

Comment Analysis Script

[Splash page]

Welcome back to the EngagementHQ video series.

In this video we're going to take a look at a great new feature we've just introduced to make it easier for you to analyse all of those comments you collect through your forums.

[Consultation hub]

We start by clicking the new "comment analysis" link under your project title. [CLICK]

[Comment analysis Page]

The comment analysis page lists each of your discussion questions across your entire site.

This allows you to amalgamate data from different forums into a single qualitative report.

Tag Cloud

If we start at the top, you'll see the comment tag cloud.

This displays all of the tags that have been used to give the qualitative data some structure.

Each tag has a number next to it [POINT TO NUMBER] to indicate the number of times it has been used.

The font also increases [POINT TO RECYCLING] slightly to give you a visual cue about your most commonly raised issues.

And finally, the tags are listed in order of commonality from right to left and top to bottom on the screen.

In this case we see that "recycling" [POINT] is the most commonly used tag with 26 comments.

You can click on any of the tags to get a complete list of comments.

For example if we click "recycling" [CLICK LINK], the list appears. [SCROLL DOWN]

You can then download the list to an Excel spreadsheet simply by clicking the Icon link. [CLICK ICON]

Search Bar

Immediately under the Tag Cloud is the Search Bar.

You have three search options:

Search by tag [POINT]

Search by username [POINT]

Or

Search by keyword [POINT]

Keyword Search

To get things started we'll do a search by the keyword phrase "organic waste".

[TYPE IN ORGANIC WASTE]

All of the comments that include the word "ORGANIC WASTE" are now listed.

I could download these comments by clicking the "Excel" icon.

To remove the search simply click the "Clear search results" link next to the "search" button. [CLICK THE LINK]

Username Search

You'll notice that each comment appears with the participants screen name next to it. This makes it easy to search across the entire site for all of the comments by a single participant.

Let's try "Highfields Harry"

[TYPE IN "HIGHFIELDS HARRY"]

Make sure to click on the "Username" option.

[CLICK "USERNAME"]

And then click "search".

[Click SEARCH]

Each of Highfields Harry's comments will appear on screen in a list.

[SCROLL DOWN]

Again, you can download these to an Excel spreadsheet if you wish.

Tagging

The heart of the comment analysis feature is the comment tagging.

Comment tagging allows you to structure lots and lots of qualitative data into bite sized chunks.

We've made the technical process of tagging pretty simple.

Click on any of the discussion questions.

The comments will open in a list.

Simply scroll down and add your tags as you go.

We'll tag the first comment Food Scraps [tag first comment FOOD-SCRAPS]

You can give a comment as many tags as you need.

We'll tag the second comment Food Scraps, Composting and Thre-Bin. [tag second comment FOOD-SCRAPS and COMPOSTING and THREE-BIN,

Finally, we'll tag the third comment Project Manager. [tag third comment PROJECT-MANAGER]

You'll notice that any tags you have used before will appear automatically in a list. Clicking on these will help reduce errors.

Each new tag you use will be added to the tag cloud.

A tip... We'd recommend that you make a short list of primary tags to give your data some initial structure before you dig too deeply into the data.

These could relate to subjects, like recycling and composting in this case.

They could also relate to support for different solutions you are weighing up, in this case the Two Bin or Three Bin option.

You could also tag new ideas to quickly produce a list of suggestions for your team to consider.

And that's it.

As always, please feel free to give the team a call or email us at admin@bangthetable.com if you have any questions at all.

Thanks for watching.