

The four stages of a project:

Relative Insight uses comparison to reveal the important differences and similarities between language sets.



Questions



Data



Comparison



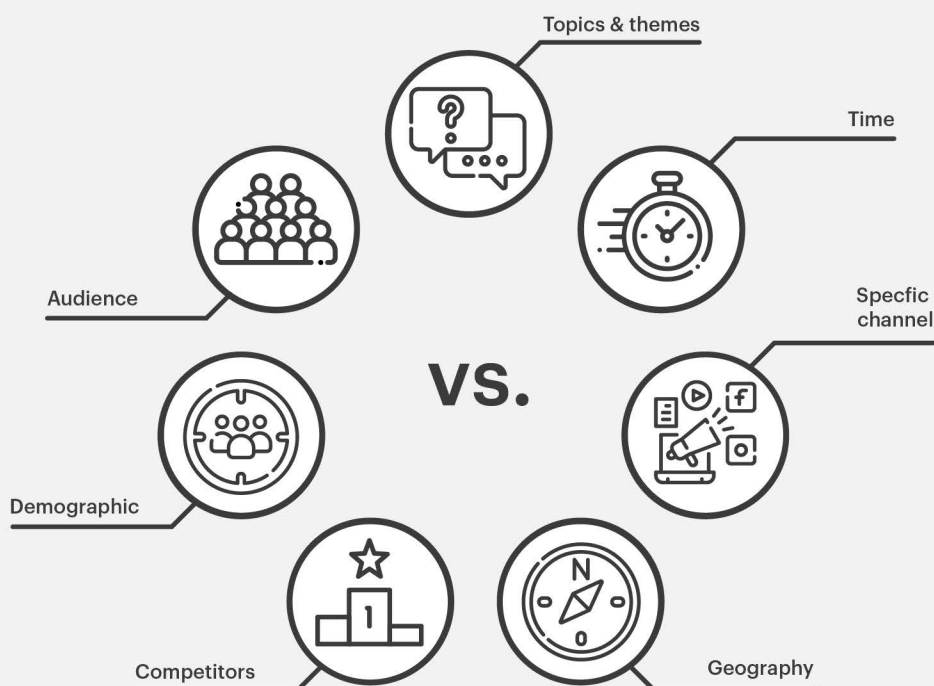
Actions

A project in Relative Insight is broken down into **four stages**. Each question corresponds to a specific comparison, and you will need unique data for each side of your comparison. This guide will help you do that.

Common approaches:

In some cases, you will be able to use associated data points to split a single language set (e.g. survey open-ends) into different parts to form the basis of your comparisons. In others, you may need to source unique data sets for each side of the comparison.

Here are some common attributes on which comparisons are based. To get a more focused view, consider combining different attributes - for example, age and geography.



For example:



How do people talk about my brand in the US and the UK?



How has my recent ad campaign influenced discourse about my brand?



How do people talk about tennis compared to golf?

Refining your questions:

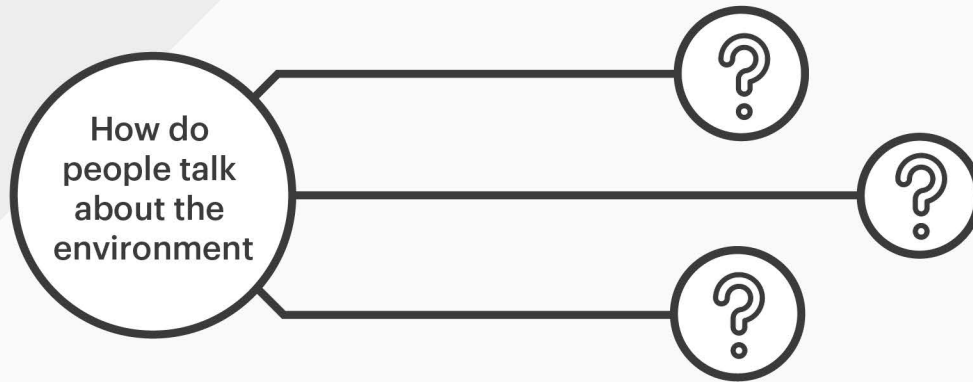
The more specific a particular question is, the more obvious the associated comparison will be. This will help you as you gather or split data to build comparisons.

If you've set out with a broad question, the below methodology can help you become familiar with the data you have to identify the most useful comparisons.

There are many approaches that can be used to answer your questions, so be flexible and don't worry if your first approach falls short.

Let's take the example of wanting to understand how people talk about environmental issues. You've defined your overarching question, and sourced some forum data to analyse. Now you're ready to jump into the platform.

Question: How do people talk about the environment?



1. Perform a time-based comparison

Time-based comparisons can help you understand the **direction of the conversation** on a particular topic.

Example:

If you split forum data by date of posts, you might discover that two years ago people spoke mainly about 'recycling', where as now the focus is more on 'reusing'.

2. Use any associated data points

If your language set has associated data points such as timestamp or location, the Data Library makes it easy to **slice-and-dice** it in different ways. Taking this approach can enable you to maximise the value you get from a single data source.

Example:

If you split your data by location of the poster, you might discover that in the US there continues to be lots of discussion around 'fossil fuels', where in the UK people are talking about 'renewable energy'.

3. Compare to standard English

If the previous steps don't yield anything interesting, compare your language set to the standard English model in the platform to surface some of the key **topics, phrases and words** in your language set.

Example:

Comparing to standard English reveals a disproportionate tendency to use collective pronouns such as 'we' and 'us'.

4. Define additional questions and split your data

Once you've gone through these steps to familiarise yourself with a language set, you should have a good sense of the **key themes** in your language set.

Equipped with this information, you can define more specific questions and build comparisons to give you the answers you are looking for.

