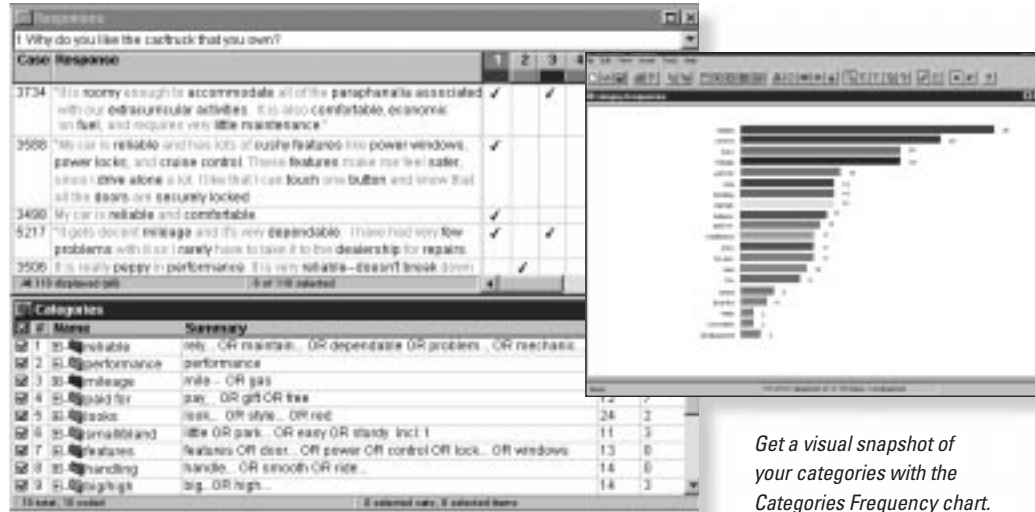


TextSmart

TextSmart cuts through the clutter of verbatim text and focuses on words key to your analysis (highlighted words at top). Then, run TextSmart's automated categorizer to create categories of words within responses. Analyze and refine these categories within TextSmart until they meet your specifications (bottom screen).



Get a visual snapshot of your categories with the Categories Frequency chart.

Fast, reliable and complete analysis of open-ended survey responses

Make sense of open-ended survey responses

Filter through the clutter of verbatim text for unmatched understanding

Save time and money

Spend less time on coding and more time on productive analysis

Learn to use TextSmart easily

Run analyses without complicated coding schemes – TextSmart is dictionary free

TextSmart revolutionizes the way you do survey research. Using state-of-the-art linguistics technology and proven statistical algorithms, TextSmart creates categories from your verbatim survey responses. Get a complete, accurate picture of your respondents' attitudes and perceptions and make your survey research more valuable with TextSmart.

Make your research more productive

With TextSmart, you spend dramatically less time coding responses and more time on productive analysis. Automated tools filter the clutter from verbatim text and create a list of key words that capture the meaning of open-ended responses.

TextSmart uses statistics to automatically analyze these key words and group each response into meaningful categories. TextSmart's suite of automated tools enable you to quickly refine these categories to your research specifications. You get more value from your analysis and gain confidence that results are consistent and bias-free.

Works on any open-ended question

If you work in survey research, TextSmart can work for you. Just a few of the many surveys include:

- Customer/Employee/Patient satisfaction surveys
- Brand and image studies
- Production surveys
- Social and political research
- Health and lifestyle research
- Database research

Save time and money

TextSmart automates the time-consuming tasks involved in coding and reduces to hours what used to take days. TextSmart eliminates the high costs involved in sending responses to outside coding firms or paying an internal staff of coders. But ultimately, the greatest reward is the insight and profit you'll gain from understanding your respondents better.

Easy to learn and use

The TextSmart Import Wizard walks you through the process of importing your text and preparing it for analysis. There's also an online Help system to answer questions from start to finish.

TextSmart is "dictionary-free." There's no need to create a coding scheme or "concept dictionary" before running analysis. TextSmart uses words in the responses to create categories. You're up and running immediately.

