



BREAKING BLUE

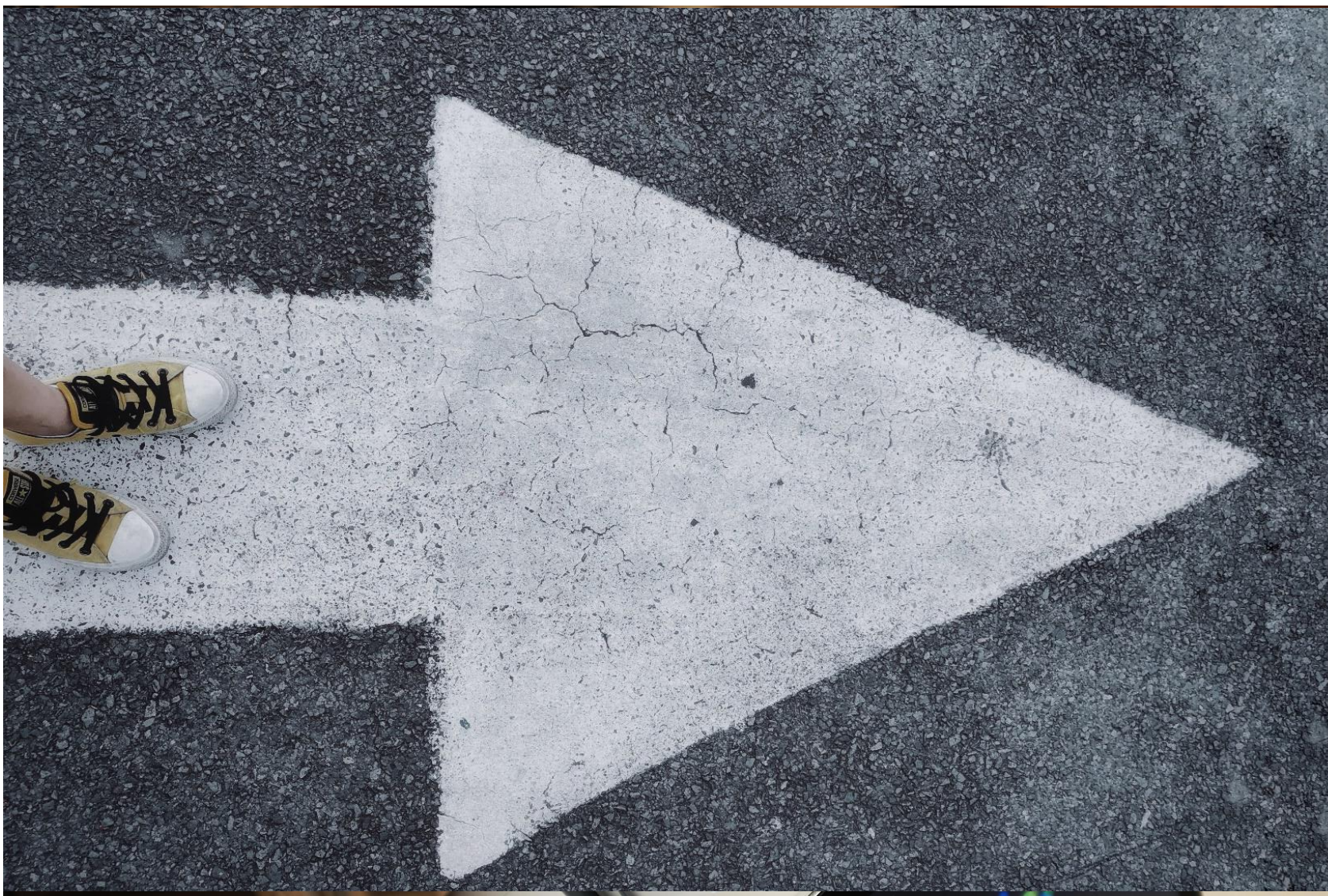


Text analytics: a case study in its application for market researchers

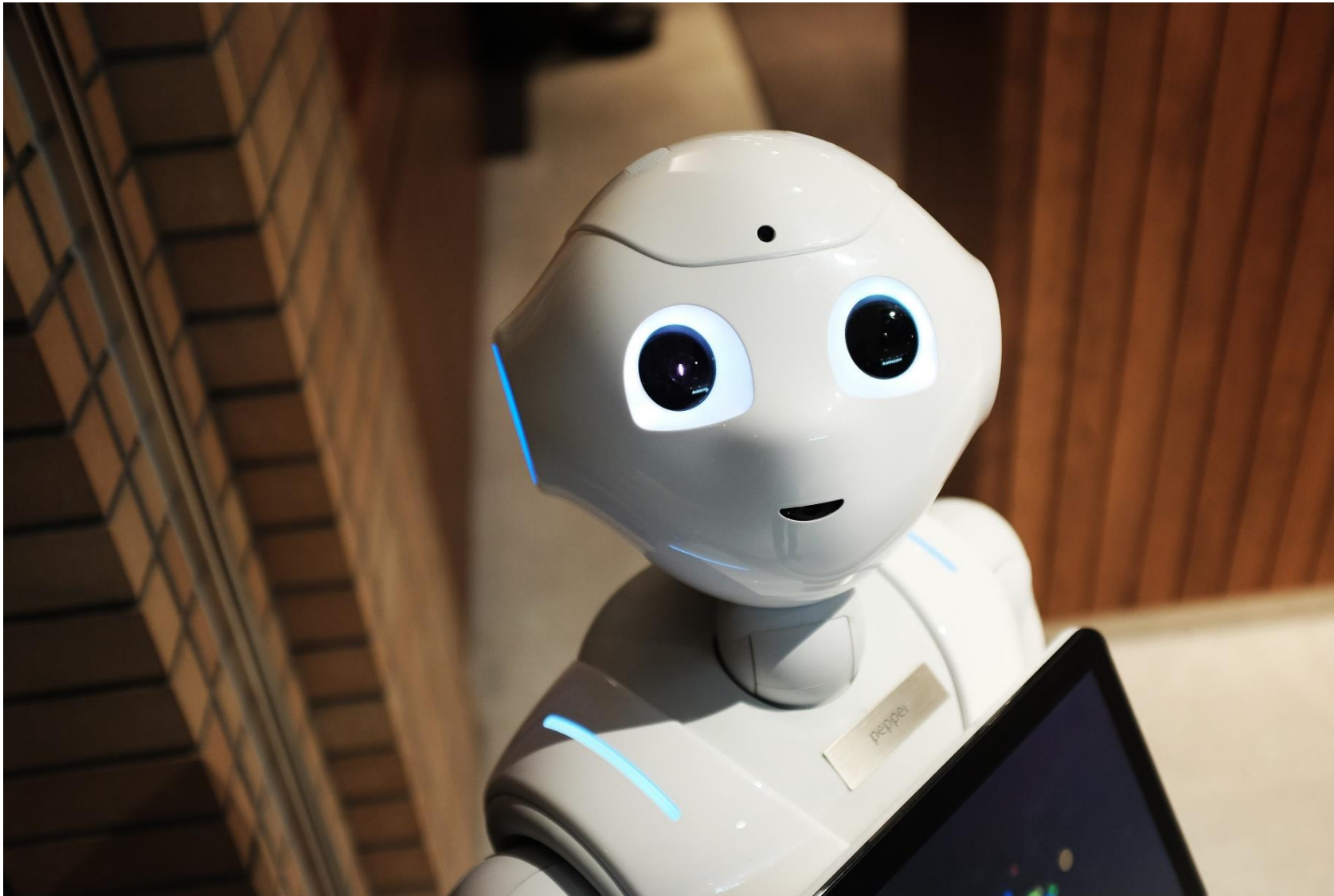
Charlotte Crichton and Ruva Mankola



Text analytics is a growing business

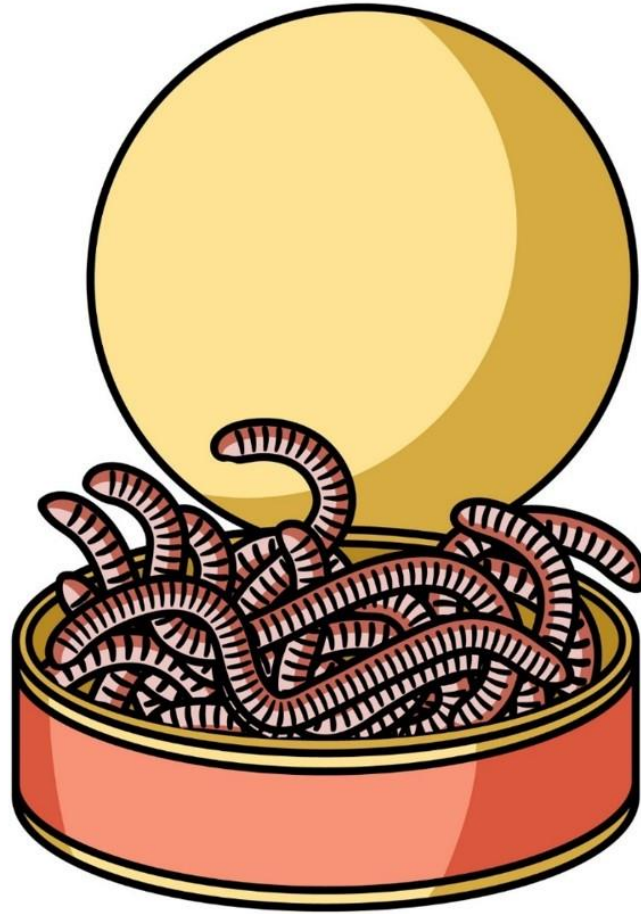


The technology has advanced considerably



***“Although they are very expensive,
ASC one day conferences have
brilliant speakers”***

Text analytics in market research



TEXT SOFTWARE

NOW READING

Top 67 Software for Text Analysis, Text Mining, Text Analytics

Text Mining

Endeca

NEXT >

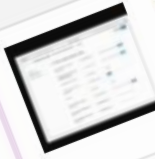
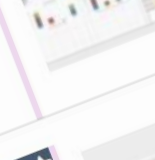
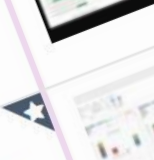
