

R3M SCORE PLATFORM TOOLKIT

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Contact hotline

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*If you can, please inform Virginie upfront of your **data reception schedule** in order to plan your survey and make your results available in due time*

Summary

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R3m score: measuring emotional activation**

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METHODOLOGICAL REMINDER

R3m score: measuring emotional activation

R3M SCORE: A SIMPLE AND AGILE APPROACH BASED ON THE **SPONTANEOUS LANGUAGE** OF CONSUMERS

1 single question = 3 spontaneous words

"Spontaneously, without thinking, what are the 3 WORDS that come to mind?"



**NO
COGNITIVE THOUGHT**



**PRIMARY
SUBCONSCIOUS
AUTOMATIC**

= close to our brain system 1



**SIMPLE
QUICK
EFFECTIVE**

A WORD SCORING TO MEASURE AND UNDERSTAND THE EMOTIONAL ACTIVATION

From 3 spontaneous words



A WORD SCORING AND AN ALGORITHM TO TRANSLATE THEM INTO EMOTIONAL ACTIVATION

Algorithm based on 3 years of R&D in French and English (translation for other languages)

QUANTIFY EMOTIONAL ACTIVATION

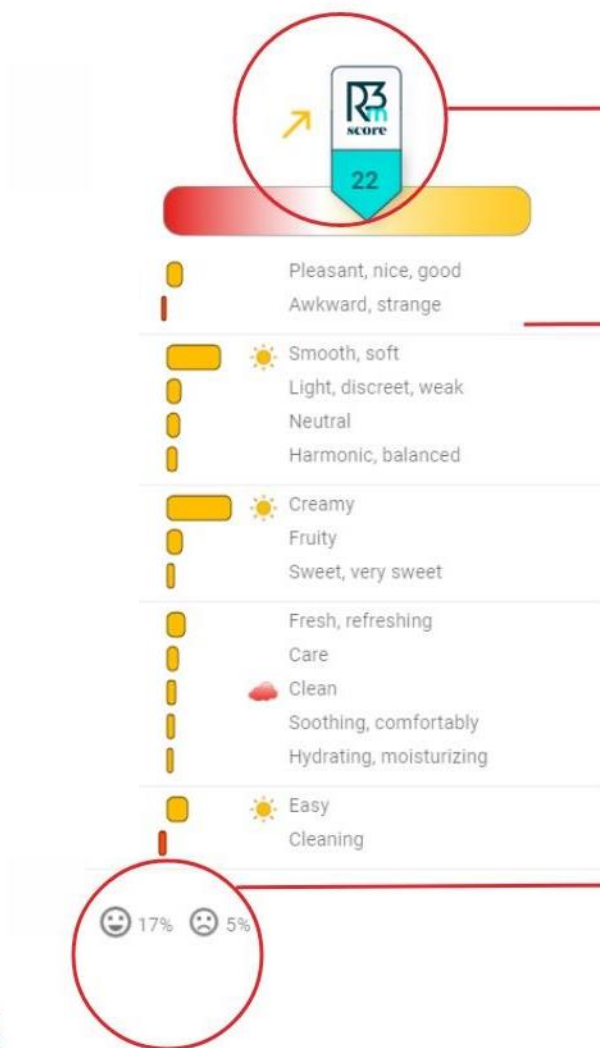
A quantitative performance indicator, measuring the **intensity and valence of the reaction** (positive or negative)

UNDERSTAND LEVERS AND BRAKES

Diagnosis with emotional and functional territories (words with the greatest impact, contributing most to emotional activation)

+ 5 YEARS OF USAGE + 4000 STIMULI SCORED IN 20 COUNTRIES

EXAMPLE OF R3m SCORE RESULTS



R3M SCORE: THE EMOTIONAL ACTIVATION SCORE OF THE STIMULUS

The **arrow** indicates a significant inferiority/superiority vs. the point of reference (average or another stimulus).

GRAPH: WORDS / GROUPS OF WORDS CONTRIBUTING THE MOST TO THE R3M SCORE, IN POSITIVE (YELLOW) OR NEGATIVE (RED)


The size of the bars represents the **importance of the word** (contribution to the R3m score, not just the number of mentions). Words can be grouped by themes (coding made by R3M teams)

PICTO: SIGNIFICANT GAPS ON THE WORDS

vs. the chosen point of reference (average or another stimulus)

 **STRENGTH** : positive asset more impacting for this stimulus or brake less important

 **Diamond**: a score below the threshold, but which characterizes this stimulus specifically

 **WEAKNESS**: brake more important or positive asset less impacting for this stimulus

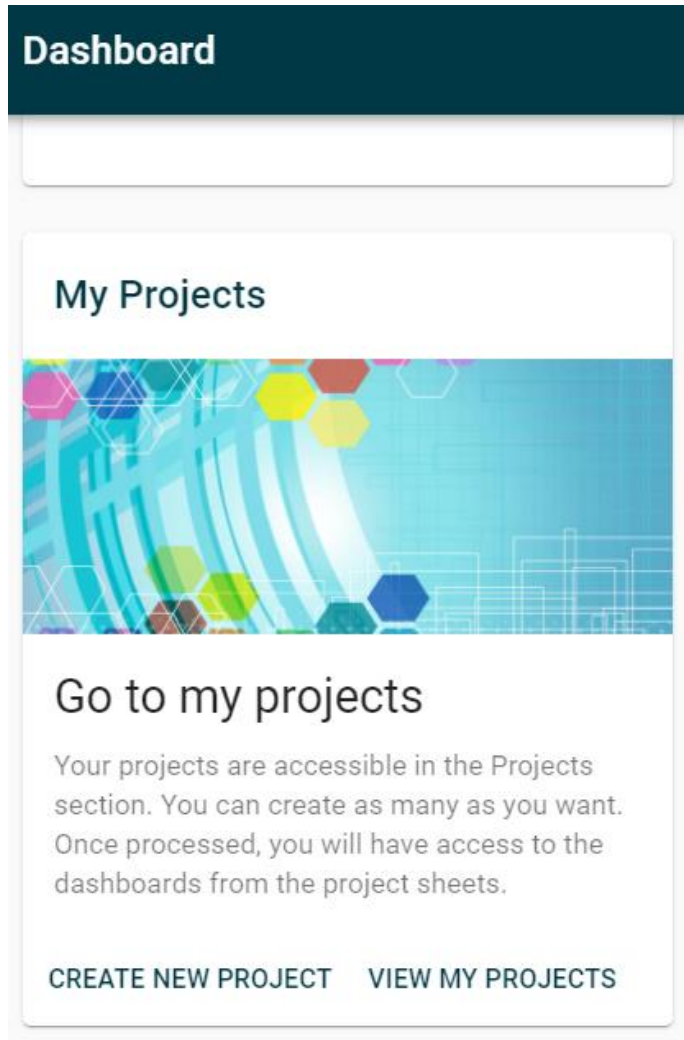
SMILEY: % LOVERS (R3M SCORE >30) / % REJECTORS (NEGATIVE R3M SCORE)

