

Taking A Trip Through Text Analysis:

Analyzing Data From Surprising Sources

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Customer Success, Relative Insight

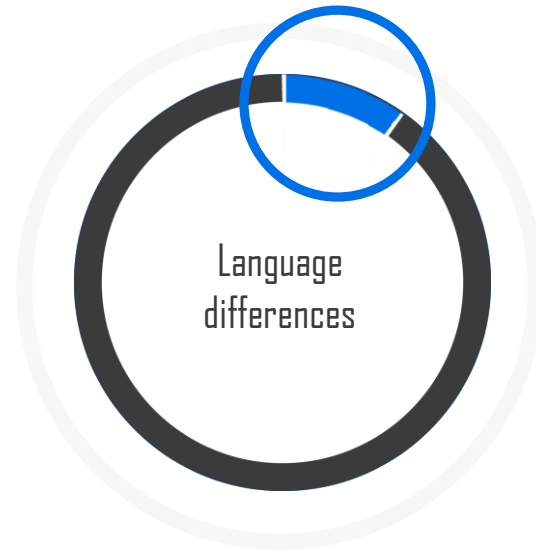


Relative Insight originated in law enforcement, where we compared text data to detect criminals online

Young people

Masquerading criminals

Through identifying differences, our tool could see where someone wasn't a 14-year-old girl, but was a 40-year-old man



This technique was applied to the business world



**Digital
Marketing**



**Consumer
Analytics**



**Customer
Experience**



**People
Analytics**

We help brands and agencies use that comparative methodology to get more value from four types of text data



Surveys



Social Listening



Reviews



Customer Service



When we say we can analyze ANY text data, we mean it...



Weird and wonderful
data as proof



Psychedelics
fit the bill



Why psychedelics?

The rising tide



10.75bn

By 2027





How we got the data



4,000 global respondents



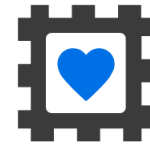
A survey held the key



Over 5,000,000 words analyzed



Vs



Psilocybin (magic mushrooms) Vs LSD





Imagine trying to analyze this mess manually

Psilocybin

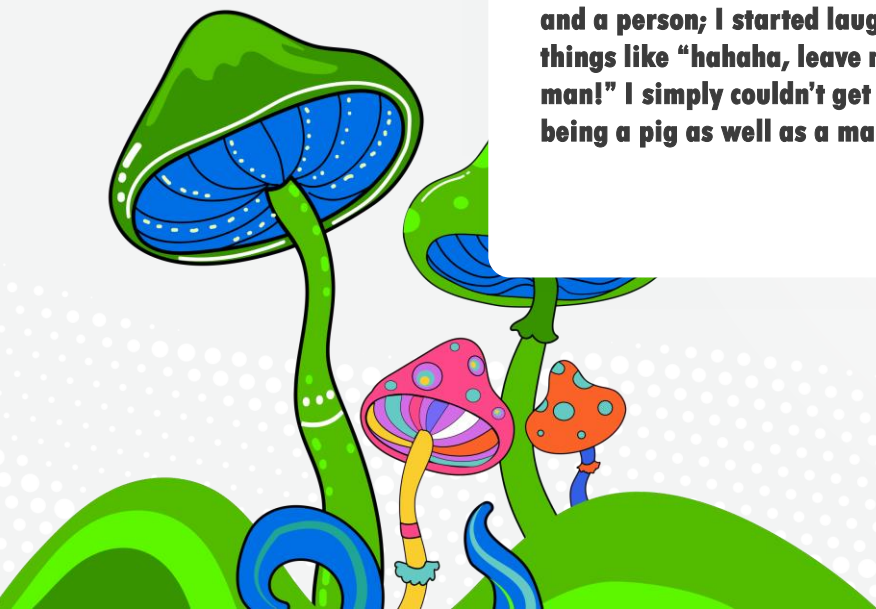
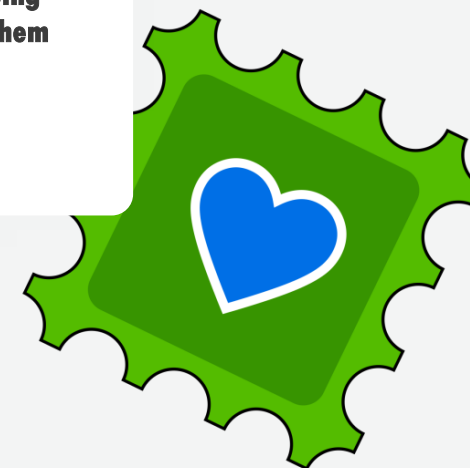


Suddenly the entire room seemed so much larger and I just lay back on the reclined couch taking it all in. At one point my friend seemed to take on very pig-like features and looked like a cross between a pig and a person; I started laughing at him and saying things like “hahaha, leave me alone you crazy pig-man!” I simply couldn’t get past the pure glee of him being a pig as well as a man.