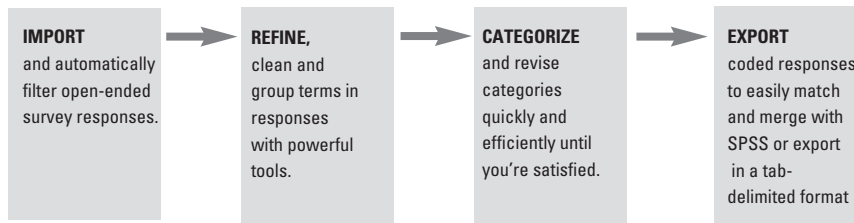
Don't sacrifice vital findings

Today, TextSmart is the most productive and cost-effective way to reliably analyze text-based response. Responses coded with TextSmart easily match and merge with the corresponding SPSS data file or export in a tab-delimited format for analysis in any other statistical package. Your respondents' attitude, opinions and perceptions can help shape your strategies. Don't miss out on important findings that can give you an edge on your competition.

TextSmart

TextSmart specifications

How TextSmart works



Other SPSS products

SPSS® Base for Windows®	DeltaGraph®
SPSS Professional Statistics™	Amos™
SPSS Advanced Statistics™	MapInfo®
SPSS Tables™	Remark Office OMR®
SPSS Exact Tests™	Teleform®
SPSS Categories®	aICLEAR™
SPSS Trends™	Clear PROCESS™
DBMS™/COPY®	Neural Connection®
SPSS Data Entry Station™	SPSS Diamond™
SPSS Data Entry Station	SamplePower®
SPSS Conjoint™	Trial Run™
SPSS Missing Value Analysis™	LogXact™
NewView™	StatXact®
BusinessQuery® for SPSS®	SPSS Data Entry Station
AnswerTree™	SmartViewer™
WesVar® Complex Samples™	GOLDMineR™

Procedures

RESPONSE FILTERING

- Integrated spell-checking (American and British spellings)
- Stemming: automatically combs through words in responses to combine with the common root word (run = runs, running, ran)
- Excluded Words List: default list automatically excludes pronouns, conjunctions, helping verbs and other words of little semantic value
- Alias List: default list automatically groups list of related words (sibling = brother, sister)
- Modify the default Excluded Words List and Alias List
- Create and save your own excluded word lists and alias lists

CATEGORIZATION ALGORITHMS

- Uses matrix of similarities
- Uses hierarchical clustering with maximum distance amalgamation
- Uses multidimensional scaling in two dimensions to scale and chart the matrix of similarities

AUTOMATIC CATEGORIZATION

- Clustering and term frequency, clustering only, term frequency only
- Choose number of categories
- Choose number of terms
- Keep modified categories or completely re-categorize
- Option to display Automatic Categories Plot feature

EDITING TOOLS

- Create aliases button
- Drag and drop words into and out of aliases
- Drag and drop to move items between categories and term lists
- Pop-up window to edit the text of a response

GRAPHICS

- Automatic Categories Plot displays information about how the terms in automatically created categories relate to each other
- Bar Chart of Term Frequencies
- Bar Chart of Category Frequencies

FILE MANAGEMENT

- Import Wizard
- Import in standard tab-delimited (ASCII) file format
- Outputs directly into SPSS or as a tab-delimited file
- Optimized up to 10,000 responses with 20-40 words per response

WINDOWS

- Parent window with menus and toolbar
- Responses viewer displays the question, responses and categories into which responses have been placed
- Included Terms window (displays all of the words, stemmed aliases and aliases included in the analysis and count of occurrences of each)
- Excluded terms window (displays words from the exclusion list and count of occurrences of each)
- Categories window (displays the results of a categorization)

HELP

- Online help system
- Import Wizard

MANUAL CATEGORIZATION

- Combine terms into custom categories
- Combine categories into compound categories
- Automatic re-categorization of a category when an item is added
- Add a response to a category or remove a response by a simple click of a cell in responses window
- Drag and drop to move terms into and out of categories

VIEWING

- Brushing tool: shows selected item in response viewer, categories window and term windows
- Filter the view to show only brushed, uncategorized or multiply categorized responses
- View SPSS data values while categorizing your results

SORTING

- Included and excluded terms by count or alphabetically
- Categories by count of responses
- Responses by categories, response identification number, alphabetically by first word in response

SYSTEM REQUIREMENTS

- 486 or better IBM-compatible PC; Pentium recommended
- 16MB RAM; 32MB strongly recommended (large files require additional RAM)
- Windows 95 and NT 4.0
- 12MB hard disk space
- SVGA monitor