

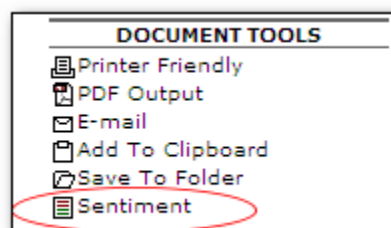
## Media Analysis

Media Analysis is a suite of tools to help you assess the tone, ad value, and circulation of articles; and quantify the impact of media coverage on your topic. You can use Media Analysis to assess coverage on your company and products, your competitors, and the key issues affecting your organization. You can also compare topics and create reports.



### Tone

- Also known as 'Sentiment Rating', tone examines descriptive words within an article (usually adverbs and adjectives) to generate a rating of Negative, Neutral, or Positive
- Click 'Sentiment' in the Document Tools menu within any article to see which words have been used to generate the tone
- Tone also considers the strength of descriptive words (e.g. good vs. fabulous) and the concentration of descriptive words (a higher concentration results in a stronger rating)
- Beware of slang (e.g. wicked as a positive adjective) and positive words used in a negative context (and vice versa) as these can yield an incorrect tone rating. In these instances, you can manually adjust an article's assigned tone rating from within the full text of the respective article, once the article has been saved to a Folder



### Ad Value

- This feature assigns a dollar value to each article representing the cost of purchasing an advertisement with the same dimensions and parameters
- It is an excellent way to quantify the impact of an article
- It considers an article's length, number of images, circulation, location within the paper, as well as publicly posted advertising rates
- It does not consider an article's font, its location on the page, or its proximity to any other content

## Circulation

- This figure represents the number of copies of the publication printed on a given day
- Circulation figures are updated quarterly
- Newswire articles do not have circulation figures as they are reproduced an unpredictable number of times
- Any circulation numbers for archived articles will be the current circulation of that publication and not the circulation on the article's publication date

## Media Analysis Reports



- By clicking 'Media Analysis' in the top toolbar you will have the option to create reports to analyze a topic or compare two or more topics
- A 'topic' refers to the contents of a saved folder, shared folder, or the contents of the clipboard – articles must be saved in one of these places in order to generate a report
- Reports are printer-friendly and can be customized to include up to six elements:
  - **Article Citations** – A table containing the headline, source, date, Ad Value, Circulation, and Tone for each article
  - **Ad Value by Media** – A bar chart depicting the total Ad Value for a topic separated by *media type* (Newspapers, Radio, Television, Magazine, etc)
  - **Ad Value by Region** – A bar chart depicting the total Ad Value for a topic separated by *geographic region* (National, Ontario, Quebec, Prairie, Pacific, Territories, Maritime, International)
  - **Circulation/Audience Reach by Media** – A bar chart depicting the total Circulation for a topic separated by media type (Newspapers, Radio, Television, Magazine, etc.)
  - **Circulation/Audience Reach by Region** – A bar chart depicting total Circulation for a topic by geographic region (National, Ontario, Quebec, Prairie, Pacific, Territories, Maritime, International)
  - **Tone by Region** – A bar chart depicting tone by geographic region (National, Ontario, Quebec, Prairie; Pacific, Territories, Maritime, International)

For further assistance with Media Analysis, please contact us at 1-800-661-7678, or e-mail the Help Desk at [helpdesk@FPinfomart.ca](mailto:helpdesk@FPinfomart.ca)