Allows to identify the enthusiasm / rejection levels, as well as polarizing stimuli

How to use our R3M platform

1. Create a new project and download data file

Create new project (1/2)



Log in to the website of our platform with your email address and password.

Go to **My projects**

→ Click on **CREATE NEW PROJECT**

Create new project (2/2)

Add new project

PROPERTIES

DOCUMENTS

DATA

SHARE

Project name

Client

Type of sequence

Only on sequence ▾

Project Summary

Description

Language of R3m words

-- Select a value -- ▾

Create date

02/09/2022 12:02 PM

Update date

02/09/2022 12:02 PM

✕ CANCEL

💾 SAVE

- PROPERTIES tab (compulsory):

Enter a project name, a client, a number of sequences (if project with multiple sequences *), a summary and detailed description (specifications about the survey, context, type of stimuli, goals...), language of the R3M words

→ Click on **SAVE**

- DOCUMENTS tab (optional):

Add (drag & drop) all documents containing relevant information for analysis and context (i.e. boards, product code correspondences, etc.)

- DATA tab (compulsory):

Add (drag & drop) data file – *see next slide can be done in a 2nd phase*

**If a barometer study (evaluation of the same stimulus over several time periods) or several countries or several waves to be compared in the same dashboard => multi-sequences, load 1 file per sequence (with exactly the same filters and labels).*

Data file – Compulsory data

Go to the project you have created, **DATA tab**:
add (drag & drop) the data file in the recommended format:

	A	B	C	D	E	F
1	Participant identifier	Weighting	Stimulus identifier	Word 1	Word 2	Word 3
	<i>Only a NUMERICAL VALUE, no text</i>	<i>Only a NUMERICAL VALUE > 0 with decimals separated by a point or a comma. By default weighting = 1.</i>	<i>Free text of stimuli description, precise but explicit as they will be the names of the cards. (e.g "New packaging" rather than "CELL A".</i>	<i>1 mandatory answer in each of the 3 cells 1 word or group of words accepted (e.g. "a little strong" "I love it") but NO sentences, NO more than 4 words and 40 characters max per cell Check that there are no gaps and no false words such as: wxwxwx / ... / dk => these respondents will be screened out (3 words needed for R3m scoring calculation)</i>		
2						
3	1001	1	STIMULI	xxx	yyy	zzz
4	1002	1	STIMULI	xxx	yyy	zzz
5						
6	A to F MANDATORY:					
7	1 row = 1 stimulus per individual, with its 3 words in columns D/E/F					
8	No "empty" words					
9	For the intermediate and final files from fieldwork, only columns A / C / DEF need to be filled in. The weighting and filters can be added later.					
10						
11						
12						
13						
14	NOTA:					
15	The file must contain only 1 tab and be in a recent version of Excel (no 97-2003)					
16	CAUTIONS THE COUPLE PARTICIPANT IDENTIFIER/ STIMULUS IDENTIFIER MUST BE UNIQUE					
17	All filter columns must be entirely filled in, no empty cell. Indicate "na" if no data.					

File check:

- must include **only 1 excel tab**
- it contains **no** 'individuals x stimulus' **duplicates**
- **Column A** = participant identifier (numerical value, no formula)
- **Column B** = participant weighting (if no specific weighting = 1 in every row)
- **Column C** = stimulus identifier (to name as you wish for it to appear on our platform)
- can not include any "participant x stimulus" duplicate,
- **Columns D E F** = your three R3M words (3 mandatory words, no "empty" or wrong words => make sure to clean your file before uploading it)

Data file – Filters (optional)

G	H	I	J	K
Filter 1 (Option Filter 2 (Option Filter 3 (Option Filter 4 (Option Filter 5 (Op				
40 FREE FILTERS (socio-demo data, etc...), numerical or text.				
Use detailed name for the TITLE of the column that will appear as the title of the filter on the dashboard (e.g. "Sex" rather than Q1) as well as the answer LABELS ("male / female" rather than Code 1 / Code 2 for example)				
Male	18-34 yo	...		
Female	35-65 yo			

G to Z OPTIONAL:

SAMPLE DESCRIPTIVE DATA if relevant for analysis:
age, brands, rotation cell etc...



Columns G to AT = **40 various or complementary filters** (optional)

The data can consist of:

- data **describing participants** (socio-demographic, usage info, profile characteristics...)
- **characteristics of tested stimuli** (product type / classification, order of test...)
- other evaluation data collected on **these tested stimuli** (liking score, evaluation criteria,...)

This will then allow you to filter your R3m results according to these criteria and to get the flat sorting of the additional data (%).

WARNING: write your values clearly, grouping them if necessary, and fill in the name of the criteria on top of the column (not "Filter 1") => those values will appear on the platform

Do not filter one-way criteria (ex: do not include gender if 100% women)

Start

Go back to the **PROPERTIES** tab
→ Click on **START MY PROJECT**

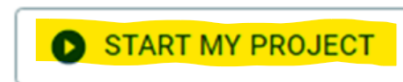
Your project is in progress. If any issue concerning your data file should occur, we would immediately inform you.


