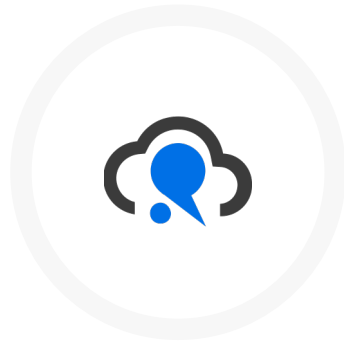




Analysing open-ends to get under the skin of diversity in media and culture

Jasmine Cheung

What does Relative Insight do?



What?

An AI based text data analytics platform which delivers high value audience insights.



Why?

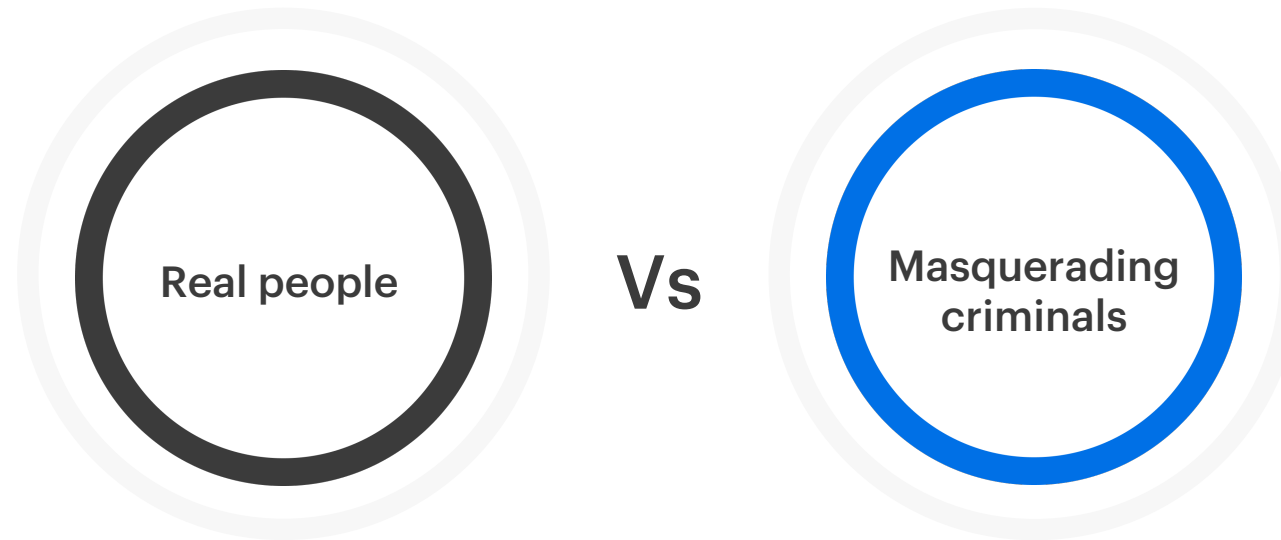
Companies currently have access to huge amounts of valuable text data, yet most do not use it.



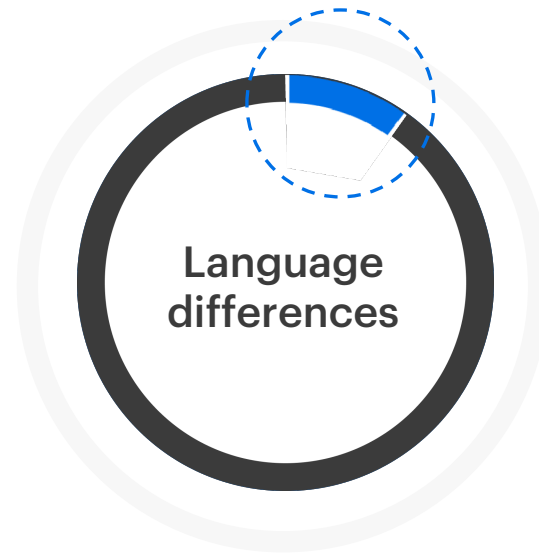
How?

By using innovative comparative techniques to highlight critical differences in consumer language.

