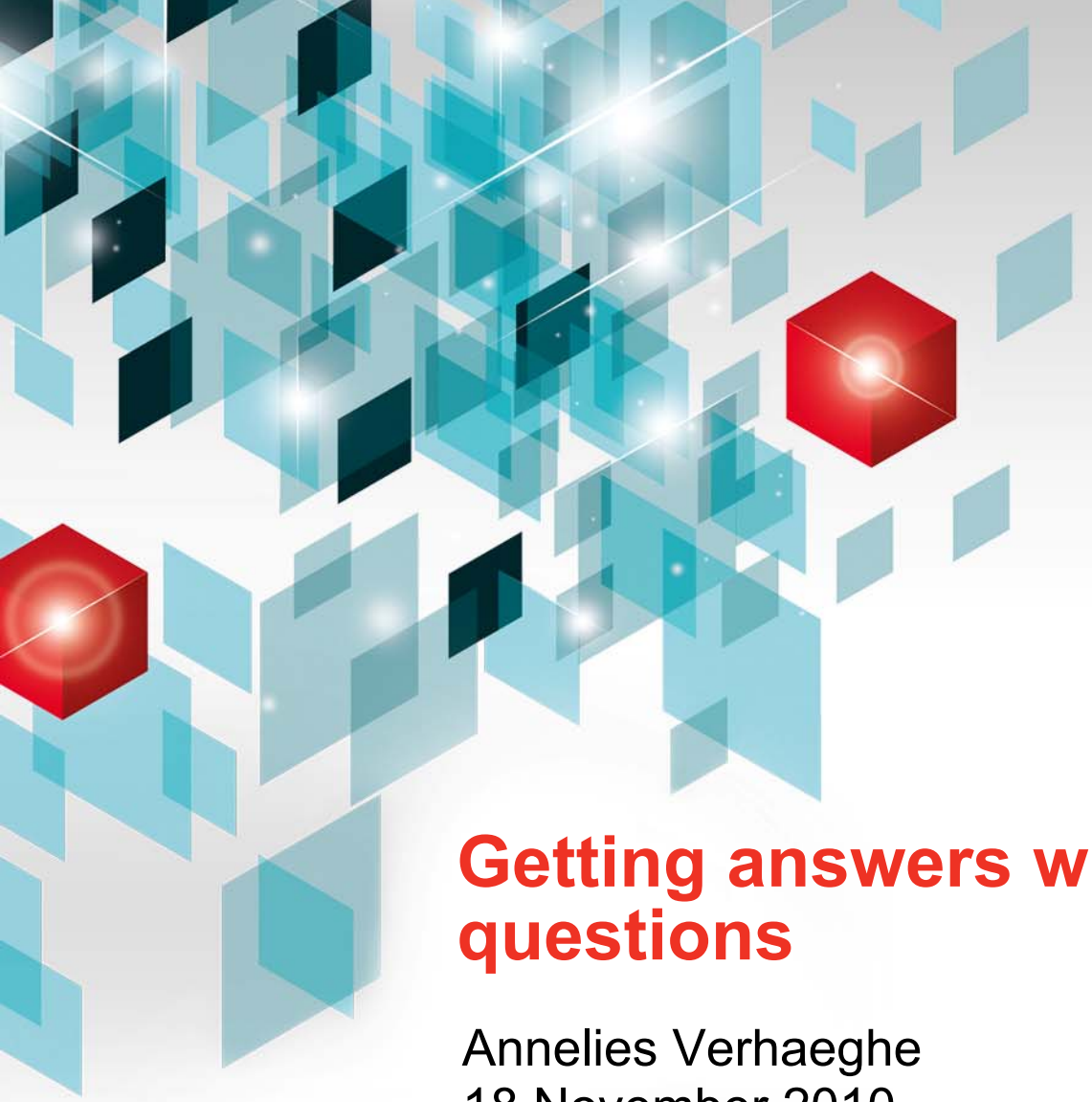

Getting answers without asking questions

Annelies Verhaeghe
18 November 2010

Some observations...

1. The power of client data

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2. Branded communities

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3. Online qualitative research

4. User-generated-content

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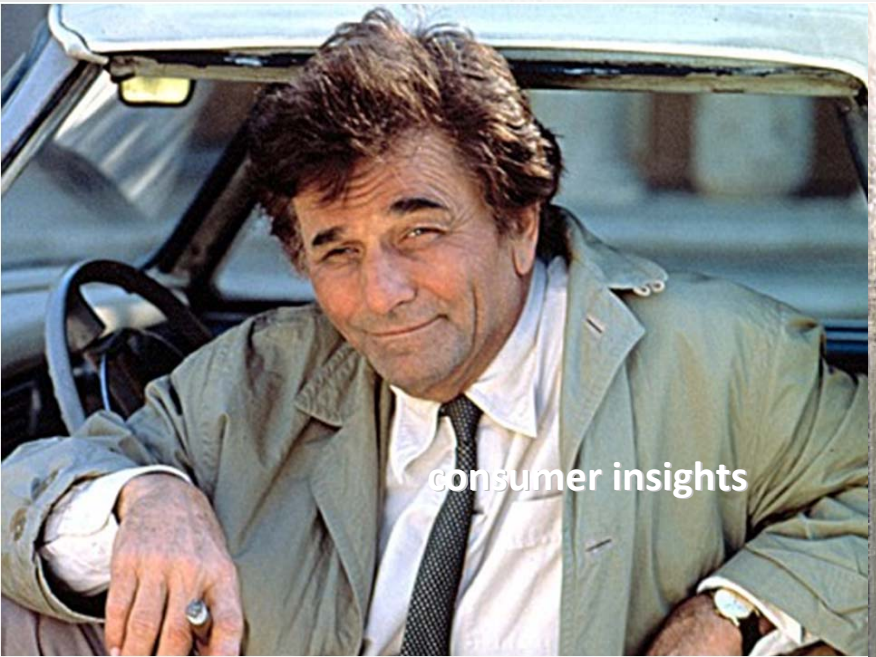
interviewing bias

QUESTIONS.