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FULL ARTICLE

Top Software for Text Analysis, Text Mining

Lexalytics, IBM Watson AlchemyAPI, Provalis Research Text Analytics, Sysomos, Expert System, RapidMiner Text Mining Extension, Clarabridge Synapsify, Medallia, Abzoooba, General Sentiment, Semantria, Kantan Buzzlogix, Averbis, AYLIEN, Brainspace, OdinText, Loop Cognitive LingPipe, Megaputer, Taste Analytics, LinguaSys, muText, Text Discovery, Oracle Endeca Information Discovery, R OpenText, Angoos KnowledgeREADER, Forest River, Smartlogic, Narrative Science Quill DiscoverText, Angoos KnowledgeREADER, Forest River, Smartlogic, Narrative Science Quill OpenText, Angoos KnowledgeREADER, Forest River, Smartlogic, Narrative Science Quill Microsoft Azure Text Analytics API, Datapoint, Reuters Open Calais, Verint Systems, AUTINDEX, Text2data, Saplo, SYSTEMS, Text Analytics.

TEXT ANALYSIS, TEXT MINING, TEXT ANALYTICS SOFTWARE				SORT	
	Semantria API	7.6	21.25	Compare	
	Rocket Search and Text Analytics	7.6	18.5	Compare	
	Open Calais	7.6	25.5	Compare	
	Google Cloud Prediction API	8.9 8.2	542.5	Compare	
	TheySay	7.7	72	Compare	
	indico	7.7 8.2	101	Compare	
	Datumbox	7.6	299.25	Compare	
	Intellexer	7.6	14	Compare	
	Text2data	7.6	47	Compare	
	Semantria for Excel	7.6	92	Compare	
	Thematic	7.6	73	Compare	
	WordStat	7.6	49.5	Compare	
	SYSTRAN	7.6	9.5	Compare	
	Verint Systems			Compare	