Depending on the complexity of your survey, processing can last up to a few days.

If possible, please inform us upfront of your data reception **schedule** in order to plan your survey and make your results available in due time.

> Next step

You can start your project !



 Your project is in progress...


Using the R3m platform


2. Viewing results

Viewing your results

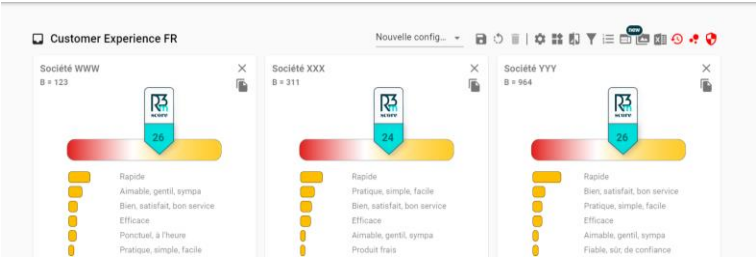
→ Click on **VIEW RESULTS**

★ Your projet is finished, you can now go to results!

 **VIEW RESULTS**

 **VIEW ANALYTICS**

→ Access to the detailed **DASHBOARD**



→ Access to **ANALYTICS** tab = synthesis per sub-target

	Total observations	AGE	
		18-35 y.o.	36-50 y.o.
Total stimuli	13	16	11
Stimuli A	17	18	20
Stimuli B	6	11	-15
Stimuli C	11	12	12
Stimuli D	17	18	8

Dashboard

The dashboard interface includes a top navigation bar with the following elements:

- Configuration name**: A dropdown menu for selecting or creating configurations.
- Save and rename configuration**: A button to save the current configuration or rename it.
- Reset configuration**: A button to reset the configuration to its default state.
- Delete configuration**: A button to delete the current configuration.
- Notifications**: A bell icon with a count of 29.
- Help and documentation**: A question mark icon.
- User account**: A profile icon with the initials 'VG'.
- Log out**: A button to log out of the account.

The main content area displays a list of configurations, each with a card of a stimulus. The first configuration is named "Customer Experience ENG" and has a score of 26. The second configuration is named "XXX" and has a score of 24. The third configuration is named "YYY" and has a score of 26. Each card displays a list of attributes and their scores, such as "Fast", "Good, satisfied, good service", "Convenient, simple, easy", "Effective", "Nice, friendly", "Reliable, secure, trustworthy", and "Punctual".

Annotations on the right side of the dashboard include:

- Download data (xls)**: A button to download the data in Excel format.
- Download all cards (images)**: A button to download all the stimulus cards as images.
- View analytics (filtered results)**: A button to view the analytics for the filtered results.
- Manage project filters (additional questions and filters)**: A button to manage the project filters.
- Filter the results**: A button to filter the results.
- Compare with**: A button to compare the results with other configurations.
- Select stimuli to display**: A button to select the stimuli to display.
- Dashboard settings**: A button to access the dashboard settings.

Annotations on the left side of the dashboard include:

- Project name**: A label for the "Customer Experience ENG" configuration.
- Card of a stimulus (more on next slide)**: A label for the stimulus card.

Reading a R3M card

Display menu:

- Cacher
- Retirer
- Dupliquer
- Copier l'image
- Télécharger l'image

SCORES

STIMULUS name

XXX

Base (number of respondents)

B=124

R3m SCORE of the stimulus

SCORE of the word / group of words *

(move your mouse across the bar to view the score and the number of occurrences)

Bar SIZE = score intensity

YELLOW bar = positive score

RED bar = negative score

(total R3m score = addition of all word scores)

* Grouping of multiple words revolving around the same topic, for instance:

HERBAL, WOODY	
	herbal (herbes)
	grass (herbe)
	wood (bois)
	forest (forêt)
	sandalwood (bois de santal)
	greenish (verdâtre)



- Elegant, noble, refined, classy
- Soft, gentle
- Fresh, refreshing
- Clean, pure, soapy
- Attractive, enjoyable, pleasant
- Natural
- Feminine
- Care, repair
- Protection
- Flowery, bloomy
- Stimulating, invigorating
- Healthy
- Fruity, fruits
- Light, discreet
- Modern, trendy
- High-quality, high valuable
- Boring, common

COMPARISON PICTOS

(if "comparison" option is on)



Significant gap in total R3m SCORE
according to the **comparative** date
(total or other stimulus for instance)

Gaps between WORDS
= **STRENGTHS / WEAKNESSES of the stimulus**
according to **comparative** data (total or other stimulus)



2 possible types of pictos:

- yellow sun / red cloud
- green / red thumbs



"DIAMOND" words = minor strength
(score below the display threshold set to appear as a bar, but still differentiates this stimulus from the others)

"MISSING" word (gray picto) = score below display threshold, but with significant difference with comparison item



= missing word for this stimulus
 = ditto, distinguishing whether it is a strength/weakness (present negative/positive word for the element of comparison)

Filtered sub target

% Rejectors & Lovers

Comparison with...