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Welcome to the world of unstructured data

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Text analytics

= process of extracting knowledge and information from text

Two principles

Top down analysis

Bottom-up analysis

1
Extraction
= What do we want to use in our analysis and what do we want to ignore?

STEP 1: extraction

IBM SPSS Software wants to make software COOL again: well-known, popular and unique

Software detects terms based on several dictionaries

Count based

wants
to
make
marketing
research
COOL
again
Well-known
popular
unique

Linguistische analysis

Part of speech analysis

software
COOL
Well-known
popular
unique

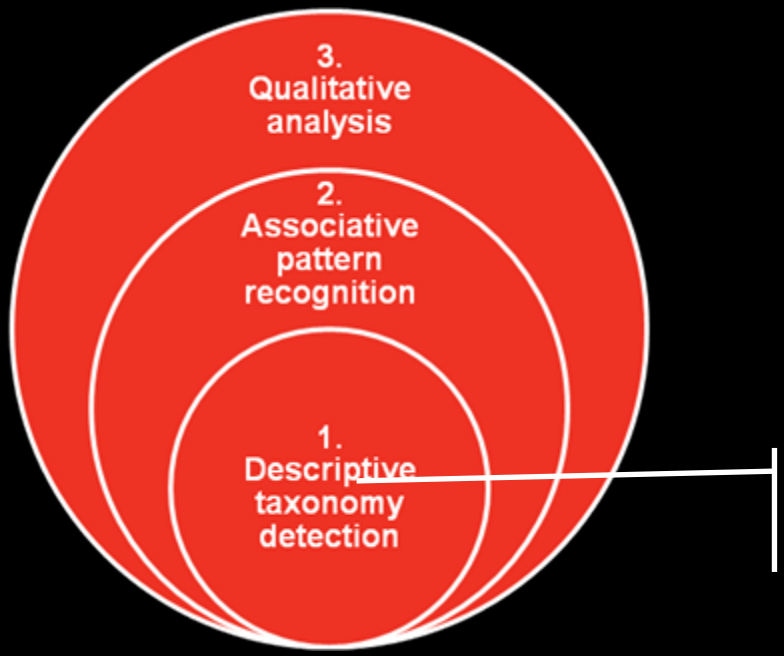
! Also add your own terms

2 Categorization

Categories are higher-level concepts that represent higher level ideas and information in the text

Augmented research model for observational research

STEP 1: Descriptive taxonomy detection



To what extent do I find pre-defined topics back?

Case 1 :
Online brandscape
Ice cream

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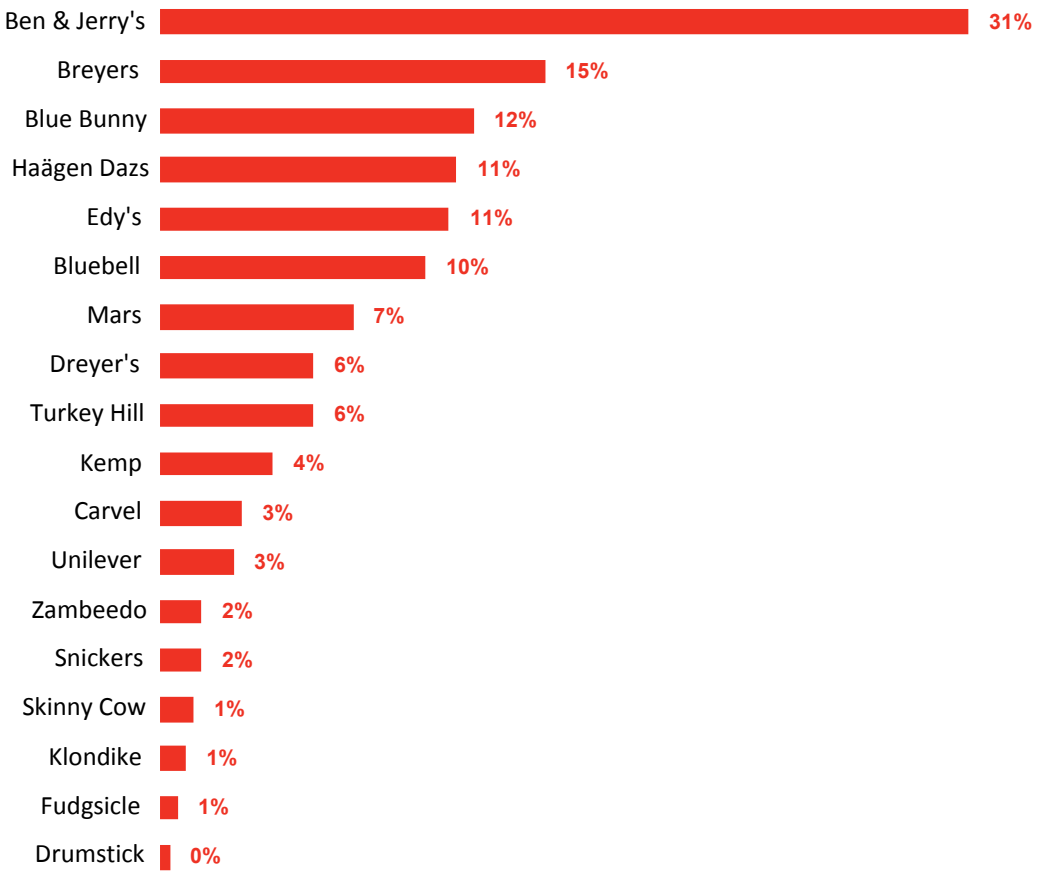
24%

Share brands in total amount of conversations



Sentiment analysis

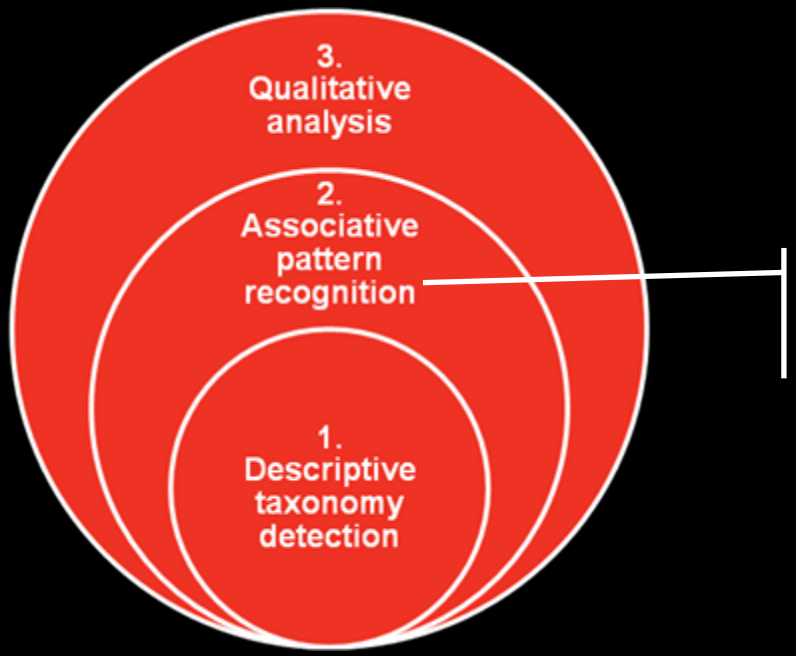
	% Emotionality	% Positive	% Negative	Average rating review sites
Ben & Jerry's	73%	68%	28%	2,69
Breyers	90%	81%	52%	1,75
Blue Bunny	79%	64%	41%	1,1
Edy's	78%	78%	25%	3