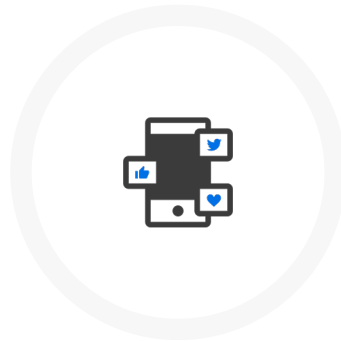
Relative Insight originated in law enforcement, where we compared text data to detect criminals online



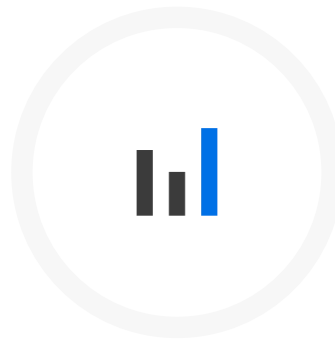
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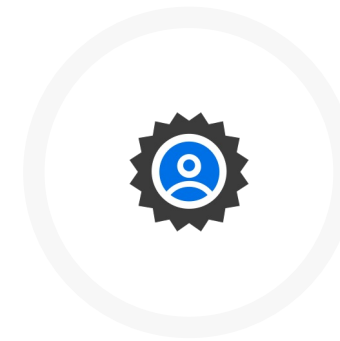
This technique was applied to the business world



**Digital
marketing**



**Consumer
analytics**



**Customer
experience**

What do we mean by 'text data'?



Social
media



News &
online articles



Open-ended
survey results



Review
sites



Forums & online
communities



Focus group
transcripts



Blogs
& website copy



Audience
insight tools

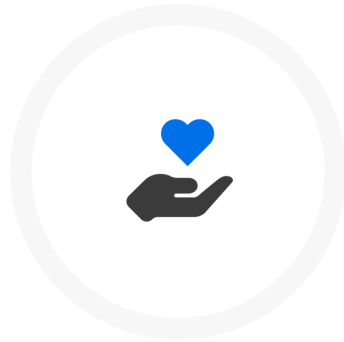


**Historically, open-ends
have been seen as a mess
of unstructured data**

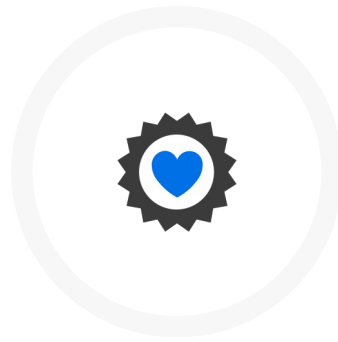


We ran a survey...

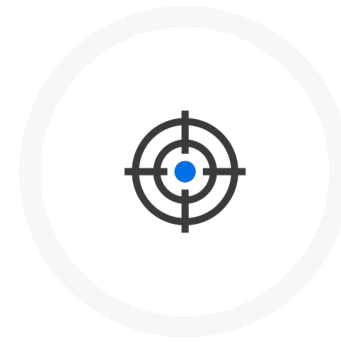
Why diversity & inclusion?



**It's a sensitive
subject**



**It's
feelings-based**

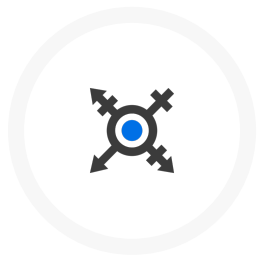


**It's easy to
miss the mark**

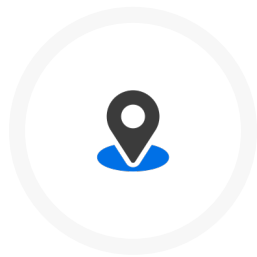
We ran a survey, and split the data based on various responses