20-35 yo

5% 34%

Comparer avec

Total

Apply a filter

Multiple display modes for analysis

DASHBOARD

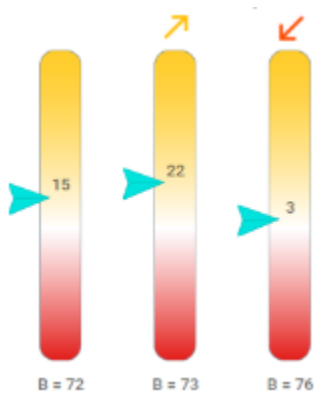
Normal mode

DETAILED MAP with R3m score + word details

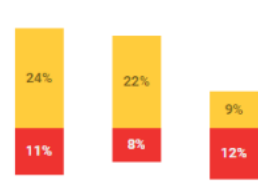


Synthesis mode

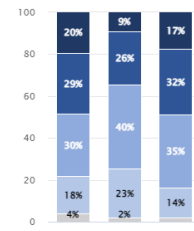
OVERVIEW of R3m Scores and other indicators



% Lovers % Rejectors



+ additional questions (option)



● Excellent ● Very good ● Good ● Fair ● Poor

ANALYTICS

OVERVIEW of R3m Scores by sub-target

	Total observations	D1.Gender		D2.Age		All
		Male	Female	18-25 yo	26-55 yo	
Total stimulus	16	15	16	14	17	
121	18	16	18	16	20	
238	16	14	17	14	18	
369	17	22	15	17	17	
452	16	20	13	13	18	
539	13	10	15	14	13	
678	11	8	13	10	13	
761	18	18	18	15	21	

→ See details of options and settings after

Using our R3M platform

3. Analysis

SELECTING CARDS TO DISPLAY



Select the stimuli to display  (menu in the top right-hand corner)

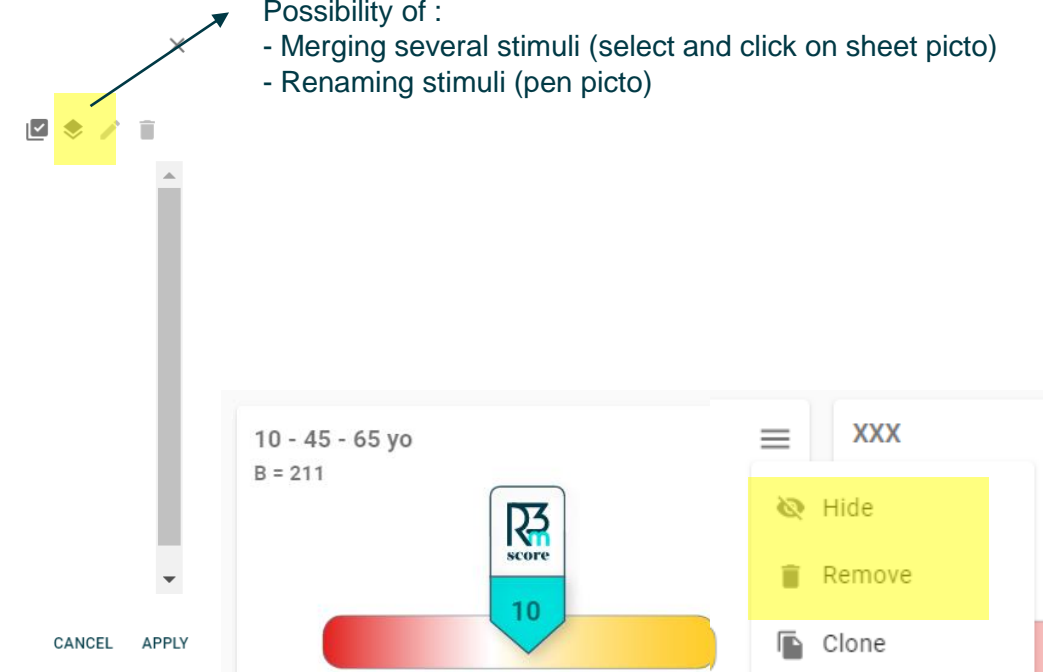
Choose one or multiple stimuli, from one sequence / testing phase or more (clicking on the sequence will select all stimuli at once)

=> the **TOTAL** displayed on the dashboard corresponds to the filtered total for these selected stimuli (not the actual total for the study, so check the bases)

=> allows you to create filtered averages

Select stimuli
Select stimuli to display on the dashboard.

- ☒ Séquence N°1
- ☒ 121
- ☒ 238
- ☒ 369
- ☒ 452
- ☒ 539
- ☒ 678
- ☒ 761



If multi-sequence, possibility of clicking on several sequences / several products (depending on study objectives: comparison of products in the same wave, comparison of the same product over several waves, etc.).

=> possibility of specifying the wave in the stimulus name in the settings.

You can also select via the dashboard:

- **REMOVE a card** (removes it from the total as above)
 - **HIDE a card** (does not display it, but DOES NOT affect the total)
- A pictogram appears at the top of the screen, next to the study name, to indicate that there are hidden cards. (see settings below to redisplay hidden cards)



CHOOSING YOUR COMPARISON



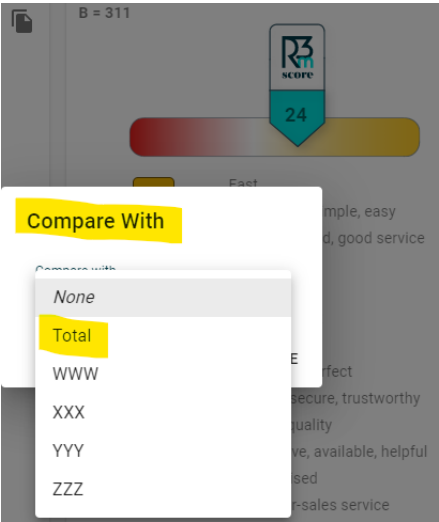
Go to **COMPARE WITH** => picto  (menu in the top right-hand corner)

Choose the **comparison element for your scores** (to highlight differences: arrows on total score, picto on words):

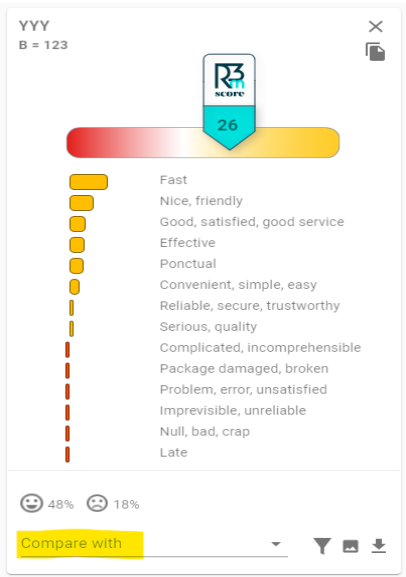
- **TOTAL** = average scores of all stimuli
- or selection of one **specific STIMULUS** (for instance the current formula, or the initial situation...)