Sentiment analysis

	% Emotionality	% Positive	% Negative	Average rating review sites
Breyers	90%	81%	52%	1,75

- **Strengths**
  - Breyers has a strong **tradition**. Their *vanilla* & *chocolate* flavours are **legends** and they always had a strong fan base. People have a lot of trust in the brand.
- **Weaknesses**
  - Recently, consumers report a **decrease in quality**
    - ***Taste***
    - ***Texture***
    - ***Natural claim***
    - ***Profit above quality***

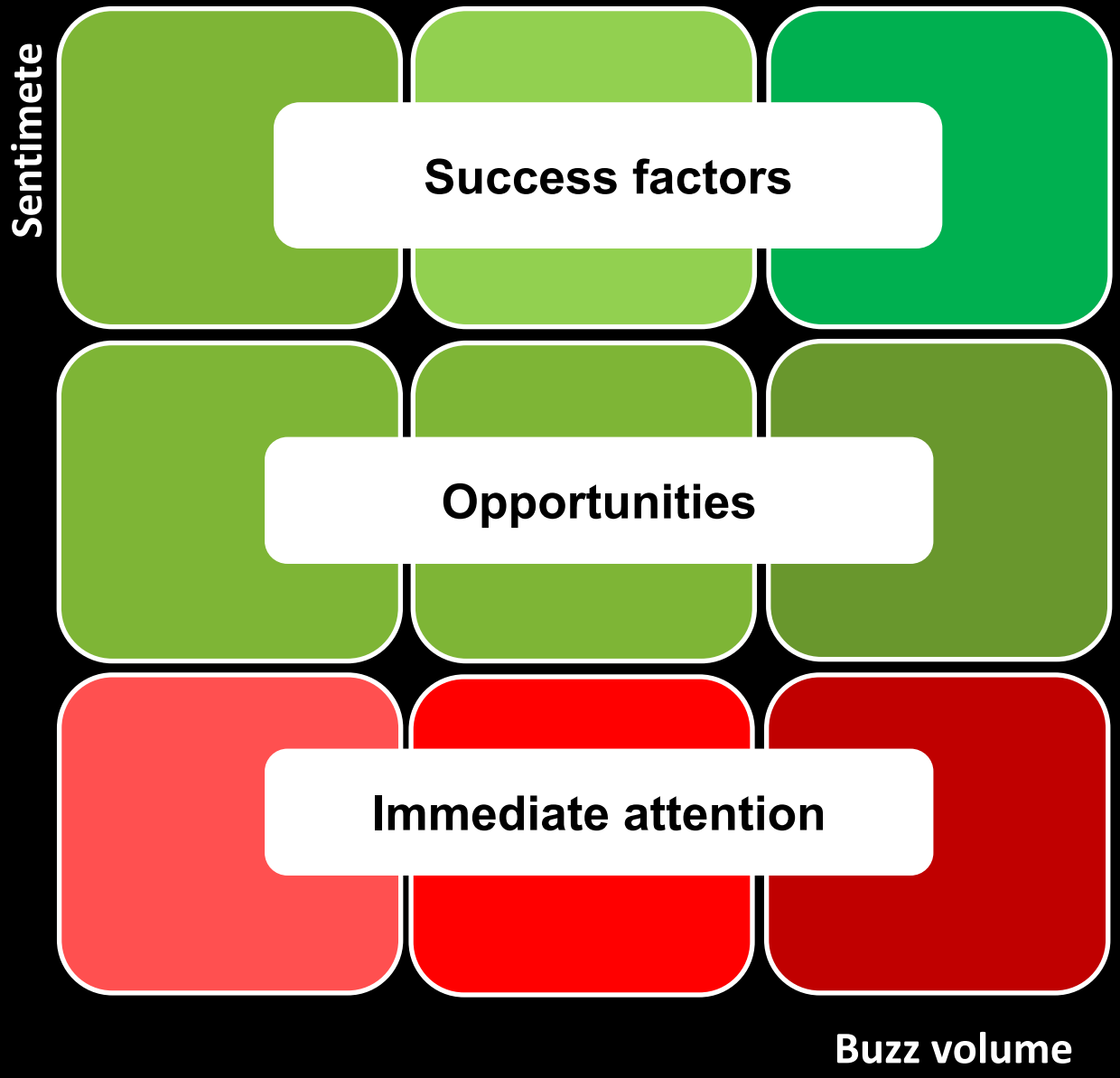