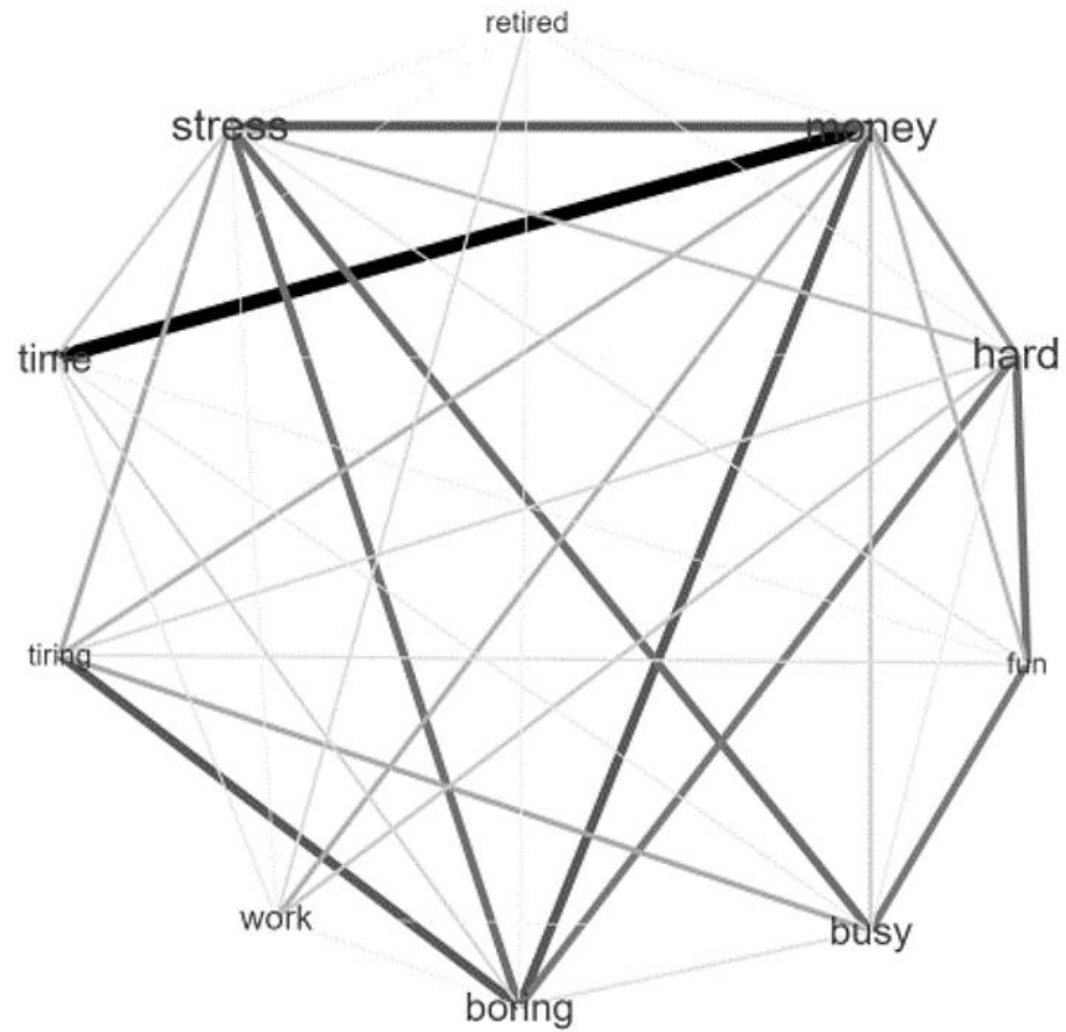
A Mars a day....





