IBM SPSS Text Analytics for Surveys offers insight into survey responses

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Overview

With IBM SPSS Text Analytics for Surveys, you can efficiently categorize free-text responses and then integrate the results of your text analysis with other, quantifiable data. Using this desktop tool, you can:

- Quickly and consistently extract key concepts and opinions
- Create categories and then place text responses into those categories
- Refine categories
- Summarize your findings
- Export results for analysis and graphing

SPSS Text Analytics for Surveys uses proven linguistics-based technologies that help cut through the ambiguities of human language and let you uncover patterns in the attitudes, beliefs, and opinions of others.

Manual options leave you in complete control of the process. Different versions of SPSS Text Analytics for Surveys are available for analyzing English, Dutch, French, German, Japanese, and Spanish survey text. The English-language version
also includes an interface that supports third-party translation options purchased separately.

SPSS Text Analytics for Surveys includes features that make it easier to move through the text categorization process.

- Get better out-of-the-box results with industry-specific TAPs for satisfaction surveys and more.
- The Project Wizard guides you step-by-step as you set up and extract concepts and create categories.
- Classification and category-building techniques reduce manual work to a minimum.
- The relevance ranking algorithm lets you see which responses best match a given category.

Additional features offer greater flexibility in analyzing past, present, and future survey responses:

- Import categories to maximize your investment in previous survey research.
- Reuse categories in ongoing or similar surveys for greater efficiency and time savings.
- Translate multinational survey results into English for analysis using third-party translation options purchased separately.

Key prerequisites

Refer to the Hardware requirements and Software requirements section of this announcement.

Planned availability date

October 5, 2010

Description

With SPSS Text Analytics for Surveys, you can quantify text responses for analysis along with other survey data thoroughly, reliably, and quickly. Best yet, SPSS Text Analytics for Surveys is easy to use even if you have never performed text analysis before. It automates the process, while still allowing you to intervene manually to refine your results. You never lose control of the categorization process.

With SPSS Text Analytics for Surveys you can:

- Identify major themes without reading responses word for word
- Distinguish between positive and negative comments easily
- Use industry-specific Text Analysis Packages (TAPs) for satisfaction surveys and more
- Create categories more quickly
- Categorize responses more consistently
- Save money by eliminating or reducing your reliance on outside services
- Save time and make results more consistent by reusing categories in ongoing or similar surveys
- Increase satisfaction with survey results

Use SPSS Text Analytics for Surveys to categorize text responses whether you conduct surveys to support decision making in business, education, or government, or as part of your academic research. No matter your field, you now have a way to
combine your qualitative and quantitative analyses using one advanced but easy-to-use desktop software program.

SPSS Text Analytics for Surveys is an ideal tool for categorizing text responses and quantifying customer, employee, or student satisfaction. You can integrate the new results with the rest of your data for analysis.

To extract and classify key concepts from responses to open-ended questions, SPSS Text Analytics for Surveys uses advanced linguistic technologies. These technologies analyze text as a set of phrases and sentences whose grammatical structure creates a context for the meaning of the response. Without having to read responses word for word, you can identify major themes and distinguish between positive and negative statements.

SPSS Text Analytics for Surveys is simple to use. First, you import your text responses. The Project Wizard walks you through setup, so you can quickly import your text responses, extract concepts, and obtain initial results.

Extraction results are displayed as lists of terms, types, and patterns.

- Terms are single or compound words.
- Types are groups of similar terms; positive or negative comments, for example.
- Patterns are a combination of either terms and types or types and types, such as qualifiers and adjectives that reveal opinions about a particular subject.

On screen, you see the extracted terms, types, or patterns, as well as the text responses. You can create categories in several ways:

- Automatically use one of the prebuilt sets of categories (for customer, employee, or product satisfaction) by using linguistic algorithms, a semantic network, or frequency.
- Manually drag terms, types, patterns, or responses into particular categories.
- Employ a combination of these methods.

It is easy to switch between methods, putting you in full control of the categorization process.

Categorizing all responses satisfactorily generally requires manual intervention. You may need to assign and reassign individual responses to categories, as well as create, combine, and rename categories. SPSS Text Analytics for Surveys enables you to do this quickly and easily and at any time using either drag-and-drop or context menus.