Go to settings to display the total map - see page 32



It is also possible to compare only one card, clicking on “compare with” (at the bottom of the card).








CHOOSING YOUR COMPARISON: SETTINGS

Default settings:
Significant test on global score = T-Test at 10%.
Threshold for displaying differences between words= 100
Diamonds gaps = 25


DASHBOARD SETTINGS =  (menu in the top right-hand corner)


COMPARISON tab:

- 1 **ICONS:** selection of different icons to display the differences between the stimuli

Like: 
- 2 Display **MISSING** words: 
Shows words with a score below the display threshold, but with a noticeable deviation from the comparison item (= hollow analysis, this stimulus is not "...")
Possibility to **mark the gap with an icon** 
distinguishing the strength or weakness of the missing word (vs the comparison item)
- 3 Display **DIAMOND** words: 
displays words which are less important (score below the defined display threshold), but that nonetheless are specific for this stimulus vs. the other ones (= minor strengths)
- 4 **P-value format:** numerical or percentage (for the R3M score significance test)

Dashboard configuration

GENERAL **COMPARISON** CARDS EXPORT

R3m Score significativity test
☒ T-Test ☐ Anova
Threshold % [10]



Comparison of groups
Discrepancy display threshold [100]



P-value format
4 Numerical

Pvalue = risk of error when stating that the difference is significant. The closer the Pvalue is to zero, the more significant the difference.

☐ Show Emotional Drivers

2 Show Missing Groups
Materialize the gap with an icon

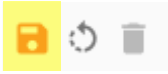
3 Show diamond groups
Significant deviation threshold [25]


1 Icons theme
Weather: 

Save as « Preferences » RESET VALUES CANCEL APPLY

→ Click on **APPLY** to save

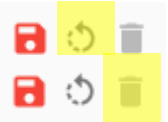
SAVING YOUR ANALYSIS CONFIGURATION



→ **SAVE** your configuration to back it up and go back to it later (disk icon in the top right-hand corner then name your configuration). This allows you to create and save multiple configurations (with different comparisons, thresholds, or filters...)

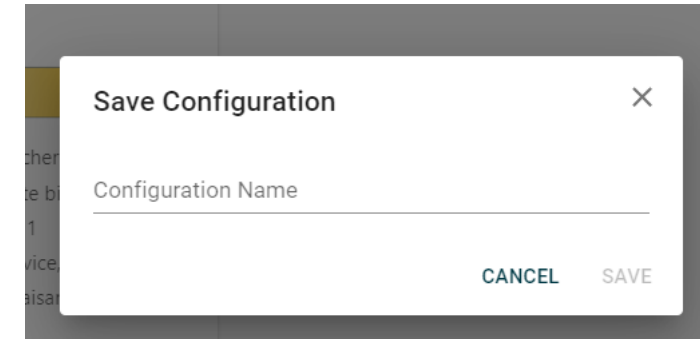


WARNING: DO NOT FORGET TO SAVE AFTER ANY CONFIGURATION CHANGE



Reset: to go back to the initial configuration

Delete: to delete the configuration you saved



When you use an already existing configuration and rename it, you still keep the settings saved in the first configuration (display and threshold options, comparison elements, filters, renamed stimuli, etc...)

DATA FILTERING



Go to **SELECT FILTERS FOR ALL CARDS** (menu in the top right-hand corner)

Choose one or more filter criteria (pre-established in your data file)

It is possible to select several values within one single filter or more (for example, women + 18 - 25 years old)

Project's filters ×

Select the filters you want to apply from the list below

Emotional activation ▼	D1.gender ▼
D2.age ▲	F1.ethnicity ▼
<input type="checkbox"/> 18-25 yo	S6.stores shopped cata ▼
<input type="checkbox"/> 26-55 yo	

CANCEL APPLY

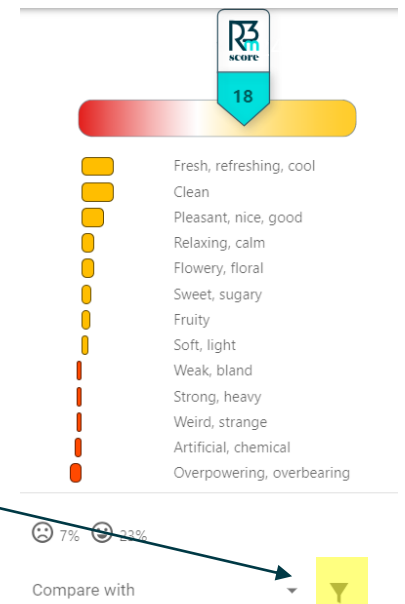
+ “Emotional activation” filter corresponding to LOVERS (>30), in between ($0 < x < 30$), REJECTORS (<0), calculated from R3m score of each respondent.

It is important to have intelligible and clear denominations of your criteria in the data file, and ideally grouped values (to make bases easier to read)



Possibility of grouping filters - see next page

It is possible to filter only one card, by clicking on the icon (below the card).



DATA FILTERING: SETTINGS



Go to **MANAGE PROJECT FILTERS**



(menu in the top right-hand corner)

Manage filters

Some filters include results with less than 15 observations, you can group categories.

Report values with less than 15 respondents

510152025

D1.Gender

D2.Age

118-25 yo

226-35 yo

336-45 yo

446-55 yo

526-55 yo

F1.Ethnicity

1American Indian or Alaskan Native

2Asian / Pacific Islander

Type: Bar stack

Type: Bar stack

7 stimuli with less than 15 responders

↑↓

↕

✎

👁

🔍

↑↓

↕

✎

👁

🔍

↑↓

↕

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✎

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↑↓

↕

✎

👁

🔍

Use the **arrows** to change the order of the modalities (up/down) to display them in the desired order.