STEP 2: Associative pattern recognition

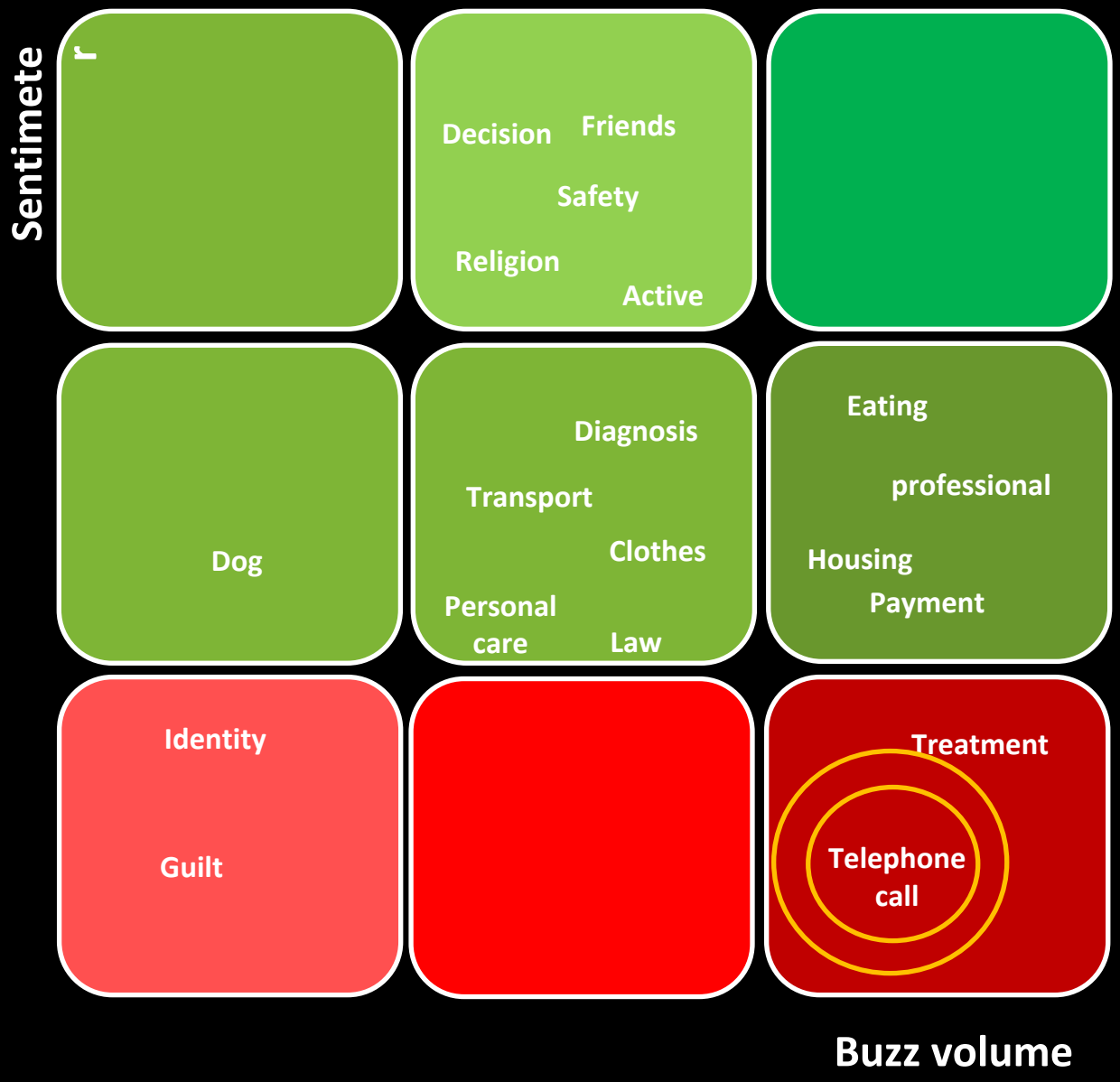


What terms co-occur? What are the major themes that pop up in the conversations?

Case 2: And they lived happily ever after

81861


Sentimete
Success factors
Opportunities
Immediate attention
Buzz volume


Sentimete
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Decision
Friends
Safety
Religion
Active
Dog
Diagnosis
Transport
Clothes
Personal
care
Law
Eating
professional
Housing
Payment
Identity
Guilt
Treatment
Telephone
call
Buzz volume

Telephone call?