Work & Play

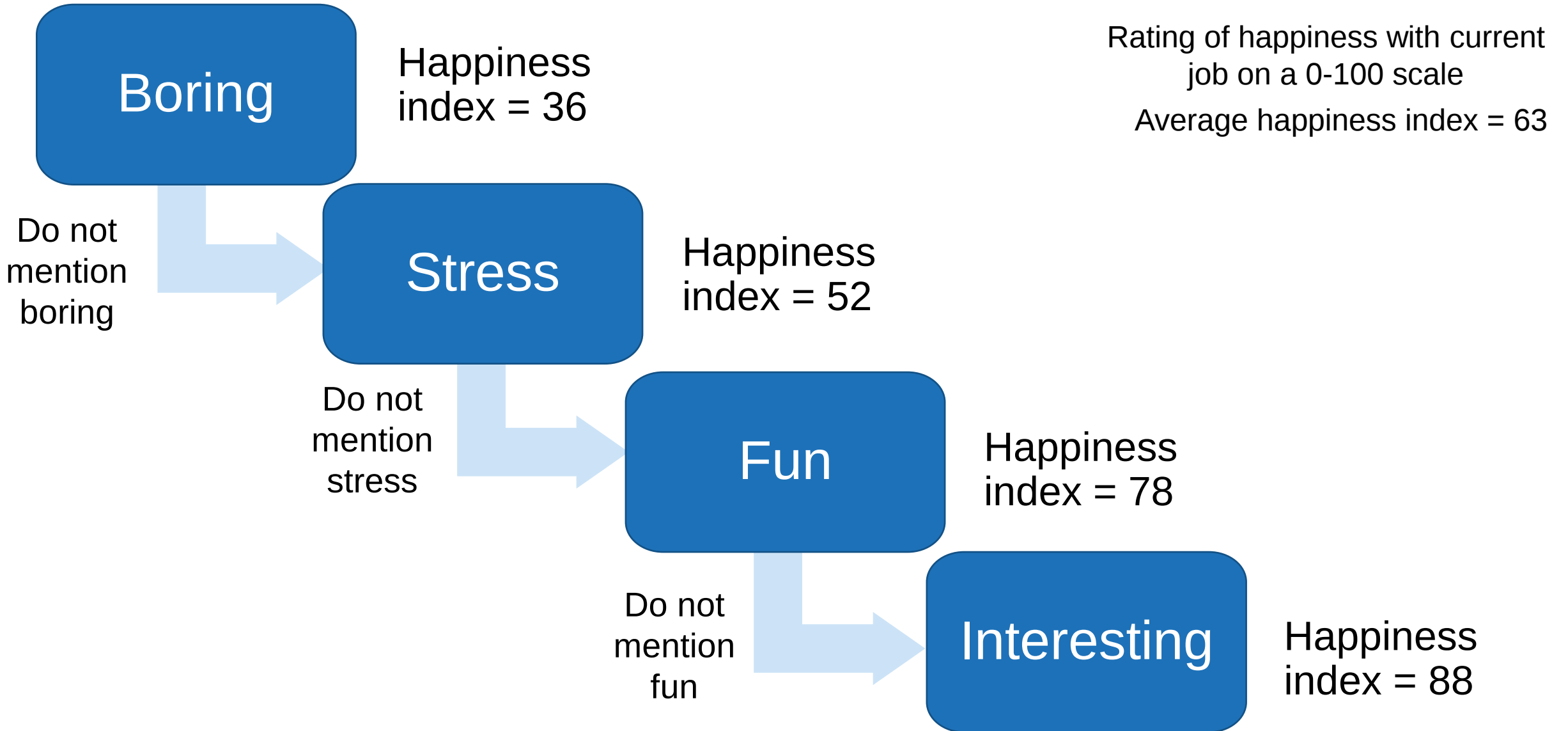




Words associated with leisure



Comparing a closed and open-ended question



There are different approaches to sentiment analysis

- 
- A hand is shown reaching out from the bottom left towards a field of green bokeh lights. The lights are out of focus, creating a soft, glowing effect. The hand is dark and appears to be reaching towards the lights.
- **Lexicon-based**
 - **Machine learning**

Differences in sentiment analysis



	Q	Google
Work		
Leisure		

Comparing closed and open-ended responses

Happiness with overall work-life balance					
Rating	0-20	21-40	41-60	61-80	81-100
Sentiment	-1.0	-1.0	-0.3	0	+0.4

tedious tiring sad stress unbelievable notion undervalued stress bullying obstruction annoying frustrating hard boring stress tedious tiring boring lonely sad unhappy scared stress aggravating annoying boredom tiring underpaid stress exhausting challenging slave misery complaining boring not fun hate translation hard stupid clients hectic long hours no fun strenuous humiliating boring tiring money tedious boring effort long hours cold dirty stress difficult unrewarding amateur untruthful incompetent boring tiresome uninspirational boring dull boring tedious slavery boring waste time boring necessary rubbish stress boring drudgery poor pay exploitation boring tiring uninteresting dull time consuming stress boring hard daily colleagues underpaid unsecure stress tiring pay repetitive unsecure boring awful long hard boring undervalued cheap waste hard hours tiring rat race repetitive boring tiring boring uninspirational boring dull routine stress pressure idiots tiring boring busy boring stress long boring stress boring annoying testing blue boring sad political frustrating stress stress long tiring wet cold underpaid pointless waste time boring hard money boring retired hard boring money hard boring changing dull boring tiring low paid tiring pain money long stress underpaid long boring challenging stress tiring fulfilling hate boring boring tedious quick hard annoying management hard graft tiring hard exhausting hard long difficult tiring earnings graft stress undervalued underpaid busy hectic stress stress long hours tiring hectic busy loud money stress boredom boring customers moaning boredom stress money stress boredom unchallenging stress anxiety madness chaos laugh stress pressure anxiety self employed stress worry stress worry essential boring ungratifying pressure no appreciation pointless money slog not good boring food boring low paid sat down overload racism ageism tedious unrewarding unappreciated drudgery horrible don't work stay home boring boring paperwork development boring money job overtime busy boring depressing boring chaotic boring satisfaction labour more hours need time company friends meetings customers colleagues makes live occupation career miss love can't wait back career money prospects wages mates holiday hard energetic