If your organization has preexisting categories, you can recreate their rules with precision and automate their creation. You can do so by creating conditional rules, using extraction results and Boolean operators. This enables you to categorize responses based on more complex information or filter erroneous responses.

Use the product’s visualization capabilities to help manually refine categories. For example, use a bar chart, Web graph, or Web table to quickly reveal which categories contain co-occurring responses. Then you can decide whether to combine certain categories or create new ones that better account for shared responses.

You can train SPSS Text Analytics for Surveys by categorizing a subset of your text responses, importing the entire dataset, and then rerunning the extraction and categorization. For ongoing surveys, you create categories once and then import the newer version of the data into the software for fast, reliable, and consistent categorization.

When you finish categorizing your responses, your unstructured survey data is transformed into quantitative data. You can export this data as dichotomies or categories and analyze it with other quantitative data in programs such as SPSS Statistics, SPSS Data Collection, or Microsoft® Excel.
SPSS Text Analytics for Surveys makes it easy to work with others. You can share project files that include extracted results, categories, and linguistic resources across your organization. Additionally, you can share categories by importing and exporting them as an XML file. These features allow others to easily reuse category work in new projects.

SPSS Text Analytics for Surveys extracts concepts and categorizes text responses without any customization. You can, however, customize some of the product’s dictionaries to refine extraction results. This makes the categorization process operate more smoothly, given your survey’s specific subject matter. For example:

- To indicate that certain product names belong in the same product line, modify the Type Dictionary.
- To extract and group industry- and domain-specific terms, add these terms to the Type Dictionary.
- To indicate that variant forms of the name of a chemical, gene, or medicine, for example, refer to the same thing, modify the Substitution Dictionary.
- To prevent a “noise” term, such as your organization's name, from cluttering extraction and category results, modify the Exclude Dictionary.

SPSS Text Analytics for Surveys uses a custom semantic network that supports hundreds of general themes. The software uses these methods in combination to optimize the quality of results. For instance, the semantic network will automatically understand that apples and oranges are types of fruit.

SPSS Text Analytics for Surveys is a stand-alone program that works well with SPSS Statistics and other SPSS products that you might already use, including other software from the Data Collection family. You can also use it with Excel. Currently, separate versions of SPSS Text Analytics for Surveys are available for analyzing text in English, Dutch, French, German, Spanish, and Japanese.

Accessibility by people with disabilities

A U.S. Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be requested at


Section 508 of the U.S. Rehabilitation Act

SPSS Text Analytics for Surveys is capable as of October 5, 2010, when used in accordance with IBM’s associated documentation, of satisfying the applicable requirements of Section 508 of the Rehabilitation Act, provided that any assistive technology used with the product properly inter-operates with it. A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested on the following website


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Education support

Training information is available at

http://www.ibm.com/training/spss
Offering Information

Product information is available via the Offering Information website

http://www.ibm.com/common/ssi

Also, visit the Passport Advantage® website

http://www.ibm.com/software/passportadvantage

Publications

All product publications are available on the product CDs and DVDs.

In addition, the publications are available on the product support website

http://support.spss.com

Technical information

Specified operating environment

Hardware requirements
For information on hardware requirements, refer to the website listed in the Software requirements section.

Software requirements
All prerequisites and corequisites for these products apply.

To view the hardware and software requirements for Text Analytics for Surveys, select the Systems Requirements tab at

http://www.spss.com/software/data-collection/text-analytics-for-surveys/

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Direct customer support
For technical support or assistance, contact your IBM representative or visit

http://www.ibm.com/support

Packaging
The media pack for each of the announced products includes:

- Product code and documentation, including the Installation Guide, on CD-ROM or DVD
- License information in hardcopy form

Security, auditability, and control

The security functions of IBM SPSS Text Analytics for Surveys depend on SafeNet technology. The customer is responsible for evaluation, selection, and
implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based Software Services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

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Product group: SPSS

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Product category: SPSS

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Processor Value Unit (PVU)

PVU is a unit of measure by which this software product can be licensed. PVU entitlements are based on processor technology (defined within the PVU table by processor vendor, brand, type, and model number). IBM continues to define a processor, for purposes of PVU-based licensing, to be each processor core on a chip.
Each software product has a unique price per PVU. To determine the total cost of deploying an individual software product in a specific hardware environment, you must take the following steps:

1. For each processor core in the hardware environment on which the software product is to be licensed, determine the PVU requirement based on its processor technology per the PVU table.
2. The PVU requirements for all processor cores in the hardware environment.
3. Multiply the software product’s price per PVU by the total number of PVUs required as determined in step 2 above.