Age



Gender identity



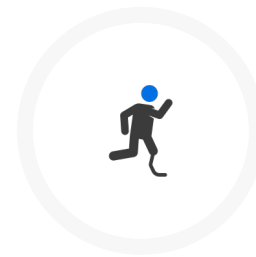
Geography



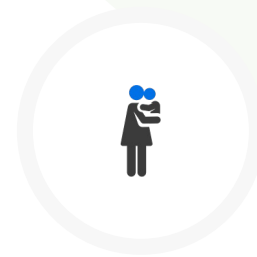
Sexual orientation



Ethnicity



Self-perceived disability



Parental responsibilities

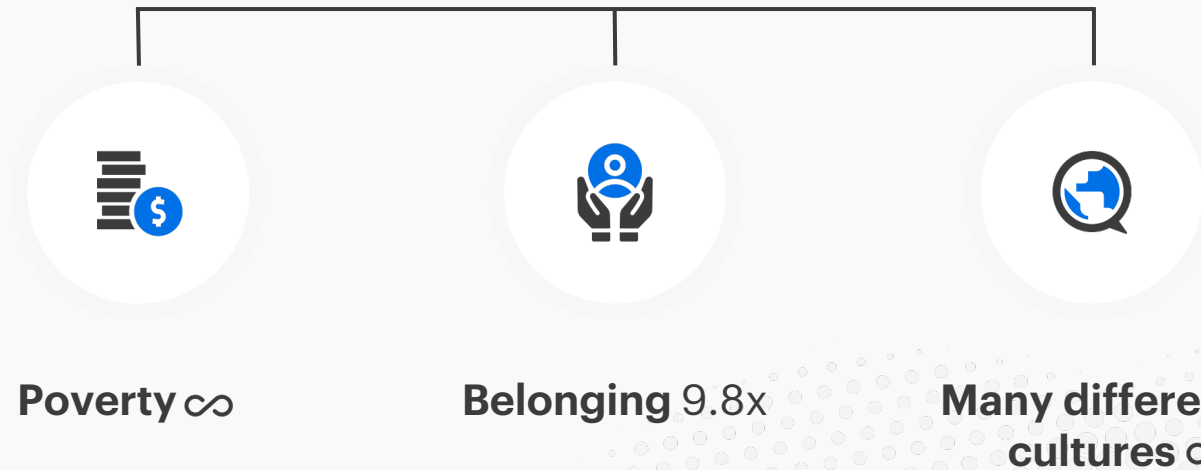
Data split: ethnicity

Initial questions

What does diversity and inclusion mean to you?

Hispanic / Latino

Hispanic and Latino respondents used more community-oriented language



Data split: ethnicity

Initial questions

What does diversity and inclusion mean to you?

Asian / Asian British / Asian American

Feel that inclusion means the representation of minorities within society



Background 3.6x



Minorities ∞



Culture 5.6x

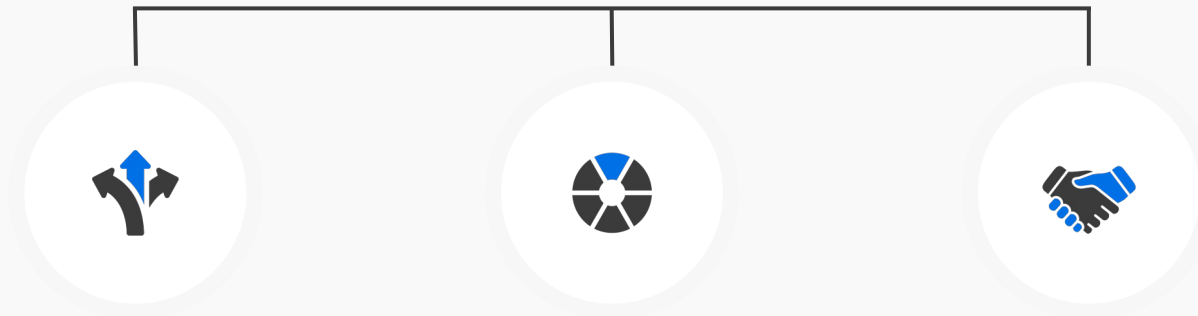
Data split: ethnicity

Initial questions

What does diversity and inclusion mean to you?

Black / Caribbean / African / African American / Black British

These respondents talk about acknowledging and embracing differences and being treated fairly



"Diversity means different" ∞

"Diversity means variety" ∞

Fairness ∞

Data split: gender identity

Brand & advertising engagement

Tell us about any brands or organisations that do a good job from a diversity and inclusion perspective?

Female

Male



Women

Fashion & beauty

Specific use of language

No reference to men

Tech & electronics

Vague language & generalisations

Data split: gender identity

Brand & advertising engagement

Tell us about any brands or organisations that do a good job from a diversity and inclusion perspective?

Female

“Fenty uses models from all backgrounds and sizes to make their products inclusive”



Male

“The big brands seemingly are quite performative. No brand immediately springs to mind.”

Data split: gender identity

Brand & advertising engagement

Female

ASOS
FENTY
Glossier.
Dove

All



Male

Microsoft
McDonald's
SAMSUNG
Disney

Data split: gender identity

Brand & advertising engagement

Why do you like these brands?

Dove

“Dove have always included women of different cultures and races and of many different shapes and sizes”

SAMSUNG

“Microsoft & Samsung are both massive multinational companies who employ fairly across the world many different people from different backgrounds”



“Nike do a good inclusion of models of all different race and body types”

Data split: gender identity

Brand & advertising engagement

What brands are doing poorly?