fun fun long hard time boss career challenging interesting social busy money money job type home life profession career intellect busy responsibility friends colleagues fun hard busy engaging tiring stress fun time stress necessary rewarding varied unpredictable interesting tiring time consuming engaging hard fun money busy sociable stress income career satisfaction weather fitness outdoors money job satisfaction something money job opportunity fun tiring money hard good job busy hectic fun stress rewarding children education learning product necessary fulfilling occupied responsibility different challenging fun retired idle relaxed stress creative thinking solutions dedication earnings money basic life cos laugh satisfaction earnings job career balance money office product wages job satisfaction commute learning good environment seating tiring long challenging enjoyable challenging rewarding makes different satisfaction pressure style camaraderie laugh professionalism challenging special interesting satisfying tiring consuming satisfaction social care good riddance retired don't work moment I want work money work pub retired fortunate don't home work creative solo money heavy strong physical wages public happy hard stress tiring draining busy manic chaos hard pointless waste boring slow poor repetitive boring tedious shit boring hate boring tedious dull frustrating boring tiring rubbish place bad management stupid people boring pointless no benefit whatsoever boring unsatisfactory lame annoying boring useless crap unfriendly boring tedious boring sad boring annoying waste time boring loss family time waste time dull boring stress commute waste stress hate stress boring dull dull dull dull unable sick pain underpaid boring hard boring wrong people wrong place boring team enjoy public satisfaction stressless relaxed dedication work mates inspiring rewarding challenging new pleasant satisfying flexible boss self employed quiet stress fun learning time enjoyable busy retired enjoyable friends busy interesting varied fun hard rewarding busy intriguing varied fun food colleagues money fame fortunate retired not worry about work anymore happy walking restful like happy happy busy hard work enjoy comforting helpful hard work patience teamwork cleaning work place friendship clarity helpful convenient safe routine friendly feeling good fast warm day busy fair friendly hard work fun love income rewarding satisfaction progress freedom frustrating music fun easy pharmacy skill money stability fun confidence cleaning helpful care money secure interesting busy fast competitive easy fun happy creative freedom family fun busy fun sociable interesting varied nice creative enjoyable challenging satisfaction happy good fun interesting busy good atmosphere great colleagues hard work flexible lucrative rewarding fun dynamic enjoyable good salary good enjoyable work important helpful love fun easy good fun exciting rewarding