Use the **pen** to change the name of a variable or modality

With the **eye**, you can hide variables and/or scale modalities to keep only some of them visible.

With the **sheet**: possibility of merging selected modalities to create subtotals (which can be renamed), with the option of keeping the merged modalities displayed or not by clicking on the eye icon to the right of each modality.

Possibility of flagging modalities with fewer than 5/10/15/20/25 respondents

25

ANALYTICS: synthesis among targets

For studies including additional questions and/or filter questions, it is possible to have an automatic synthetic and analytic view of the R3m scores (significant differences of the R3M scores among sub-targets)
2 possible viewing methods:

- Comparison between stimuli
- Comparison between targets / filters

- **Comparison between stimuli**: compares the R3M scores of each filtered stimulus VS the filtered TOTAL.

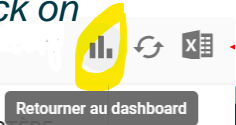
	Total stimulus	Stimuli A	Stimuli B	Stimuli C	Stimuli D
Total observations	13	17	6	11	17
AGE					
18-35 y.o.	16	18	11	12	18
36-50 y.o.	11	20	-15	12	8

- **Comparison between target/filter**: compares the R3M scores between several targets

	Total observations	AGE	
		18-35 y.o.	36-50 y.o.
Total stimulus	13	16	11
Stimuli A	17	18	20
Stimuli B	6	11	-15
Stimuli C	11	12	12
Stimuli D	17	18	8

Moving your cursor across the R3M scores, view the sample basis and the p-value. If basis <5, no calculated score (n/a)

To return to dashboard mode, click on the icon at the top of the page.



Retourner au dashboard

COMPARE CARDS: AUTOMATIC CONFIGURATION

From the ANALYTICS tab



It is possible to **automatically generate a configuration in the dashboard** through the analytics table (if there is a significant difference between the scores in particular).

To do this, when you move the mouse cursor over a box in the table, a "+" appears, which you can click on. A pop-up window opens to confirm the creation of the new configuration:

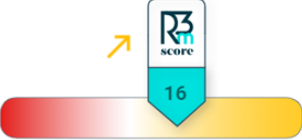
	Total observations	Age	
		20 - 44 yo	45 - 65 yo
Total stimuli	11	12	
10	13	↗ 16	↖ 10 +

Create a configuration automatically

Do you want to create a new configuration using stimuli « Grand Soin_28J » and the filter « Classe d'âge »?


CANCEL CONFIRM

10 - 20 - 44 yo
B = 207



- Doux, léger
- Frais
- Agréable, bien, bon
- Fleur, fleuri
- Naturel, nature
- Propre

10 - 45 - 65 yo
B = 211



- Doux, léger
- Agréable, bien, bon
- Frais
- Fleur, fleuri
- Raffiné, haut de gamme, classe
- Propre

By confirming, the configuration is automatically generated and saved, **allowing to understand in detail the differences of emotional activation score between 2 targets or 2 products:**

COMPARE CARDS MANUALLY

Compare the results of a stimulus **directly between two targets:**

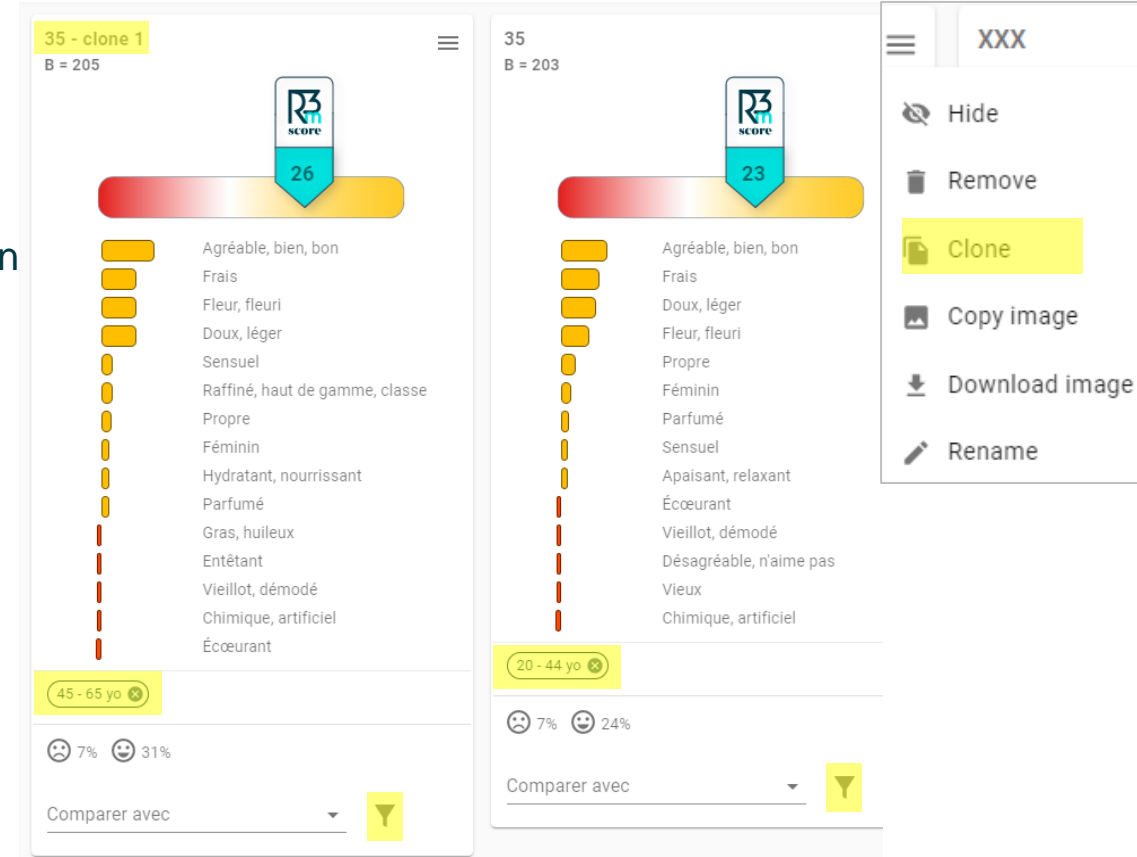
- **DUPLICATE** the relevant card (icon in the top right-hand corner)
→ this will be a clone (multiple clones can be created)
 - **FILTER** every card according to the sub target of your choice by clicking on FILTER at the bottom of your card
(ex. initial card = filter 20-35 age group, clone 1 = 36-50 age group)
 - and **COMPARE** every card with the other one
(compare with Clone 1 at the bottom of your card)
- Differences are consequently calculated between the 2 sub targets
- If necessary, save the new configuration.