“Brands like Abercrombie & Fitch lack diversity, reason being that they only cater to skinny and small size girls. People like me who don't fit in such clothes feel excluded”

“I feel” 7.7x



Female



Male

“I do not have any brands or organisations in mind.”

“A small fraction but nothing is coming to mind right now.”

“Not anything to add” 7.2x

Data split: gender identity

Brand & advertising engagement

What's your advice to these brands?

“Show people from all backgrounds in their advertisements, and make sure their products are suitable for all.”

Specifics 7.7x



Female



Male

“Being more open minded”

“Offer more jobs to different groups of people”

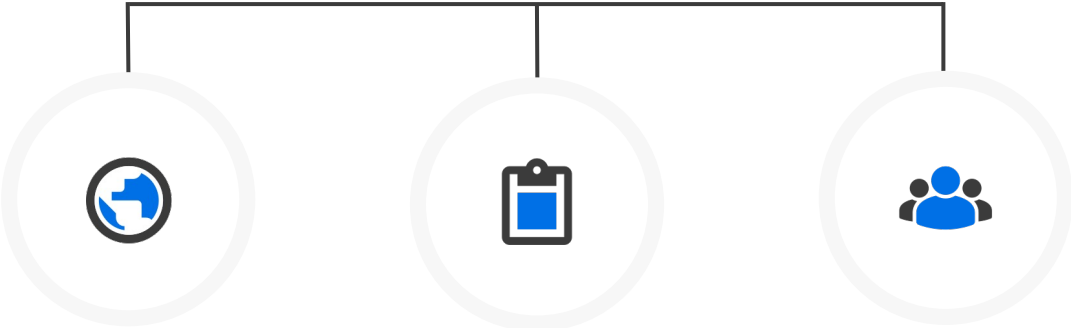
Generalisations ∞

Data split: geography

Comparing all survey responses by geolocation

UK

More likely to talk about ethnicity



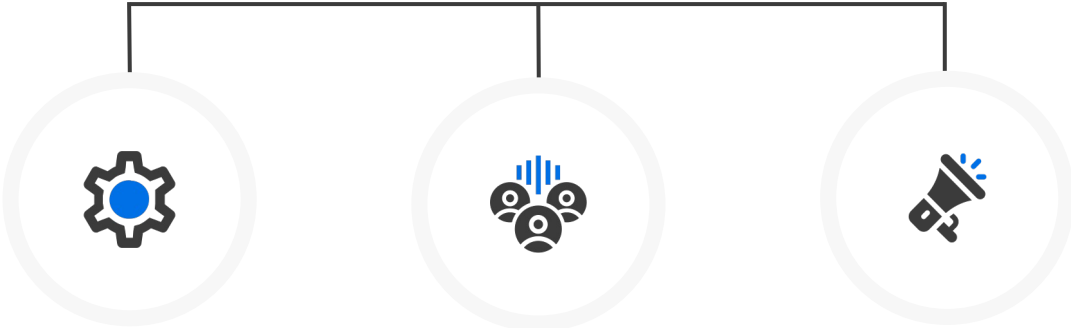
Ethnicity

Background

**Culture
& groups**

US

More likely to talk about participation



Participate

Involve

Engage

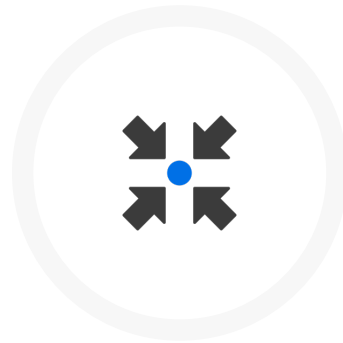
The platform will help you to **uncover
the opinions and linguistic tendencies
of any audience set**

Opening up difficult or complex challenges to reveal the differences in what people think

There is a disconnect between historically marginalised and non-marginalised groups

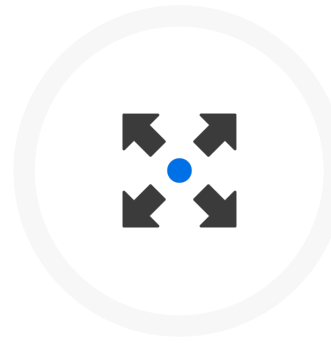
Historically marginalised groups

Look for an open discourse and talk about how they envision an inclusive world



Less historically marginalised groups

Possibly feel anxious about saying the wrong thing and talk about not knowing how to take action





**Download
the report**