LEXIMANCER

Getting Started

Leximancer v4.5 Introduction and Guide

What is Leximancer?

Leximancer is text mining software that can be used to analyse the content of collections of textual documents and to visually display the extracted information in a browser. The information is displayed by means of a concept map that provides an overview of the material, representing the main concepts contained within the text and how they are related.

Find Concepts, Not Just Frequent Words

Words and sentences don't always mean what we think they mean, and their meanings can change depending on the time and the situation. Leximancer extracts concept from words which have similar meanings, even when the documents use different styles, formats, or even languages. This gives the user confidence that the concept maps have real meaning, and are not chance artefacts of the document formats. This also shows that it is not easy to conceal the patterns of meaning from Leximancer by using veiled speech, dialect, or non-standard grammar.

Applications

Leximancer software is now used to analyse data sets across areas a range of industries, including market research, defence, government, consulting, insurance, legal, intelligence, pharmaceuticals and health care. Some examples of how Leximancer is used within these industries include:

Document Processing - compile and summarise content from large collections of documents.

Stakeholder and Customer Feedback - analyse, visualise, and summarise collected submissions, interviews, or comments.

Survey Responses - analyse open-ended questions to see the issues raised by different demographics.

Media Analysis - analyse traditional and social media content, debates and forums.

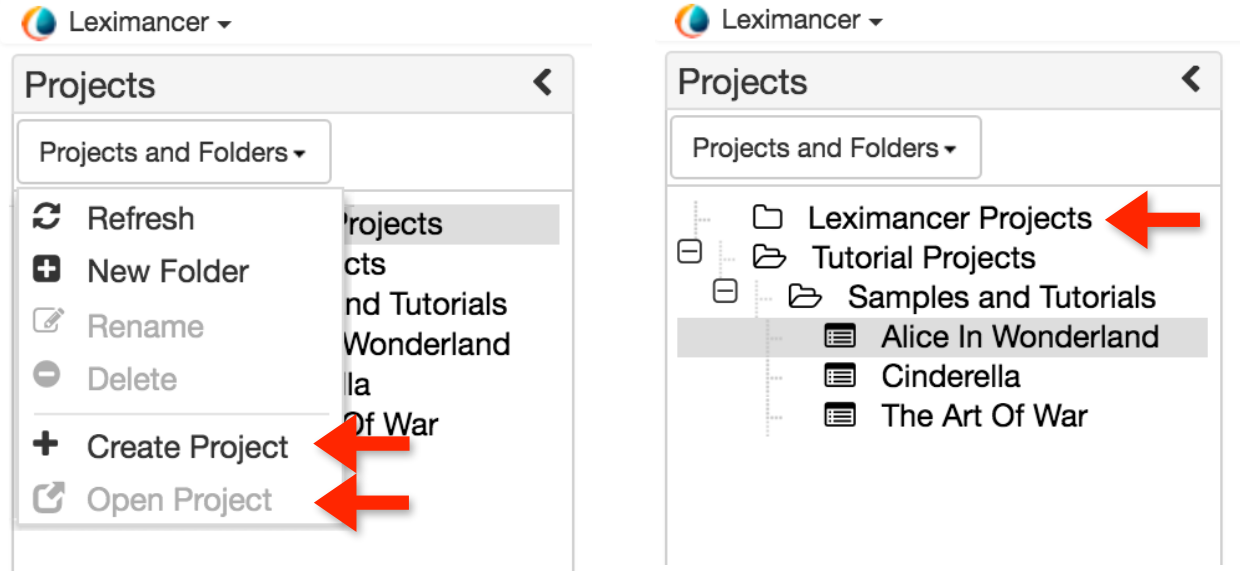
Social Networks - see who is talking about what.

Advantages

- ✓ Applies rigorous statistical techniques to extract meaning from large, unstructured data sets
- ✓ Conducts automated text analysis with minimal or no interaction from users
- ✓ Choose between true discovery modes (meaning is emergent from the text) or guided exploration (user defined concepts)
    - No need for user-defined dictionaries, phrase libraries, a-priori rule sets
    - Mitigates researcher bias – unearths "unknown unknowns"
- ✓ Identifies meaningful concepts from qualitative data
- ✓ Visualises results as clickable concept maps
- ✓ Produces a range of outputs for further analysis or export, including:
    - context-specific definitions (thesaurus) based on term relevance and co-occurrence
    - summary statistics
    - insight dashboards
    - data exports
- ✓ Generates results quickly (minutes, not weeks)

STEP 1: Choose or Create your Project

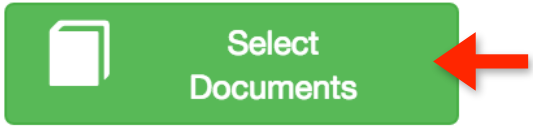
Find the Projects tab on the left of the home screen.