It is possible to **RENAME THE STIMULUS**

(by double-clicking on its name in the top left-hand corner of the card).

It will keep this name **when you save this configuration** (not for the new or old ones).



35 - clone 1
B = 205
Score: 26
Filter: 45 - 65 yo

35
B = 203
Score: 23
Filter: 20 - 44 yo

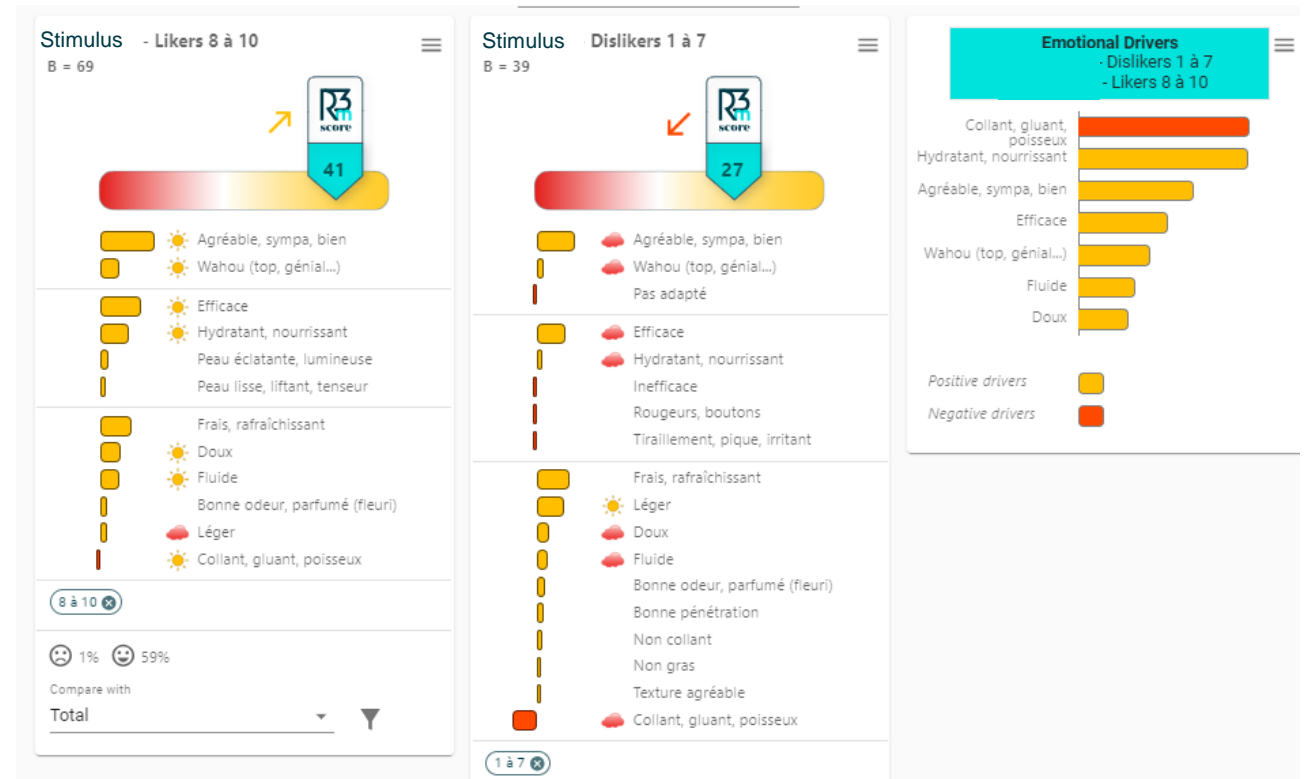
Context menu options: Hide, Remove, Clone, Copy image, Download image, Rename

Rename the stimulus
New name: _____
Total: _____
CLOSE RENAME

EMOTIONAL DRIVERS ANALYSIS

Emotional driver analysis allows to determine which groups of words most "explain" a filtered variable, e.g. what explains a high overall rating / an intention to recommend / an intention to buy... hence the term DRIVERS (= levers that explain the variable).

This driver analysis makes it possible to understand the scores on a strategic variable (overall rating, overall satisfaction, NPS...) and detect the **areas for improvement to enhance this score**, for example, what to work on as a priority to increase the liking or purchase intent ?



EMOTIONAL DRIVERS ANALYSIS: settings

1 From the ANALYTICS table with the targeted filter (liking, recommendation...):

2 Configuration with 2 maps: hide non-useful maps (total or intermediate sub-population) to keep only the 2 'extreme' maps

- make sure you have 2 sub-populations with sufficient bases and if possible 'extremes' (e.g.: 1to5 " vs " 8to10 " for liking, " 1to5 " (detractors) vs " 8to10 " (promoters) for NPS, negative purchase intention (4+5) vs positive (1+2) etc...)

