Automatic Text Analysis Variable

Goal
The “Automatic Text Analysis Variable” function can be used to create categories for one (or more) open question(s) and to link them to tags contained in the comments. The comments are then automatically classified according to the tags in them to obtain a closed question.

These text analysis variables can then be inserted in the Online dashboards, the Online reports or the Word reports.
Method

1. Creating the variable
   Tools > Custom Variables > Automatic Text Analysis Variables menu > Add. Or from the
   “Answer Monitoring and Analysis” part >> New >> Custom variable >> Automatic Text
   Analysis Variables.
2. Choice of the open text question(s)

(Select open text questions here which will be analyzed automatically)

Open Questions/Variables

- [ ] According to you, what are our strengths items?
- [ ] According to you, which items should we improve?

Set new variable's name

<table>
<thead>
<tr>
<th>Automatic Text Analysis</th>
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[Ok] [Cancel]
3. Creation of categories

To create categories, you can use the tag cloud and the list with the number of occurrences. Selection of a tag provides access to all of the comments containing the tag.

- The **Number** column specifies the number of times the tag appears in all the comments.
The list of comments can be copied and pasted into Excel, Word, a text editor, etc. by a right-click in the comments:

4. Assigning tags to a category
The assignment is performed by drag-and-dropping the tag into the category.

There are two assignment methods:
- Tags are assigned in a list. Just one of the tags has to be present in the comment for it to be assigned to the category (OR operator placed between each tag)
- Tags are assigned in a group. All the key words of the group need to be in the comment for it to be assigned to the category (AND operator placed between the tags)

❖ You can combine lists and groups of tags in a category.
❖ The goal is not to categorize all the tags and comments but to identify the categories that have meaning for your project.
Selecting a category allows you to view the assigned comments.
• **Assignment of a tag to several categories**
A keyword can be assigned to several categories. To do so, you must uncheck the "Hide the words used" option

5. **Counters**
As a reminder the goal is not to classify all the comments.

The Automatic text analysis window allows you to track the number of comments categorized, when the "Calculate the contents of the categories in real time" option is activated.

- A "Number of respondents not belonging to any category" counter. This counter is the number of comments that could not be classified by the engine.
- A "Number of respondents not containing any tag" counter. This counter is the number of comments that do not contain any tags.

The sum of these 2 counters corresponds to the "No Answers" population of this question.

❖ To work more effectively, you are advised to create a: “Has responded to the open text question(s)” filter