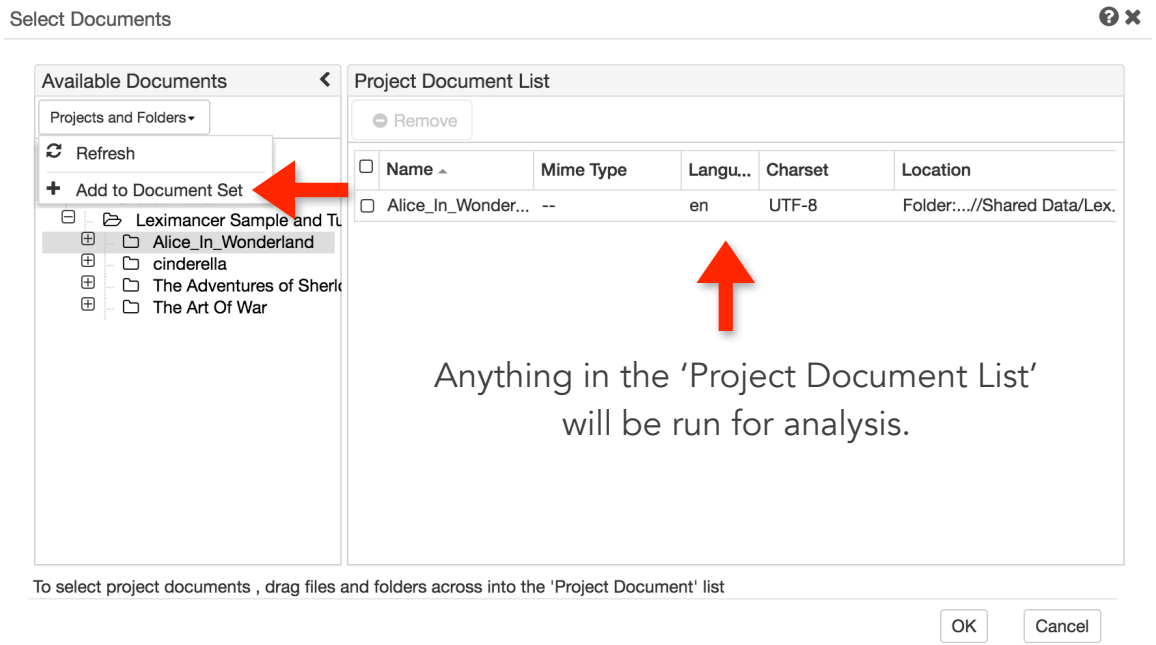
To create a new project, choose the option from the drop-down menu 'Projects and Folders' or open an existing project from the button on the menu, or the folders on the left of the screen.

STEP 2: Select your documents

Once you have chosen your project, select the documents you want to analyse.

