

Analysis of semantic meanings

What is Analysis of semantic meanings

- The Analysis of semantic meanings is a method frequently used for various research in the fields such as advertising marketing, banking, etc.
- **Provides information about a brand image, product and its position in the competitive field of other brands and products; and it is an important basis for compiling a profile of the "typical" and "ideal" customer image.**
- The basic structural entity, which this method works with, are words.

The Analysis of semantic meanings works with:

- The most accurate definition for its terms that should be completely clear to each participating respondent.
- Introduces the language based on several default axioms so that everybody could imagine just what they should; and to prevent accidental displacement of the notion somewhere where the discussed term acquired a completely different meaning.

Usage:

- In the strategies of brands and in connection therewith also in communications, we very often encounter the terms "quality at a reasonable price", "reliability", "good price performance ratio", etc. **If such a communication is the foundation of your brand strategy, it is necessary to conduct the analysis of semantic meanings of this or these terms and find out how it is actually perceived by target groups.**
- The Analysis of semantic meanings is realized mostly through in-depth interviews. Within the analysis results, there are generated so called **semantic networks of target groups**. If the semantic network is created, it is possible to use semiometrics that can quantify the feelings that the elements of the semantic network evoke in the target group.

What are the main advantages of the Semantic analysis?

- 😊 It is the most comprehensive level of natural language processing, because respondents use results - ie knowledge about a structure of words and sentences. They examine the meanings of words, phrases, sentences, texts and subsequently also their purpose or consequences.
- 😊 The big advantage is appropriate and accurate targeting customers such as advertising. Targeting means supplying such advertising that is interesting and beneficial for the customer
- 😊 Another advantage is the comparison of semantic placement of the same words by more customers to keep track of mutual shifts in their meaning understanding affected by an individual semantic connotation of each of us.

- 😊 An opportunity of deeper penetration into the hidden, individual understanding of term meanings in a target group of respondents.

An example of semiometrics – a use of a signed diagram

- Semiometrics is an important research technique that helps identify the values that lie at the subconscious level formed both by personal experience and social environment, culture, etc.
- Thanks to this method you can effectively communicate with target groups because the semantic meanings of words, which we want to use in communication are more accurately identified.



Very positively perceived values



Positively perceived values



Rather positively perceived values



Neutrally perceived values



Rather negatively perceived values



Negatively perceived values



Very negatively perceived values

