

dictanova

Qualitative analysis of consumers
discussions on the Web

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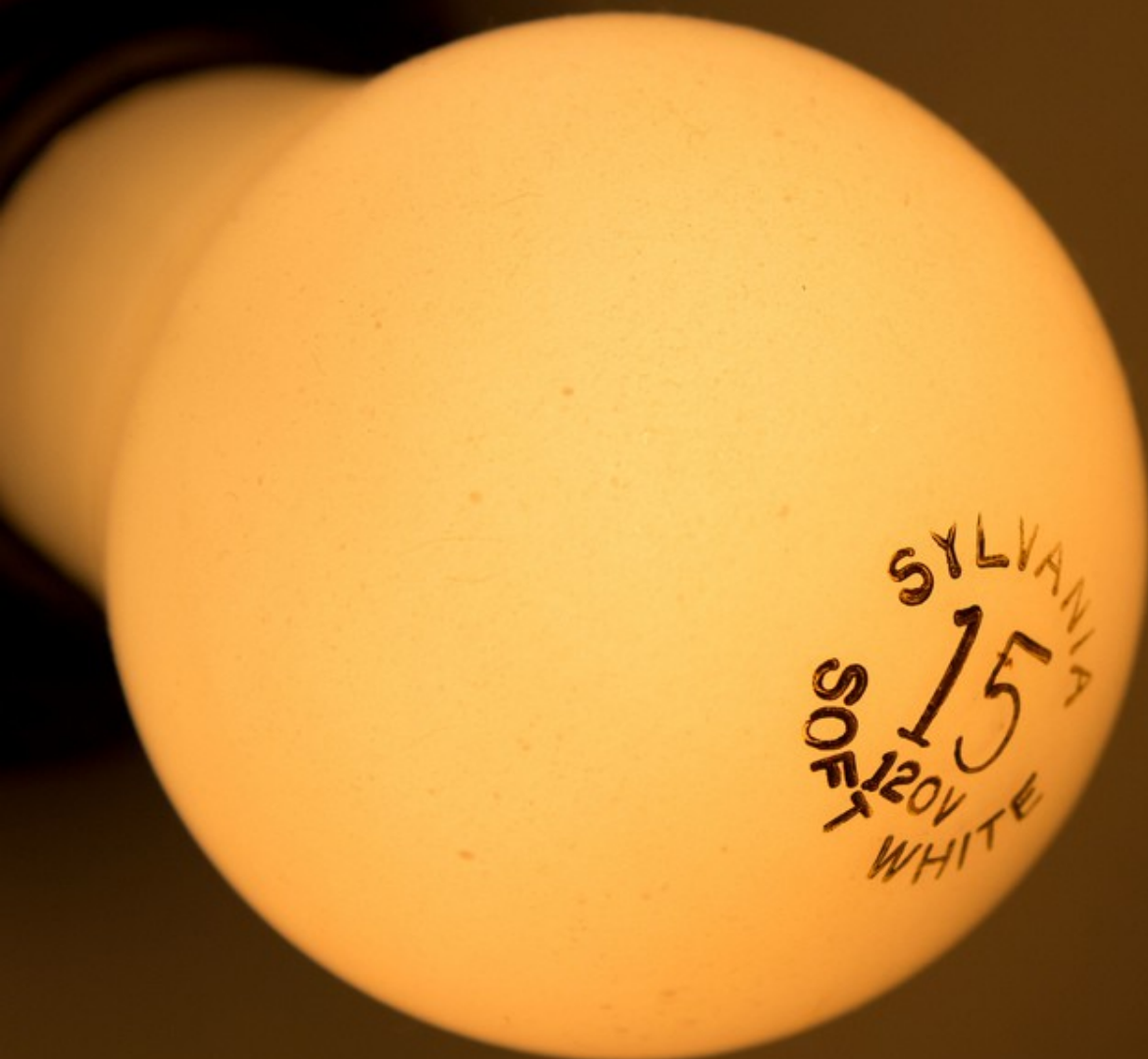




Éric, Product manager for a food company



**Arnaud, Strategic planner
In a Digital agency**



**We have a solution:
qualitative analysis on the Web**

But does it even work ?

YES !

