



The Human Factor



For effective
media analysis,
there is no
substitutue for
human judgement.

The use of media analysis continues to grow as an accepted, highly responsive “front line” research tool. With this growth has also come consistent questions regarding which aspects of media analysis are essential in providing consistent, reliable and accurate results.

Based on our ten years of media analysis experience, we believe our highly-trained research analysts are your greatest asset. As opposed to using computer algorithms, we believe the most effective analysis is accomplished by a trained human analyst. This enables your information to be based on the insight, experience and knowledge our analysts gain through analyzing thousands of news items in your marketplace.

In QIA™, every news item is read and analyzed by a trained analyst, utilizing analysis criteria developed by you — and based on what is important to you. Applying these criteria, important issues, tonality, and size are among the items measured using the analyst’s judgment. This results in a range of advantages that bring more accuracy, predictability and value to your media analysis including:

- The judgment and capability to discern nuances in tonality that a computer might miss or misinterpret, thus ensuring accuracy of data from either an “average consumer” or an “informed consumer” standpoint.
- The ability to answer questions immediately regarding any particular news clip. Each analyst has their clients’ entire database of clips available from his or her computer.

- The ability to notify clients immediately if a crucial article appears in the day’s news, so appropriate action may be taken quickly, if necessary.
- The ability to spot trends as they happen, and notifying clients if this appears prudent.

Because our analysts read your news every day, and are happy to share insights and observations via phone or email, we provide a very high level of personalized service. Communication with our clients ensures we know what is important to you.

After our analysts read and analyze articles and enter them into our database, we then let computers do what they do best – organize, store, retrieve, statistically analyze and correlate. Our computerized system compiles the data completed by our analysts to identify the patterns and trends that unfold and illustrate the significance of all communications in your marketplace.

We believe it’s a winning combination – a highly trained analyst’s intelligence, judgment and personalized service, combined with a proprietary web-accessible database system to display and further analyze your data. It’s QIA™.

For more information or a demonstration of QIA™, please call us toll free at **866-443-9600**