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Strategic Research Portals

The Use of Text Analytics to Automatically Analyze
and Discover Meaning In Large Stores of Market
Intelligence Content

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Search engines

- Ask a search engine to help you understand a business issue or a product research strategy and it will generate a list of documents
- Search engines still rely on *the user to process the documents* on the search results
 - “Hope for amazing good luck”
- What search engines should do is address the question:
 - If I could read all the reports on the search results, what would I know that I don't know now and might not think to search on?



Meaning extraction

- Meaning extraction is an emerging technology that identifies informational bits within documents and document repositories, and surfaces combinations of these informational bits that imply significant meaning in the context of the business, professional, or technical purpose of the search session



How is meaning extraction different than text analytics as it is usually sold in the enterprise market?

- Entity extraction

“Investors were cheered by Company A’s announcement that it is engaged in a cost reduction effort in order improve profits.”

- Sentiment analysis

“Investors were cheered by Company A’s announcement that it is engaged in a cost reduction effort in order improve profits.”

“Investors were cheered by Company A’s announcement that it is engaged in a cost reduction effort in order improve profits. Company A will be firing employing, slashing salaries, terminating health benefits for retirees, and closing plants.”



How is meaning extraction different than text analytics?

“Investors were cheered by Company A’s announcement that it is engaged in a cost reduction effort in order improve profits. Company A will be firing employing, slashing salaries, terminating health benefits for retirees, and closing plants.”

Company A is involved in a cost reduction effort involving staff reduction

Company A is involved in a cost reduction effort involving salary reductions

Company A is involved in a cost reduction effort involving plant closing



Requirements for meaning extraction from market intelligence documents

- Domain knowledge
- Meaning taxonomy
- Meaning-loaded entities
 - Document analysis
- Indexing and entity extraction
 - Words and phrases
 - Metadata
 - Standard entities
 - Meaning-loaded entities
 - Proximity
- Scenarios



The future of search

- Search engines must evolve to have an *in-depth understanding* of the searched material and the associated ways of knowing in the practitioner's domain
- The future of search is *meaning extraction*