Radian6: Topic Analysis Widget

Contents

**What is a Topic Analysis Widget**

The Topic Analysis widget is one way to gather and evaluate online posts that are related to your topic profile. The Topic Analysis widget is used to create reports based on keywords or keyword groups. The reports also include the following information: where the online conversations are taking place (geographically and by region), what media types are being used (Twitter, blogs, Facebook, etc.), the sentiment of the post and the website that includes that post.

**Setting-up a Topic Analysis Report using the Topic Analysis Widget**

1. Click on the Dashboard tab

2. Along the left hand side of the dashboard click the Topic Analysis icon

3. The Topic Analysis - Configuration widget will appear. Include a title in the Title area or leave as “Untitled.”

4. Under Available Profiles click on the appropriate topic profile and click the plus (+) button
5. There are two ways to gather results, **Use Keywords** or **Use Topic(s)**

![Use Keywords](image1)

**Use Keywords**
The **Use Keywords** approach allows for more customization when gathering results. It allows you to pick a word and run reports, pertaining to that word, from the entire topic profile or from an individual keyword group in that profile.

For instance, assume a profile has gathered one thousand results in the past month. He/she can type in the word *help* and the results will show how many posts (from the one thousand) contain the word *help*. Additionally, assume that profile has three keyword groups. He/she can create a report to gather results that contain the word *help*, for only one of the three keyword groups.

1. Click the **Use Keywords** tab

![Use Keywords](image2)

2. Directly below, type a word in the box and click **Add Query**. This word will be the title of this portion of the bar/pie chart, it does not have to be the same word results will be gathered for.

![Use Keywords](image3)

3. The **Query Builder** box will open. The word previously typed in will automatically appear. If this is not the word you would like to gather results for erase it and type in the desired word.

![Query Builder](image4)

*The section will now be labeled “On-campus housing” but will be gathering results for the word “dorm.”*
4. For this section to include results for more than one word click on the plus (+) tab.

5. Click on the down arrow beside **AND**. Two options will be given **AND** and **OR**. **AND** will only gather results from posts that contain both words, whereas **OR** will gather results where either word is present.

6. The box beside **post content** two options are given **contains** and **does not contain**. Select the desired option.

7. In the next box add the second keyword

   In this example, posts that contain both **dorm** and **roommate** will be included in the results.

8. Click **Add Query**.

9. Results can also be gathered from a particular keyword group. Type in another word and click **Add Query**.  
   *Remember: the word typed here will be the title for this section of the pie/bar charts.*
10. The **Query Builder** will open. Click on the **Keywords** tab to type in the word for which results will be gathered.

For example, **Bryan Mall** (as shown in step 9, photo above) was entered as the title. After selecting **Add Query** **Bryan Mall** was erased and **Lever** was entered. The results will now be gathered according to the keyword **Lever**.

11. Click on the **Keyword Groups** tab and select one of the keyword groups from the dropdown tab.

Now, this section of the report will include only posts pertaining to the keyword group selected, **Bryan Mall**, that also contains the word **Lever**.

As shown in the photo above, **CCIT Training1 / Bryan Mall**, the first word will be the topic profile name (**CCIT Training1**) and the second is the keyword group name (**Bryan Mall**).

If the profile is not set up with multiple keyword groups then only one option will appear.

12. Click **Add Query**
13. To gather results on additional sections or topics repeat this process

14. **Real Time Monitoring** give the option of how many days will be included in the results. By clicking **30 Days Ago** results will be gathered from the past 30 days.

18. **Specify Date Range** is more customizable and can gather results from specific dates.

```
Real-Time Monitoring  Specify Date Range
30 Days Ago
```

*For example, results will include content from October 1, 2012 until November 10, 2012.*

9. Media types are listed along the bottom of the widget. If the box is checked then information will be pulled from that media source and will be included in the results.

```
Comments  Mainstream News
Images  Buy/Sell
Videos
```

*For example, if a large portion of the results had been from Amazon or eBay and were irrelevant, unselect the **Buy/Sell** box and they will no longer be included in the results.*

10. Select **Done** and a pie chart will appear.

**Reports:**

11. In the pie chart view, the percentage listed beside each group is the ratio of how many post pertain to each section.
12. In the bottom right hand corner are two tabs, Bar and Pie, in which the results can be displayed.

13. Click on the Bar tab and a bar graph will appear. The length of the bars illustrates the volume of information gathered for each group.

For example, The Shoeboxes has brought in more results than Bryan Mall or Stadium Suites.

14. Left click on one of the bars and a list of options will appear that allow further results to be gathered.
However, It is important to recognize that these results will only be based off of the selected bar.

In this example, by left clicking on the bar titled The Shoeboxes pulled up the list of options for that data point. Therefore, by selecting View By Media Type from the list results will only include media types used for The Shoeboxes.

From the drop down list, select View by Sentiment – Topic Profile Sentiment Subjects. Another chart will appear with sentiment results for the selected section.

By left clicking on one of the bars more results can be gathered.

15. At the top of each box there are two tabs, Segment by: No Segmentation and Count by: Number of Posts. Click on one of these tabs and a list of options will appear. Once selected, the graph will change accordingly.
Use Topic(s) –
This tab takes the Keyword Groups and allows you to gather results for particular group(s). The advantage to using the Use Topic(s) is that when gathering results it automatically uses the keywords that have already been entered.

1. Click Use Topic(s).

2. On the right side of the screen make sure the box beside Display keyword groups organized by the group type(s) below is checked.

If you have forgotten how you classified the keyword groups click on Configuration, select your topic profile, click Keywords and Keyword Group, click on one of the keyword groups listed under Choose / Create Keyword Group and look to the right under Choose a Group Type. The three classification will appear: Competitors, Brands, and Industry.

3. The section beneath that will contain up to three different words: Competitors, Brands, or Industry.

Previously, when the profile’s keywords were created there was an option of creating multiple Keyword Groups and classifying them as competitors, brands, or industry. They are listed here depending on how they were previously classified.

4. To gather results for a keyword group check box beside the group type
6. **Real Time Monitoring** give the options of how many days will be included in the results. By clicking **30 Days Ago** results will be gathered from the past 30 days.

![Real-Time Monitoring and Specify Date Range]

7. **Specify Date Range** is more customizable and can gather results from specific dates.

![Real-Time Monitoring and Specify Date Range with date range selected]

*For example, results will include content from October 1, 2012 until November 10, 2012.*

8. Media types are listed at the bottom of the widget. If the box is checked then information will be pulled from that media source and will be included in the results.

![Checkboxes for Comments, Mainstream News, Images, Videos, Buy/Sell]

*For example, if a large portion of the results had been from Amazon or eBay and were irrelevant, unselect the Buy/Sell box and they will no longer be included in the results.*

9. Select **Done**

10. Gathering results can now be done in the same manner as listed above. However, there is one type of report that can be gathered only by using the **Use Topic(s)** approach.

   a. When the graph appears click on the **Bar** tab

![Bar and Pie chart options]
b. Click on the bar icon in the lower right corner and select **Show % Change**.

![Image of bar icon and options]

---

**For example, the above graph shows that there has been a large increase in the number of online posts pertaining to the section Industry. The first two bars, Brands and Competitors, have a bar going the opposite way with a negative number; this indicates a decrease in the number of posts.**