***“Although they are very expensive,
ASC one day conferences have
brilliant speakers”***

GoPro HERO 5 Black Waterproof 4K Sports Camera

- 407 customer reviews
- Mean rating = 3.9



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- Grip Bundle
- Diving Bundle
- Pole Bundle

- Video: 4K30 / 2.7K60 / 1440p80 / 1080p120 / 960p120 / 720p240
- Waterproof without housing to 10 m (33 ft)
- 2-inch touch display. Shake free
- Voice control on camera
- HERO5 Black Camera The Frame (HERO5 Black) Rechargeable Battery (HERO5 Black) Curved Adhesive Mount Flat Adhesive Mount Mounting Buckle USB-C Cable
- Compatible with SanDisk Ultra 64GB microSDXC Memory Card

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- Mean rating = 4.7



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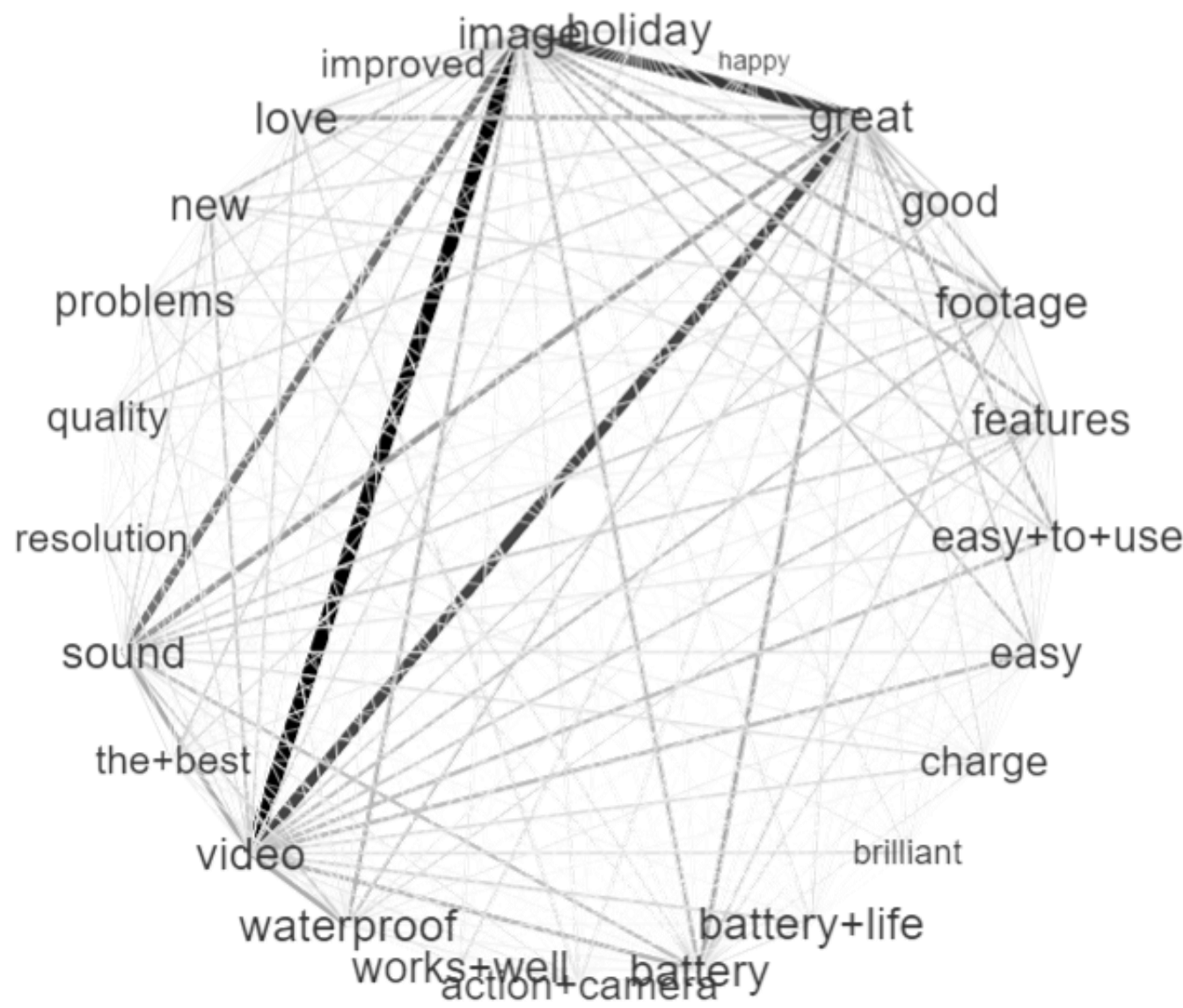
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Colour Name: **Silver**



- 4K Ultra HD Action Camera. Professional 4K 25fps & 2.7K 30fps video with 12MP photos at up to 30 frames per second for incredible photos, which is 4 times the resolution of traditional HD cameras. Capture and share your world in a fantastic resolution.
- Wireless Wrist Remote Control Sports Camera. Featuring a wrist 2.4G wireless RF Remote Control, you can capture your world in an all-new way. Controlling the camera, framing shots or recording video are now ultra convenient-just press the button of the Remote Control. No more looking to your Sports Camera to start and stop recordings or snap photos. Full control your Sports Camera with the remote.
- Longer Battery Life. AKASO EK7000 action camera comes with 2 rechargeable 1050mAh batteries. Each 1050mAh battery can record up to 90 minutes. You will no more worry about the recording time for this action camera.
- Built-In WIFI & HDMI, edit & share your action in minutes. Just download App(iSmart DV) on your phone or tablet and connect with this action camera. Then operate or review the images or videos via Android or iOS devices. WiFi signal ranges up to 10 meters.
- 100 Feet(30m) waterproof camera. AKASO EK7000 is designed to withstand extreme environments. Equipped with IP68 waterproof case, durable waterproof to 100 Feet (30m). Ideal for water sports like swimming, drifting, surfing etc. Come along with tons of free accessories, you can transform it to fit various indoor and outdoor extreme activities

GoPro HERO 5 – positive rating (=5)