LSD

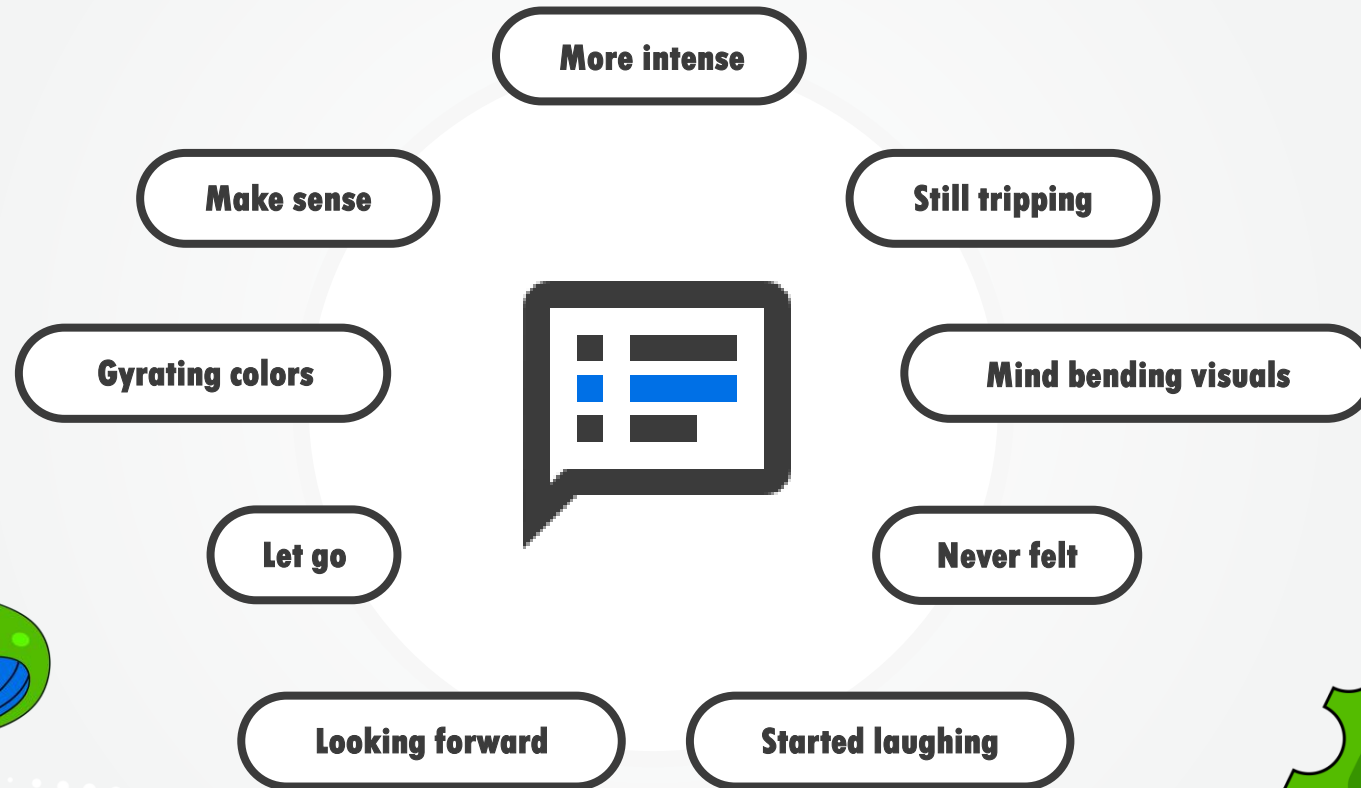


At first I kept seeing the sunrise over and over upon itself on the horizon of different cities around the world... and then I was seeing UFO's breaking through the clouds, the stars were turning blue, yellow and red and taking turns dropping into the ocean, and then I kept seeing little Eiffel towers with peace signs behind them in the sky.