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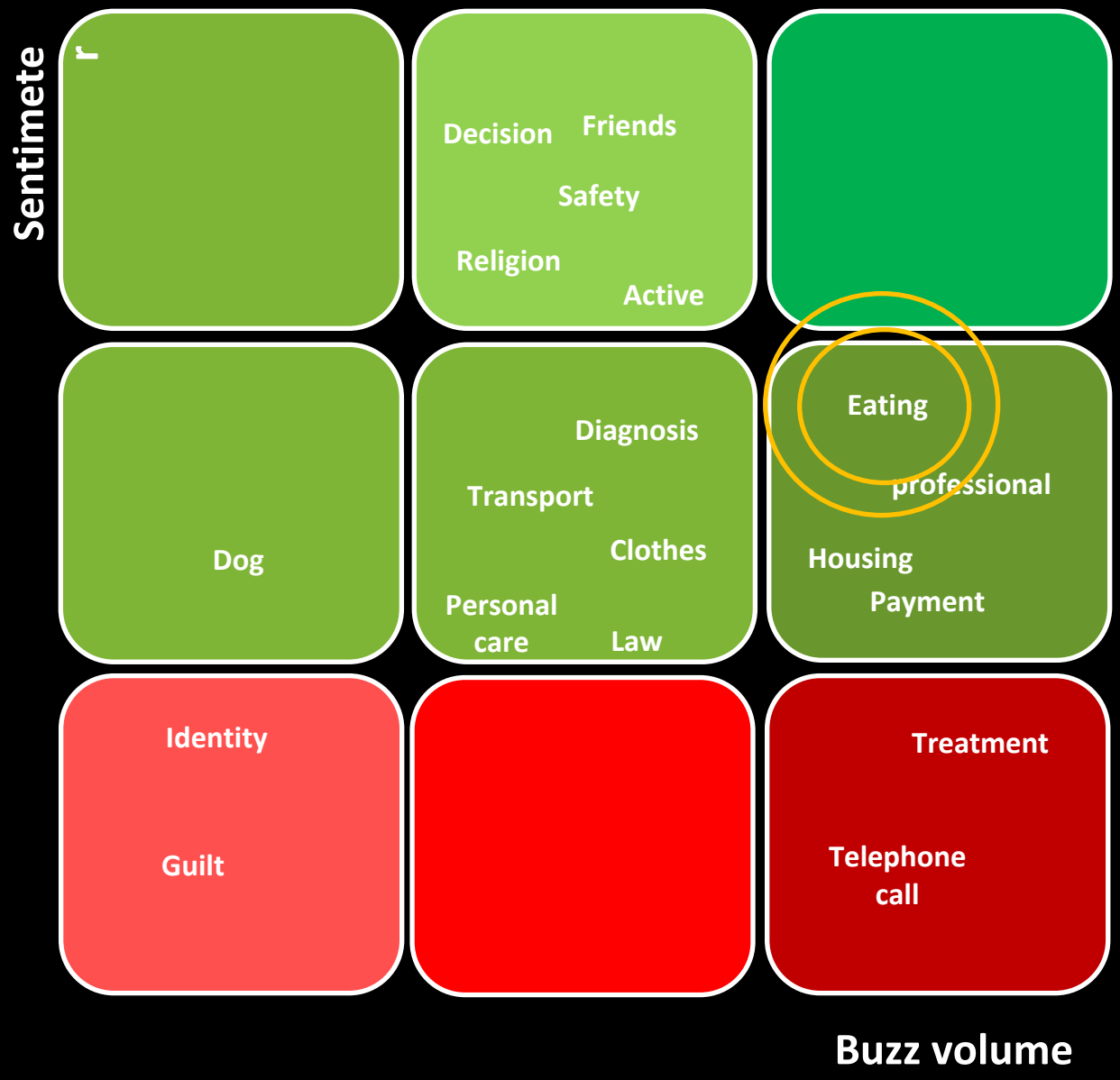
Sentimete
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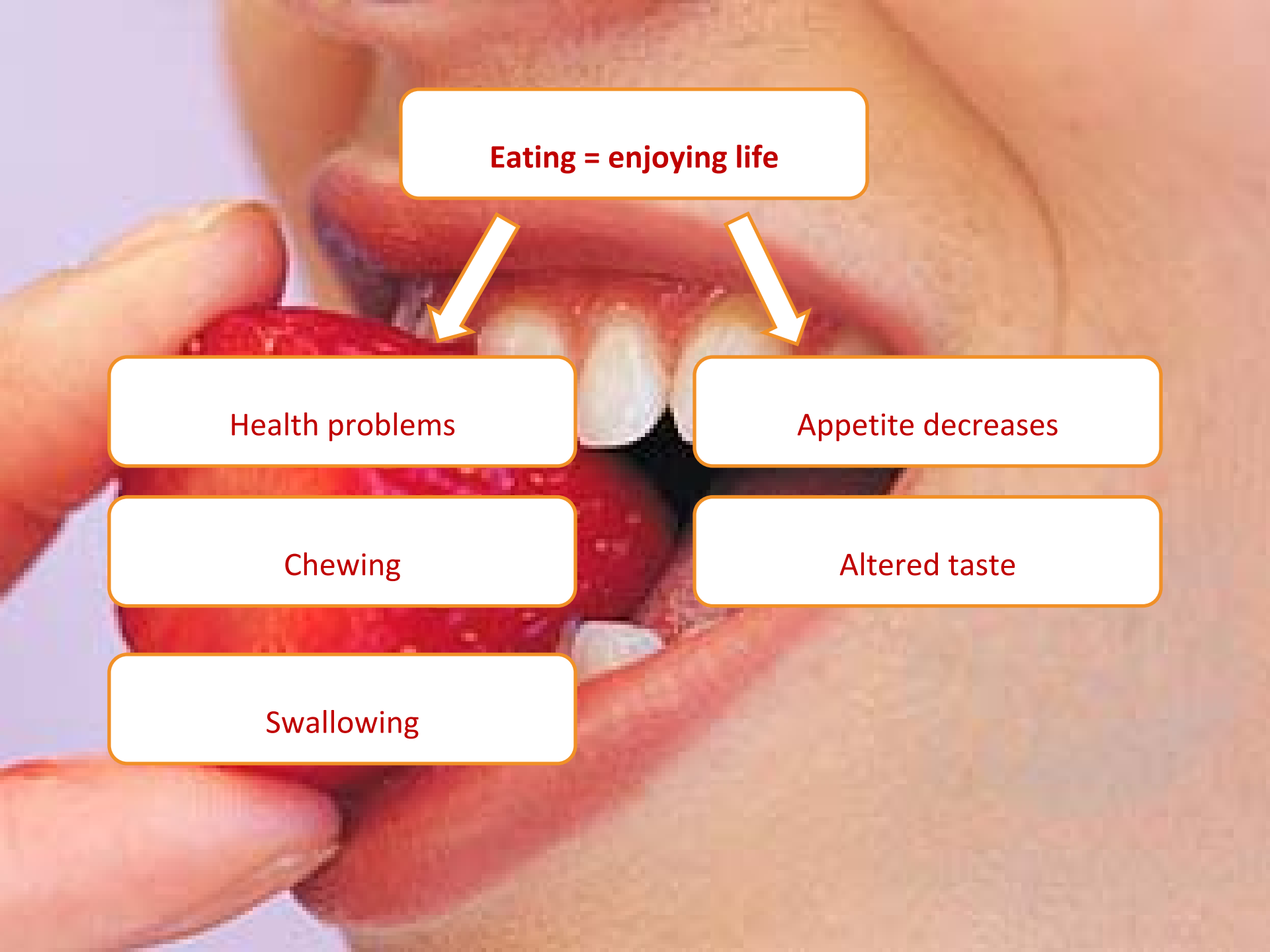
Decision
Friends
Safety
Religion
Active
Dog
Diagnosis
Transport
Clothes
Personal
care
Law
Eating
professional
Housing
Payment
Identity
Guilt
Treatment
Telephone
call
Buzz volume


Eating = enjoying life
Health problems
Chewing
Swallowing
Appetite decreases
Altered taste