We predicted
Miss France
pageant

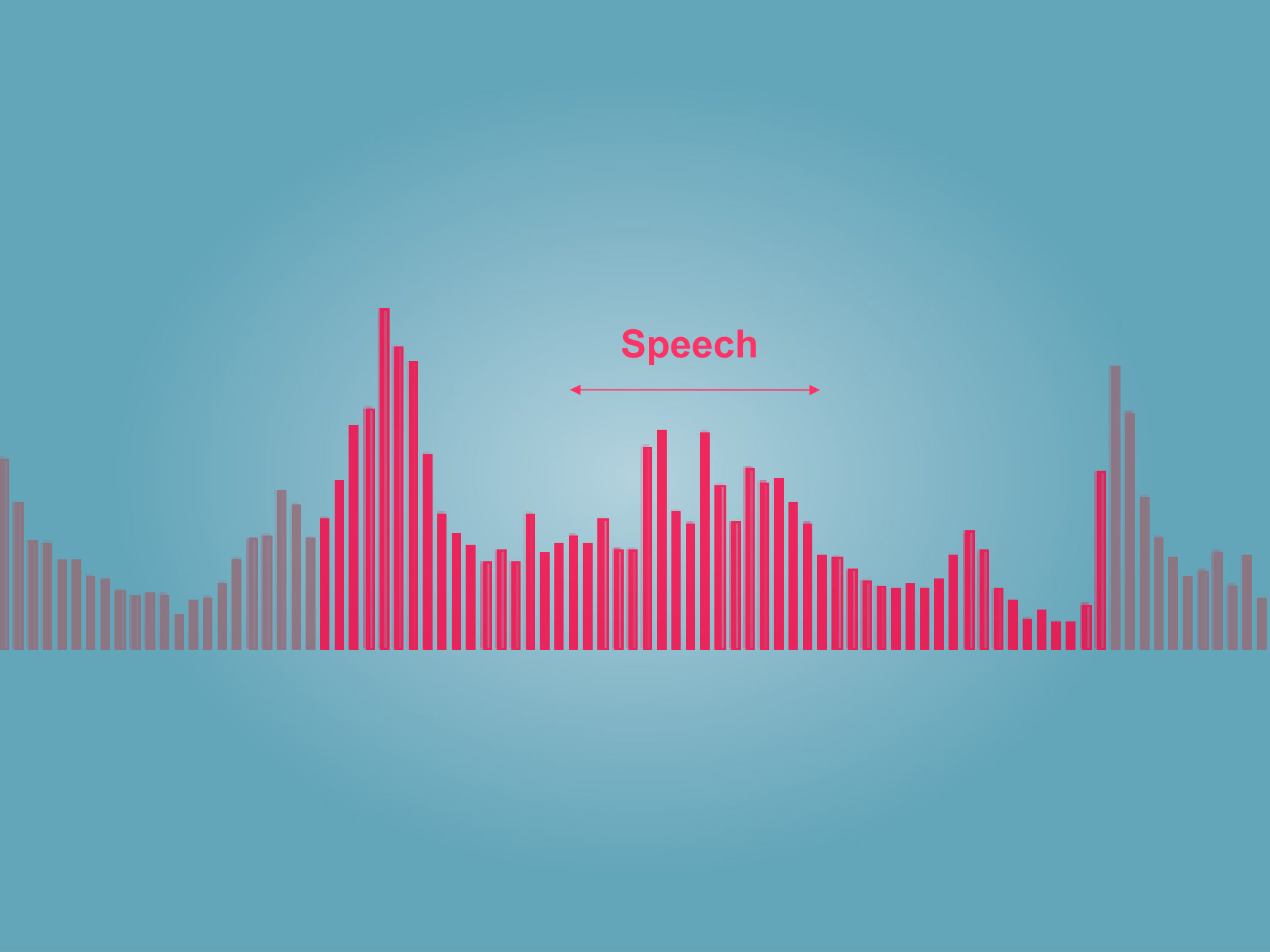
Soit $M = \{m_1, m_2, m_3, \dots, m_n\}$ l'ensemble des Miss

$$\text{score}(m) = \frac{a \cdot S_m^p - b \cdot S_m^n + c \cdot F_m^p - d \cdot F_m^n + e \cdot P_m^p - f \cdot P_m^n + g \cdot E_m - h \cdot Q_m}{\sum_{w \in M} (a \cdot S_w^p - b \cdot S_w^n + c \cdot F_w^p - d \cdot F_w^n + e \cdot P_w^p - f \cdot P_w^n + g \cdot E_w - h \cdot Q_w)}$$