PVU entitlements are specific to a software product and may not be exchanged, interchanged, or aggregated with PVU entitlements of another software product.

Unless you have deployed eligible sub-capacity products according to the sub-capacity terms, you must obtain PVU Proof of Entitlements (PoEs) for the maximum number of activated physical processor cores in the hardware environment made available to, or managed by, the software product. This is also referred to as full capacity licensing.

1 For information regarding PVU and sub-capacity licensing, including the latest PVU table, visit


2 Activated processor cores are physical processor cores that are available for use in a server. They include processor cores:

- That are activated (available for use) when the server is shipped by the manufacturer
- That are activated subsequently through activation codes purchased from the server manufacturer by the customer
- Whose capacity can be limited by the customer through virtualization technologies, operating system commands, and BIOS settings

**Concurrent User**

Concurrent User is a unit of measure by which the Program can be licensed. A Concurrent User is a person who is accessing the Program at any particular point in time. Regardless of whether the person is simultaneously accessing the Program multiple times, the person counts only as a single Concurrent User. The Program may be installed on any number of computers or servers, but Licensee must obtain entitlements for the maximum number of Concurrent Users simultaneously accessing the Program. Licensee must obtain an entitlement for each simultaneous Concurrent User accessing the Program in any manner directly or indirectly (for example: via a multiplexing program, device, or application server) through any means.

**Note:** Some programs may be licensed where devices are considered users. In that case the following applies: Any computing device that requests the execution of or receives for execution a set of commands, procedures, or applications from the Program or that is otherwise managed by the Program is considered a separate User of the Program and requires an entitlement as if that device were a person.

**Authorized User**

Authorized User is a unit of measure by which the Program can be licensed. An Authorized User is a unique person who is given access to the Program. The Program may be installed on any number of computers or servers and each Authorized User may have simultaneous access to any number of instances of the Program at one time. Licensee must obtain separate, dedicated entitlements for each Authorized User accessing the Program in any manner directly or indirectly (for example: via a multiplexing program, device, or application server) through any means. An entitlement for an Authorized User is unique to that Authorized User and may not
be shared, nor may it be reassigned other than for the permanent transfer of the Authorized User entitlement to another person.

**Note:** Some programs may be licensed where devices are considered users. In that case the following applies: Any computing device that requests the execution of or receives for execution a set of commands, procedures, or applications from the Program or that is otherwise managed by the Program is considered a separate User of the Program and requires an entitlement as if that device were a person.

**Passport Advantage**

**SPSS Text Analytics for Surveys**

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Migration of SPSS Products

For current SPSS licensees, you will be contacted by IBM to migrate your SPSS use entitlements into the IBM systems for the same or replacement product. This contact will happen at your next support renewal cycle. The table available through the attached link shows the SPSS offering name and the replacement IBM offering name. You must be current on Subscription and Support (maintenance and support) to be eligible for migrations. If you are not current, you will have to pay the Subscription and Support reinstatement pricing in the Passport Advantage ordering system.

The migration is for the same capacity as currently licensed when converted to the metric announced for the replacement offering. Initial migration quotes will be generated using estimated calculations, though customers will be migrated to ensure that they are entitled to use the software to the same extent that they are currently licensed by adjusting the IBM quantities where required. To view the migration table, select the Transition to IBM section at http://support.spss.com

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License Information form number

L-JCOS-869LQW

The program’s License Information will be available for review on the IBM Software License Agreement website

**Limited warranty applies**

Yes

**Limited warranty**

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

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If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that (1) for programs acquired under the IBM International Passport Advantage offering, this term applies only to your first acquisition of the program and (2) for programs acquired under any of IBM's On/Off Capacity on Demand (On/Off CoD) software offerings, this term does not apply since these offerings apply to programs already acquired and in use by you.

**Authorization for use on home/portable computer**

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**Volume orders (IVO)**

No

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Yes, and through the Passport Advantage website at

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**Usage restriction**
Yes

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Prices

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Reference: YE001

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Note: Shipments will begin after the planned availability date.

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