Most used phrases





Women vs men



Emotion

Understated

“

My voice trailed off along with my sudden burst of passionate, indignant rage. The trees spoke more clearly than ever, again through feelings, not words.



“

I was still tripping incredibly and my room was still bending and bowing uncontrollably. I still found this fairly disconcerting as my mum was going to be home within the hour.





Women vs men



Extroverted and descriptive

“

The large screen glistened. All of the post-its and folders seemed to shimmer and glitter like magic. My eyes widened and I grinned silently. I was in awe of the magic of the beautiful Macintosh computer.



Insular and self descriptive

“

I philosophised about how much of my life was vanity and arrogance and how much modesty I truly deserve to hold as a person.





Why and how different generations trip



Gen X

Physical health



After struggling with this horribly painful condition known as 'cluster' or 'suicide' headaches for about 3 years I decided to resort to a desperate act. I was going back to my youth on a shroom trip.



Millennials

Mental health



I did and still do see psychedelic therapy as a relevant piece of the mental health puzzle. for some, perhaps a small piece, for others a larger piece, but a relevant piece to consider either way.



Gen Z

Social experience



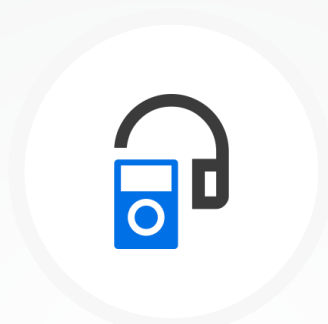
But there will be another time, already eagerly awaited, to share this experience again with wonderful friends who understand exactly the joy and wonder of opening your mind to the beauty of natural creation.



Why and how different generations trip



Gen X



Millennials



Gen Z

Compassion



I used to think that compassion was looking at the actions of another and recognizing the capability in myself to do the same thing if I had experienced the same circumstances. Rafiki corrected me in this.

Gratitude



I will take a lot of gratitude for the gifts of everyday life with me, the appreciation for things that come from nature constantly and this huge reminder that everything that I can possess in this life is on loan.

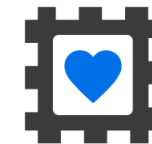
Seeking validation / guidance



I just sat back with my arms behind my head and I finally understood the world. The feeling was so beautiful.



Psilocybin vs LSD



Tripping quietly



I had my eyes closed, in bed, with quiet ambient music on, in the semi-darkness of my bedroom. And yet I was drowning in sensation.

Tripping while doing something

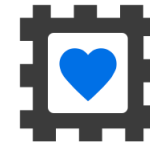


I busted out the play-doh, she grabbed the coloring book and crayons. The play-doh was so complex at that time. Every time I squished my hands into it, it transformed into some kind of new face.





Psilocybin vs LSD



Smell



I suddenly found myself in the soil. I could taste a strong, bitter, earthy smell. minerals I supposed, and dirt. I couldn't really see it, but I could feel it, smell it and taste it. I felt myself twisting around in the dirt, bonding with it. The smell was incredible.

Feel

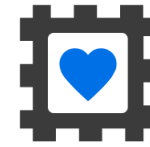


As soon as we stepped outside I noticed that the air quality was vastly superior to the air quality in my room. I also felt like I was about 10 feet tall, and floating above the ground.





Psilocybin vs LSD



Physical impacts

Vs

Mental impacts

“

I picked up my phone and immediately felt nauseous. I put it down — the nausea disappeared. As I did this with a number of other objects I felt the same sensation of disgust and nausea as I picked them up.

“

I got some weak flashbacks from the trip and shed some big tears without crying.





Does this mean anything for brands?



In their trips, women are more expressive and talk about others, men are self-absorbed. Does this extend to the 'real world' and influence how you communicate with each gender?



Can we learn anything about gen X's physical pain and expressions of compassion, millennials' mental health and gratitude, and gen Z's desire to experience things and be certain they're on the right path?





Uncovering insights from text



Text analytics can uncover insights from truly any data set



What can be applied to trip descriptions, can be applied to business intelligence





**Download the report
and take a trip to stand**

426





Q & A





#talkdatatome

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