Model of analysis

Linguistic model exposing 5 criteria we thought were important for a Miss to be:

- Feminity
- Character
- *Sex appeal*
- Cheering
- Bullying



Speech



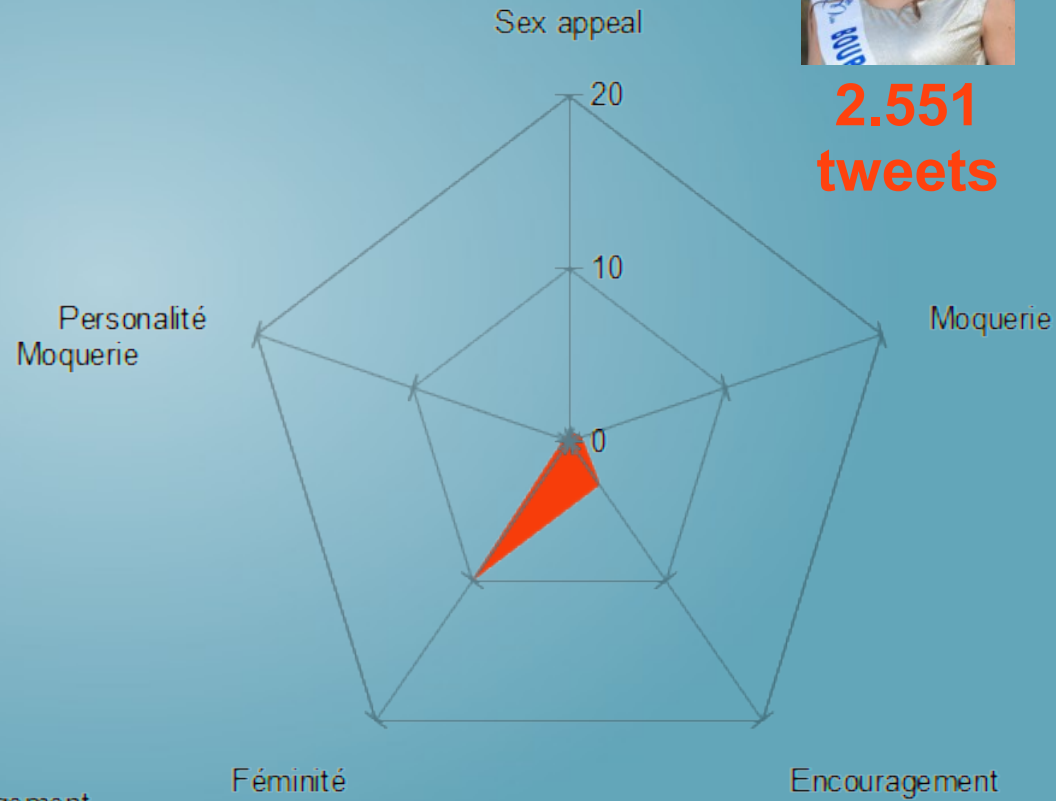
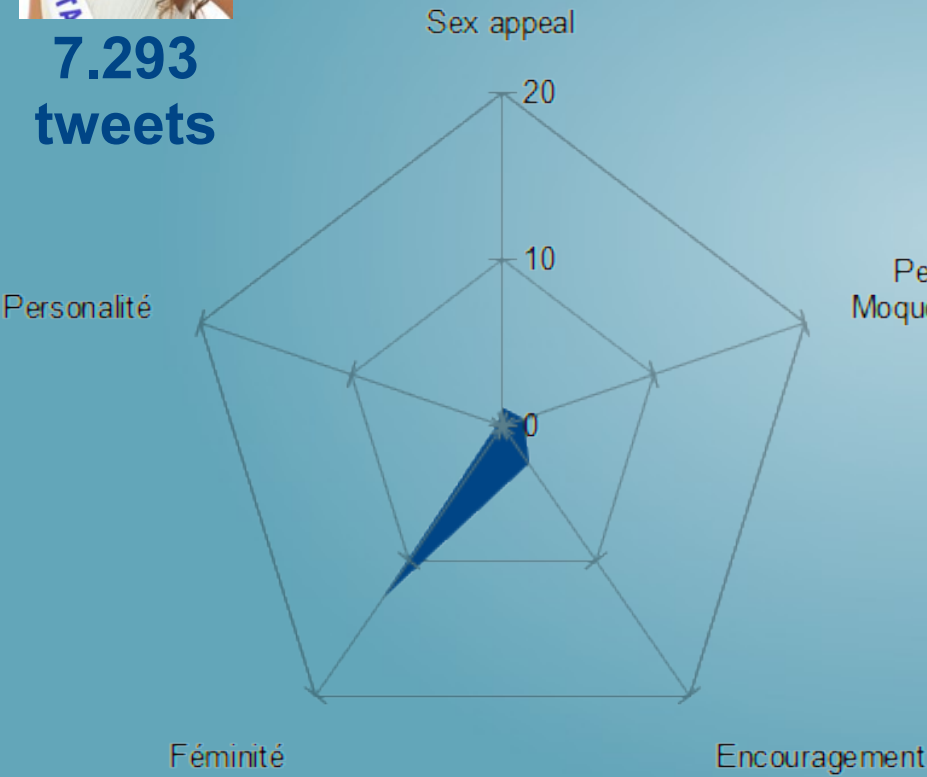