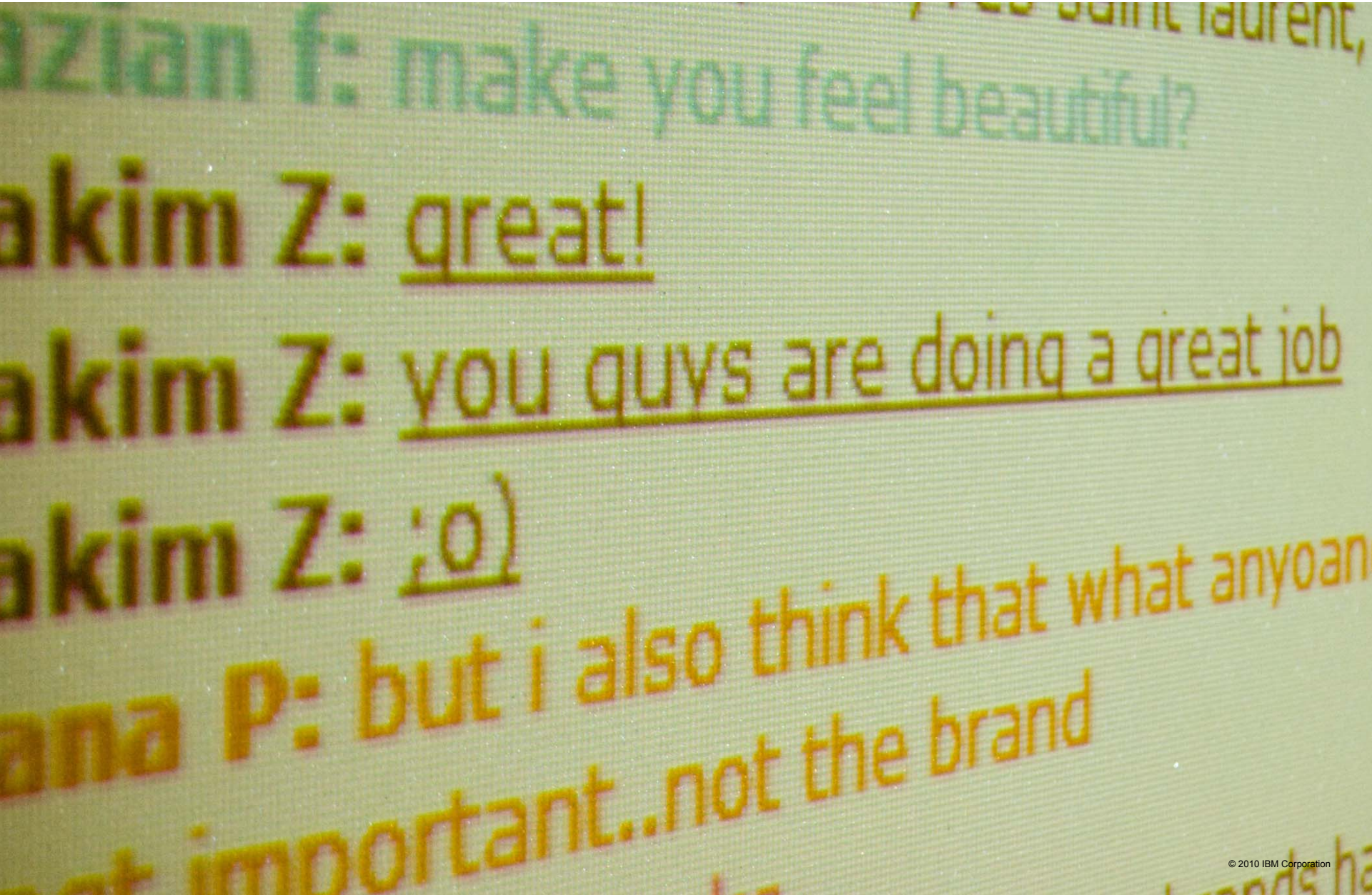
Supermarket for elderly

STEP 3: Qualitative analysis

Qualitative analysis of original verbatims

Case 3: The longest day

Beyond user generated content



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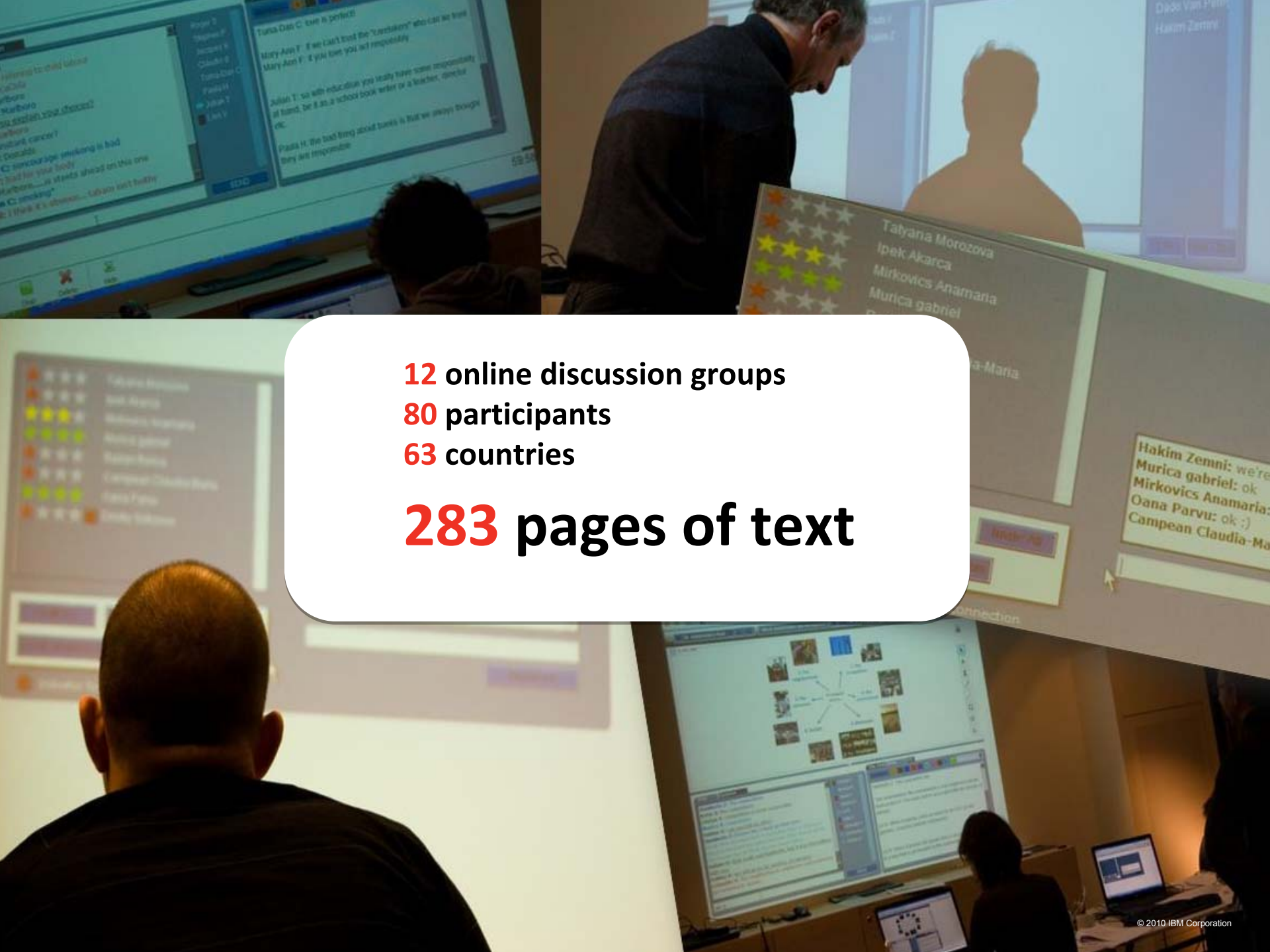