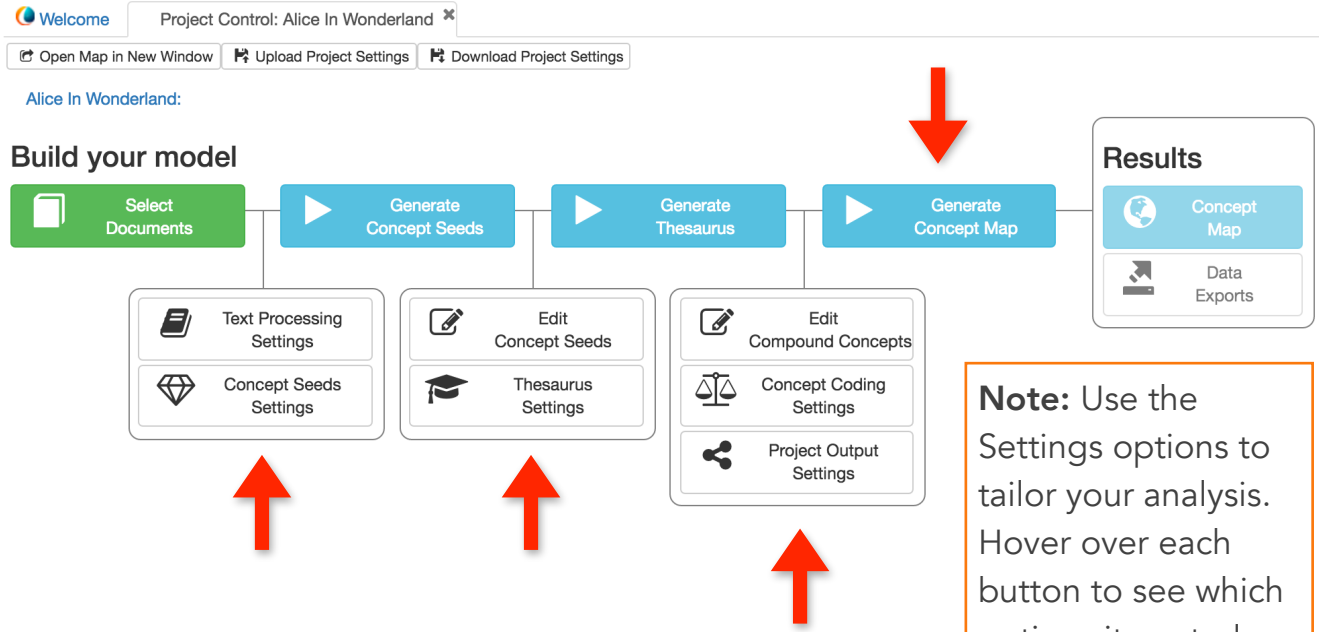


Click the green ‘Select Documents’ button, then choose the documents you want processed from the pop-up window.



STEP 3: Run the Analysis

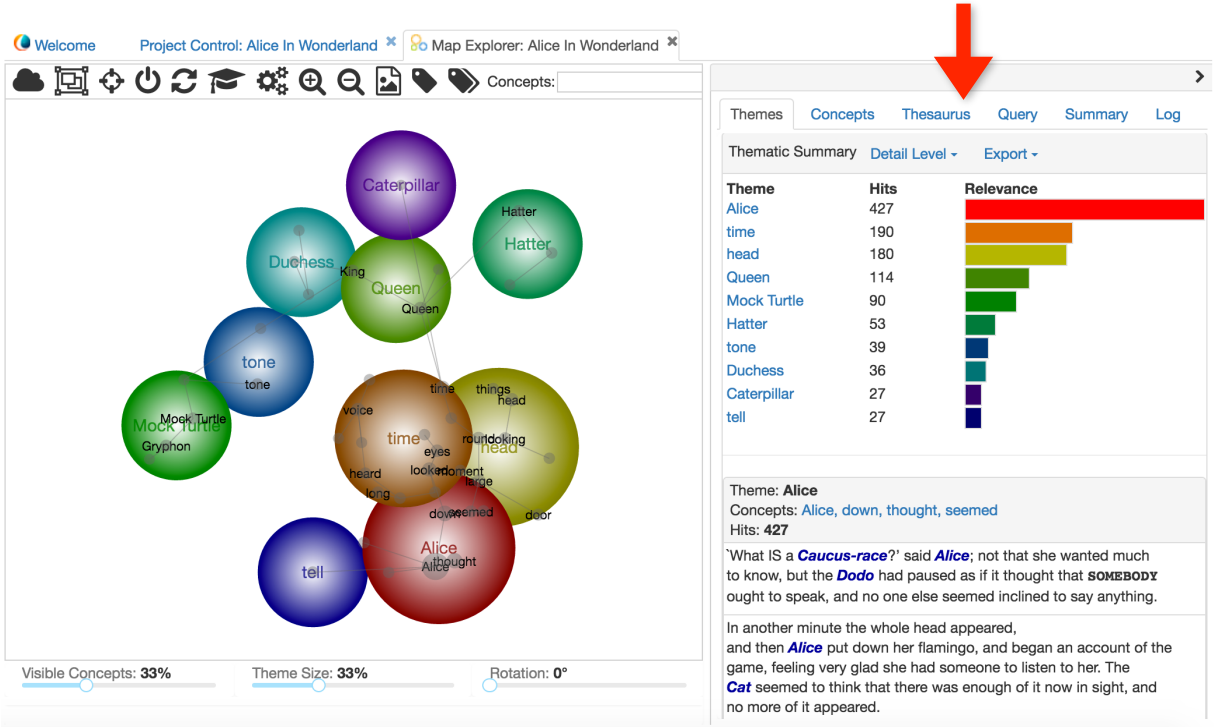
After selecting your documents, you can create your analysis straight away by clicking the 'Generate Concept Map' button. Alternatively, you can choose the advanced settings options from the drop-down boxes to build your model before generating the concept map.



Note: Use the Settings options to tailor your analysis. Hover over each button to see which options it controls.

STEP 4: Your Concept Map

Once your concept map has been created, you can explore the themes and concepts that have been extracted from your text using the tabs on the right of the Concept Map.



Contact

Web: www.leximancer.com

Email: contact@leximancer.com

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