With a method centred on *language comparison*, Relative Insight delivers a unique approach to qualitative analysis and a brand-new way of generating consumer insights. No other analysis platform works in the same way.

Whenever there is a new way of doing things, there are bound to be questions. This guide will help you understand and communicate the approach that underpins Relative Insight, helping you confidently showcase your insights to colleagues, clients and other stakeholders.

1. It's all about comparison

Projects in Relative Insight are made up of questions, each of which corresponds to one or more *specific comparisons*.

The language comparison approach provides your analysis with *context in the form of a reference point* that traditional frequency analysis and word clouds do not. This helps you discover, not just what a group of people or company are saying, but what makes them unique (or similar).

'*Relative difference*' is the metric used in the platform to represent the prevalence of a particular language element in one language set over another.

Common question

What if I don't have anything to compare against?

Comparisons can be based on <u>any number of attributes</u>. Where a natural comparison isn't obvious, comparing against the standard English model can surface the dominant themes, emotions, words, phrases and grammar elements in the language set you want to learn about.

2. Relative Insight's analysis process

When a language set gets uploaded to the platform, Relative Insight's algorithms 'read' the text and assign topical, grammatical and emotional tags while tallying the frequencies of individual words and phrases.

These tags originate from predefined linguistic classifications which are regularly refined through machine learning. The output of this process is a statistical model that serves as the basis for comparison against other language sets.

Common question

How reliable are the language category classifications?

Words can take on different meanings when they are used in different contexts. To account for this, words are commonly tagged to multiple categories. The word 'spring', for example, may be classified as a time period, to represent movement, or as an object.

Because of the imprecise nature of words, the topics and emotions surfaced by the tool may not always perfectly reflect the context of the text. This underpins the importance of applying a human lens to the analysis when building insights. When viewing a topic, emotion or grammar element, you can use the flag icon to report any suspected misclassifications to the Relative Insight team.

Request demo

3. Surfacing significant differences and similarities

Relative Insight is designed to surface the statistically significant differences and similarities between language sets.

By applying a 99% confidence interval to the analysis, you can be certain the discoveries that form your insights are not just occurring by chance.

Common question

Can I learn anything useful from analysis that is based on low frequencies?

Yes, and it's all because of something called Zipf distribution. Stay with us here - this statistical law dictates the frequency of a word is inversely proportional to its rank in the frequency table. Put simply, this means the second most common word will appear half as often as the most frequent word, the third as often and so on.

Words other than the most common ones are used very rarely and because most words are expected to appear very infrequently, even low frequencies can yield statistically significant results.

4. Sophisticated analysis meets intelligent humans

Insights are created at the intersection of Relative Insight's analysis and your unique understanding of the problem or question you are trying to address through your research.

Not all differences and similarities will be relevant – sometimes it may just be source specific language that you would have expected to see more commonly in one set over another. Asking yourself the simple question of 'does this surprise me?' when exploring the analysis can be a helpful way to distil insights.

Common question
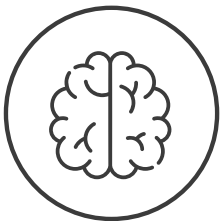
Why do I have to sift through and create insights manually?

It's all about context. Relative Insight helps bring quantitative structure to qualitative research, but words will always be less precise than numbers. Your knowledge of the questions being investigated is crucial to discerning what is both insightful and actionable. Clicking into a specific language element to view verbatim examples is a helpful way of understanding the context in which a language element is being used.

In some instances, you may not discover any relevant differences – in such cases, it is important to remember that finding no meaningful differences can often be just as insightful as finding many.