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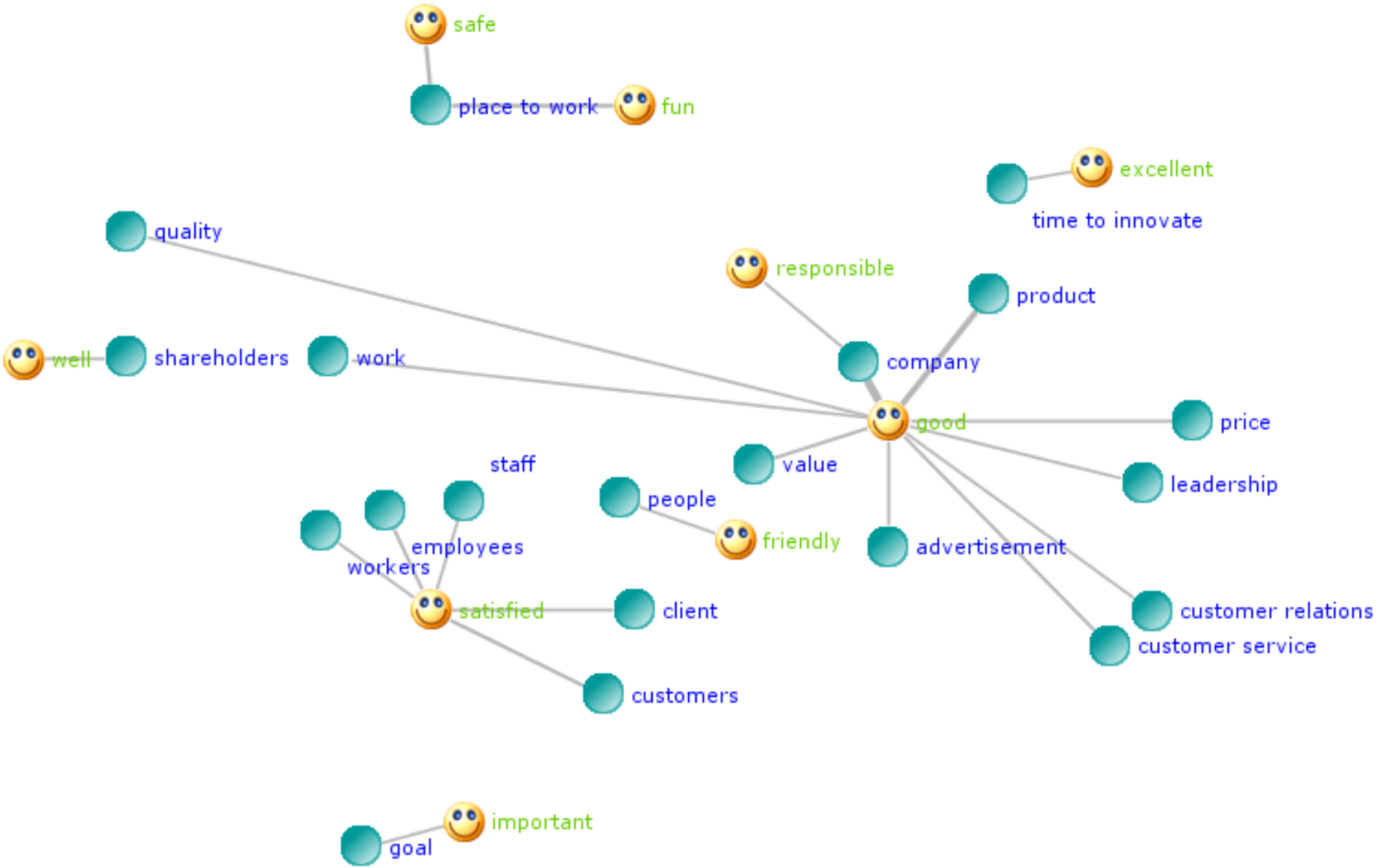
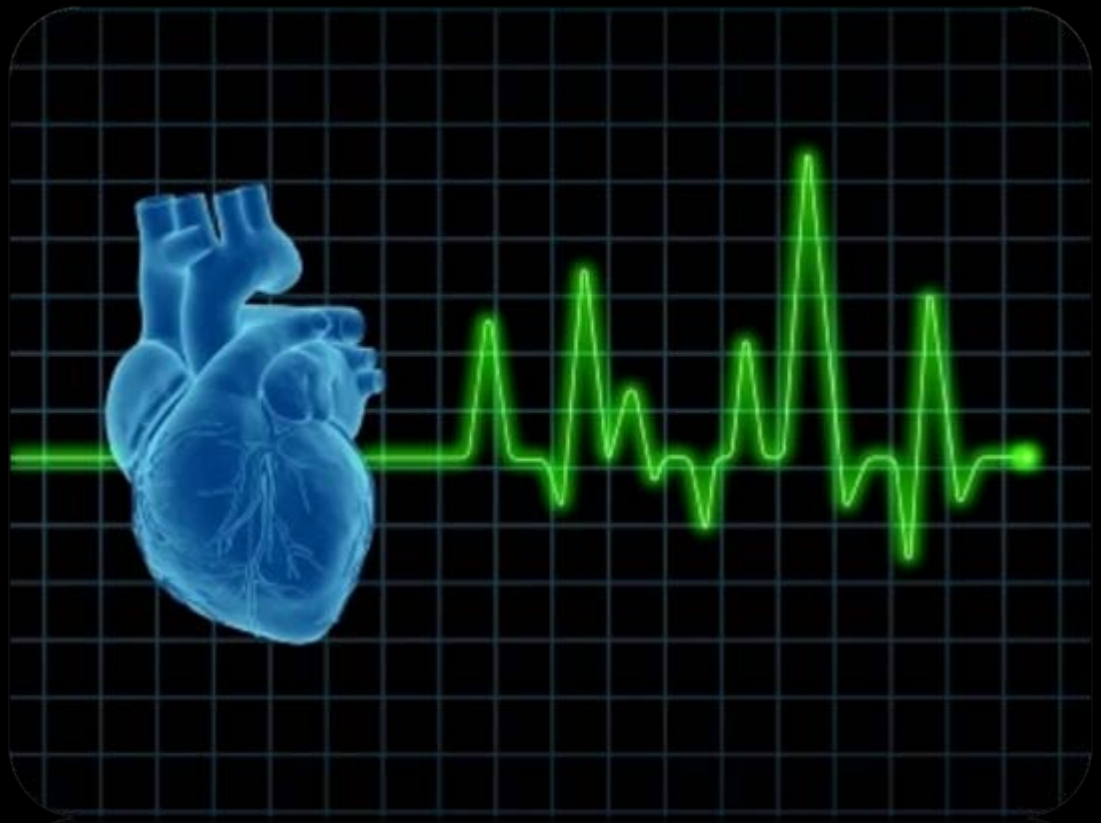

safe
place to work
fun
excellent
time to innovate
quality
responsible
product
well
shareholders
work
company
good
price
value
leadership
staff
people
employees
workers
friendly
advertisement
satisfied
client
customer relations
customer service
customers
important
goal