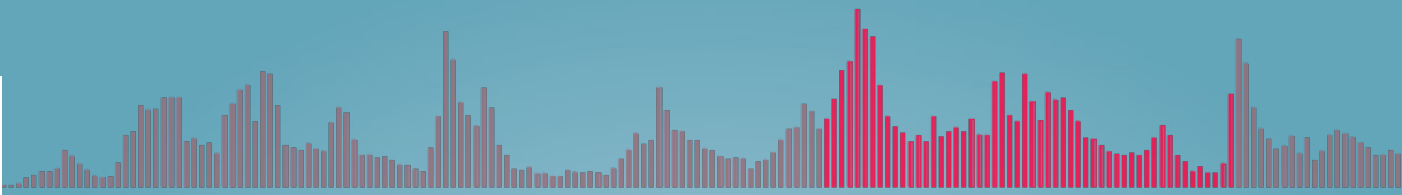
7.293 tweets

30 minutes before speeches...



2.551 tweets





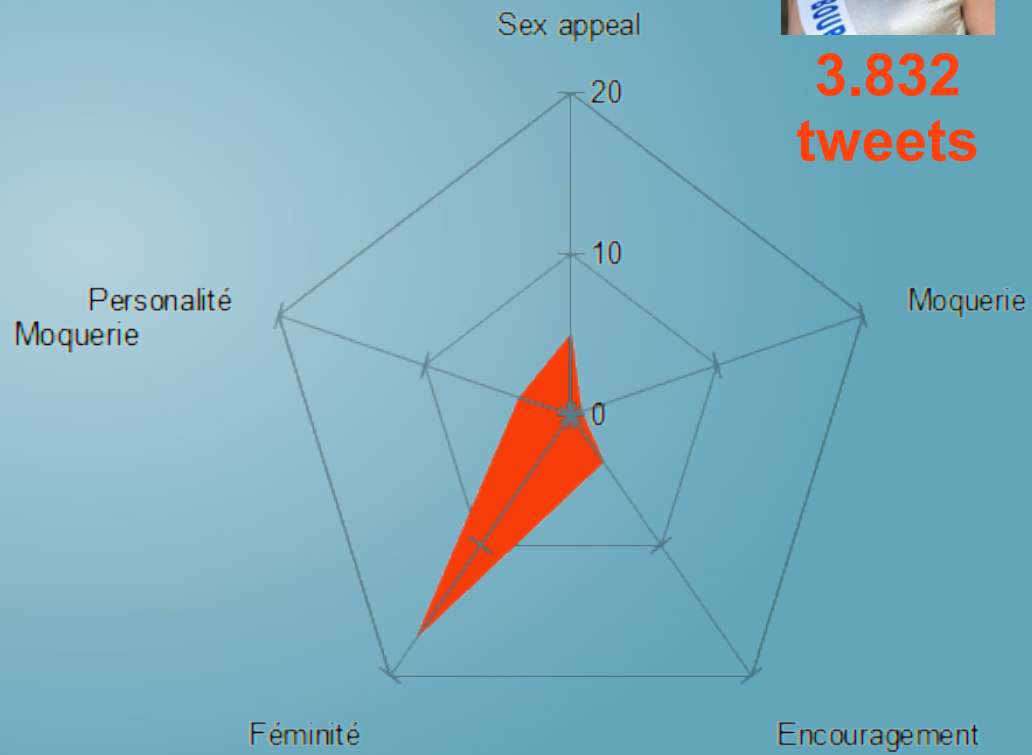
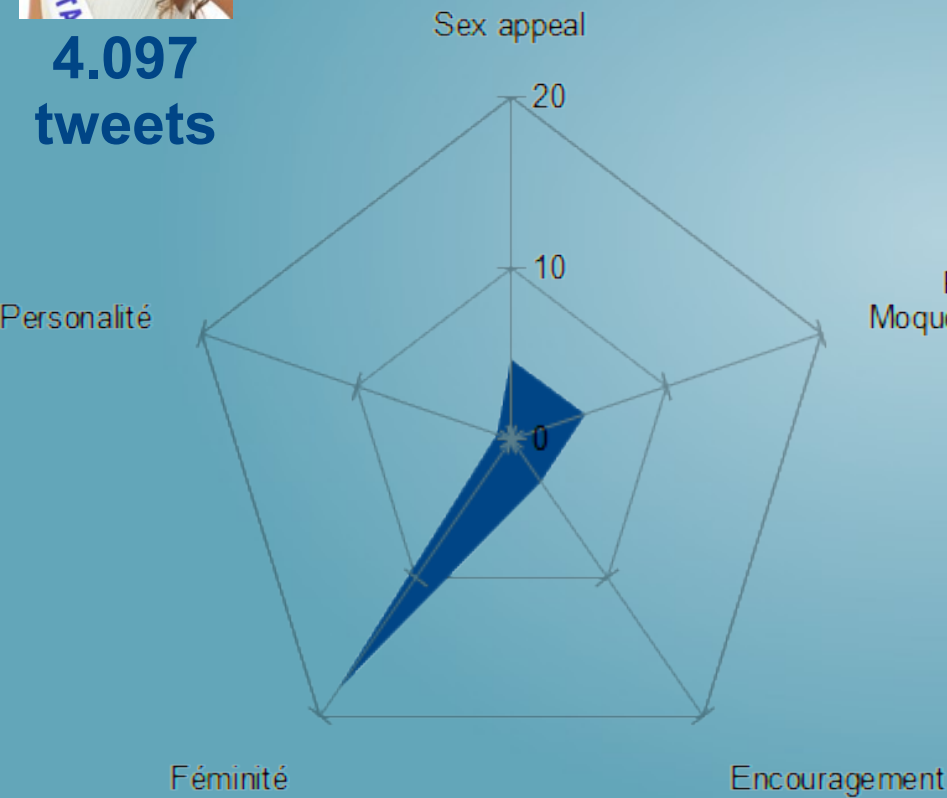
... and 30 minutes after



4.097
tweets



3.832
tweets





A Que Coucou Bob.

@ClemcouRC



Suivre

Bah moi je n'aime pas Miss Tahiti :3 Je préfère Miss Bourgogne #MissFrance



Répondre



Retweeter



Favori

1

RETWEET



3:01 PM - 8 Déc, 12 - Insérer ce Tweet



Sophie Dupont *!o/*

@sofille65



Suivre

Miss Tahiti e l'orel e'est très périble



Let Me Kiss You ♥

@Tomlinsoneuse_



Suivre

Le sourire naturel de miss Bourgogne ..

#MissFrance


← Répondre ↻ Retweeter ★ Favori

3:08 PM - 8 Déc, 12 · Insérer ce Tweet



Héloïse


@HeloiseOfLondon

 Suivre



ADAMSIENNE !

@VeuxUnBichoco

 Suivre

Plus je regarde Miss Tahiti moin je l'aime. Je ne la trouve pas assez naturelle dans sa façon de parler. #MissFrance

 Répondre  Retweeter  Favori

3:11 PM - 8 Déc, 12 - Insérer ce Tweet

A business case ?

**How is the Nantes Airport offer
perceived on the Web ?**



Aéroport
Nantes Atlantique

Model: 8 steps of a traveler experience

1. Travel preparation
2. **Get to the airport** → most of discussions
3. Park
4. *Wait in the terminal* → *frustrating*
5. *Check in* → *frustrating*
6. Board
7. *Get luggage back* → *frustrating*
8. Drive someone from/to the airport



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