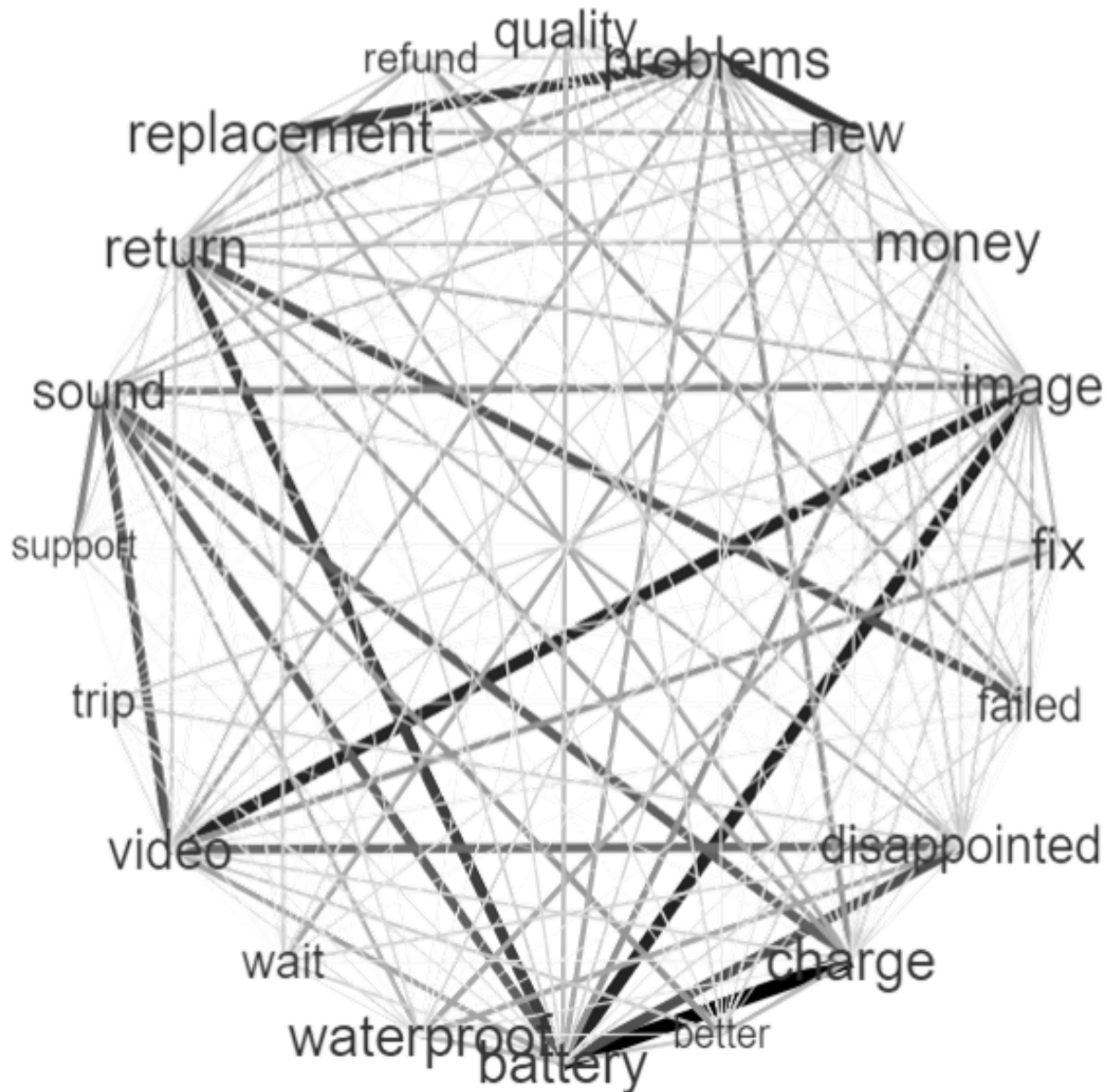


“This camera was great. I used it on a dive down to 71 feet **without any problems**. **Great pictures and videos** at an excellent price.”

“I tried mine out today and the **video is outstanding!** For the money the **quality of the video** is just off the hook. I mounted it on my motorcycle and took it on a 50 mile ride and it was **easy to use** and did a very good job of capturing the experience. It has **good colour balance** and even looking in the sun's direction, again it did a great job.. glad I bought mine...!”

“This is a **fantastic little camera!** I bought it on an impulse just to see what it was like, and I couldn't be happier. The price is great and includes a number of accessories. You have **everything you need to get started** right away. It's **easy to use**.”

GoPro HERO 5 – negative rating (=1)



"The battery is very poor and an expensive camera is unusable without spending more money to buy card, extra batteries and charger. The battery doesn't charge while you're recording - instead it consumes slowly and that gives you about 4-5 hours of recording when you have it 100% charged and plugged in. It seems like a big scam from GoPro. I'm very very disappointed as I wanted a GoPro for a couple of years now."

"I have requested to return this item. The camera case came with manufacturing flaws, nothing major but not what you expect for your money. The camera was simple to use from the box but as the week progressed I slowly found flaws: The battery life, the connection issues to iPhone and iPad, the camera failing to charge unless the battery is firstly removed, the camera freezing up and displaying "saving" before having to remove the battery to get it working again, the tiny charging cable supplied."

More testing and exploration is needed



Text analytics will continue to develop

- 
- ✓ Consolidation of tools
 - ✓ Visualisation
 - ✓ Better sentiment analysis?

Looking to the future



Thank you!