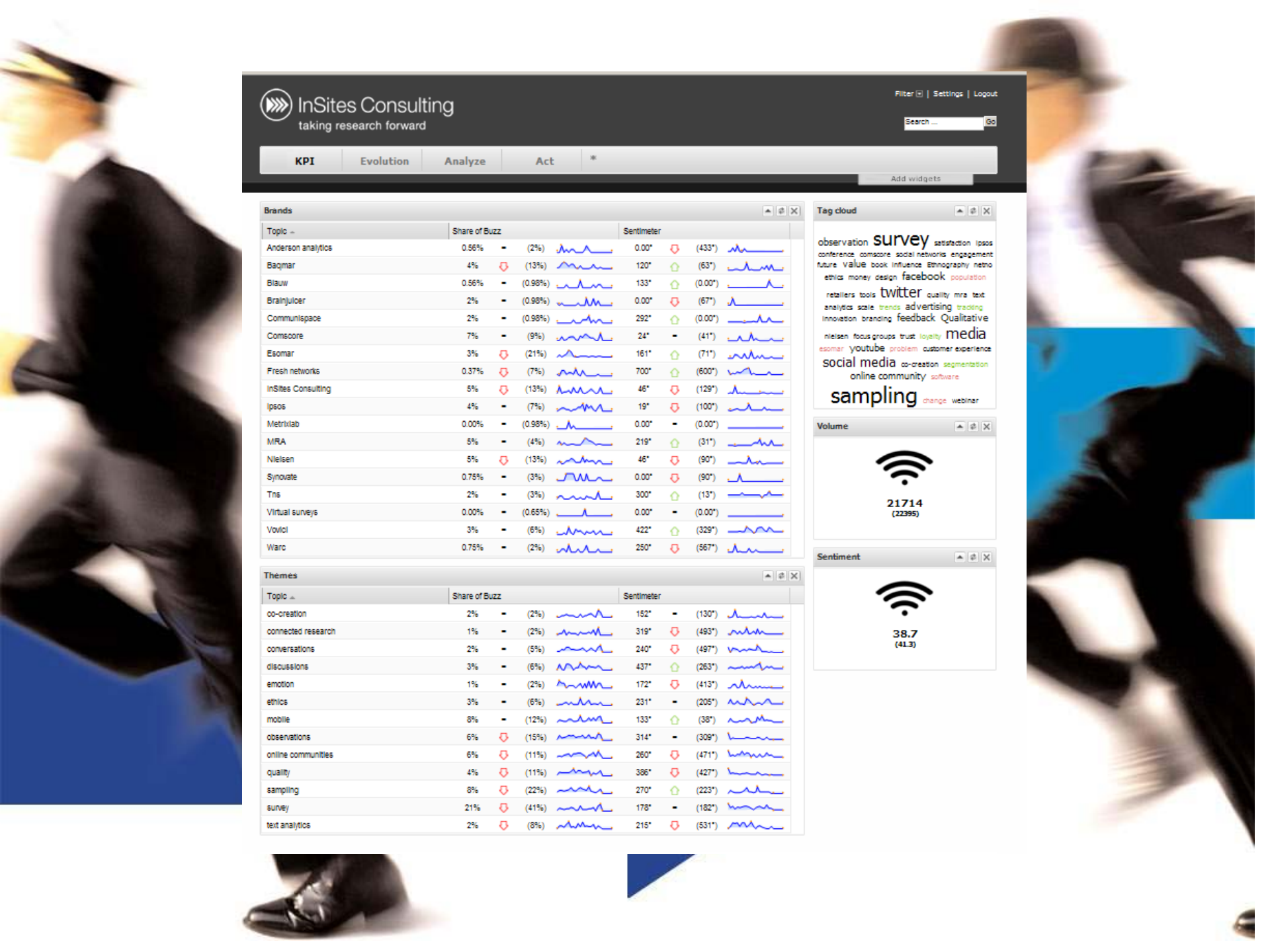
Challenges

Text analytics is a guide



The text analyst of the future is a hybrid

Numbers
Text
Multimedia


InSites Consulting
taking research forward
Filter | Settings | Logout
Search ...
Go
KPI
Evolution
Analyze
Act
*
Add widgets
Brands
Topic
Share of Buzz
Sentimeter
Anderson analytics 0.56% - (2%) 0.00* (433*)
Baqmar 4% (13%) 120* (63*)
Blauw 0.56% - (0.98%) 133* (0.00*)
Brainjuicer 2% - (0.98%) 0.00* (67*)
Communispace 2% - (0.98%) 292* (0.00*)
Comscore 7% - (9%) 24* - (41*)
Esomar 3% (21%) 161* (71*)
Fresh networks 0.37% (7%) 700* (600*)
InSites Consulting 5% (13%) 46* (129*)
Ipsos 4% - (7%) 19* (100*)
Metrixlab 0.00% - (0.98%) 0.00* - (0.00*)
MRA 5% - (4%) 219* (31*)
Nielsen 5% (13%) 46* (90*)
Synovate 0.75% - (3%) 0.00* (90*)
Tns 2% - (3%) 300* (13*)
Virtual surveys 0.00% - (0.65%) 0.00* - (0.00*)
Vovici 3% - (6%) 422* (329*)
Warc 0.75% - (2%) 250* (567*)
Themes
Topic
Share of Buzz
Sentimeter
co-creation 2% - (2%) 152* - (130*)
connected research 1% - (2%) 319* (493*)
conversations 2% - (5%) 240* (497*)
discussions 3% - (6%) 437* (263*)
emotion 1% - (2%) 172* (413*)
ethics 3% - (6%) 231* - (205*)
mobile 8% - (12%) 133* (38*)
observations 6% (15%) 314* - (309*)
online communities 6% (11%) 260* (471*)
quality 4% (11%) 386* (427*)
sampling 8% (22%) 270* (223*)
survey 21% (41%) 178* - (182*)
text analytics 2% (8%) 215* (531*)
Tag cloud
observation survey satisfaction Ipsos conference comscore social networks engagement future value book influence Ethnography netno ethics money design facebook population retailers tools twitter quality mra text analytics scale trends advertising tracking innovation branding feedback Qualitative nielsen focus groups trust loyalty media esomar youtube problem customer experience social media co-creation segmentation online community software sampling change webinar
Volume
21714
(22395)
Sentiment
38.7
(41.3)

Are you ready?