- create an automatic configuration (+) to automatically generate comparison cards

Go to DASHBOARD SETTINGS (top-right menu)



And select DISPLAY EMOTIONAL DRIVERS in COMPARISON tab

Dashboard configuration

GENERAL

COMPARISON

CARDS EXPORT

R3m Score significativity test

☒ T-Test
 ☐ Anova

Threshold % [10]

50

100

P-value format

Numerical

Pvalue = risk of error when stating that the difference is significant. The closer the Pvalue is to zero, the more significant the difference.

☒ Show Emotional Drivers

Comparison of groups

Discrepancy display threshold [100]

50

100

200

☐ Show Missing Groups

☒ Materialize the gap with an icon

☐ Show diamond groups

Significant deviation threshold [25]

Icons theme

Weather:

41

Agréable, sympa, bien
 Wahoo (top, génial...)
 Efficace
 Hydratant, nourrissant
 Peau éclatante, lumineuse
 Peau lisse, liftant, tenseur
 Frais, rafraichissant
 Doux
 Fluide
 Bonne odeur, parfumé (fleur)
 Léger
 Coliant, gluant, poisseux

27

Agréable, sympa, bien
 Wahoo (top, génial...)
 Pas adapté
 Efficace
 Hydratant, nourrissant
 Inefficace
 Rougeurs, boutons
 Tiraillement, pique, irritant
 Frais, rafraichissant
 Léger
 Doux
 Fluide
 Bonne odeur, parfumé (fleur)
 Bonne pénétration
 Non collant
 Non gras
 Texture agréable
 Coliant, gluant, poisseux

Sérum_28J - Likers 8 à 10

Coliant, gluant, poisseux
 Hydratant, nourrissant
 Agréable, sympa, bien
 Efficace
 Wahoo (top, génial...)
 Fluide
 Doux

Positive drivers
 Negative drivers

Save as « Preferences »

RESET VALUES

CANC

	Total observations	Note/10_28J		
		1 à 7	8 à 10	Non
Total stimulus	33	24	37	
CJ_28J	29	22	33	
Concentré_28J	31	22	37	
Grand Soin_28J	30	21	34	
Sérum_28J	36	27	41	
Soin nuit - 28J	36	26	39	

Generate a configuration

Using our R3M platform

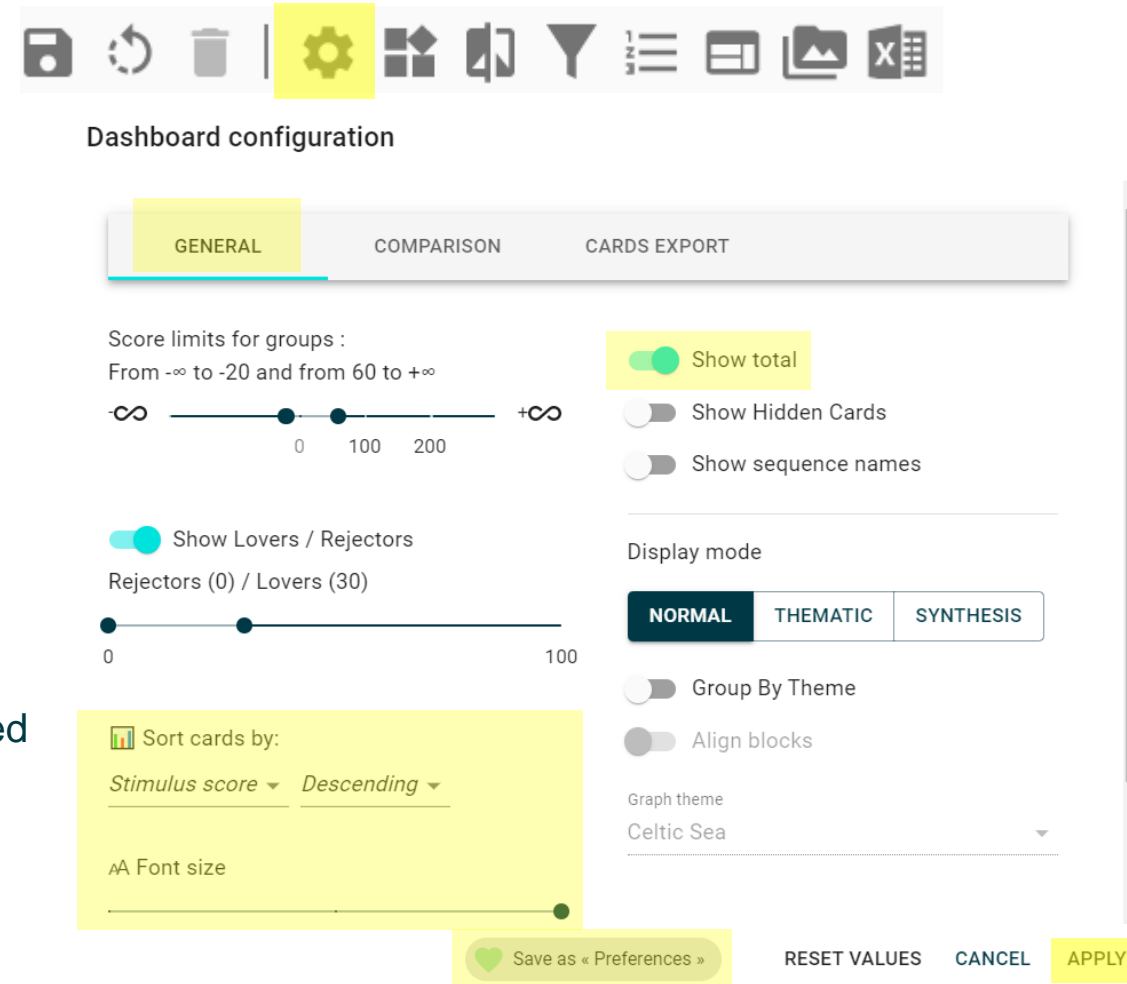
4. Viewing settings options

CARD DISPLAY SETTINGS (1/3)

DASHBOARD SETTINGS =  (menu in the top right-hand corner)

GENERAL tab:

- **Display TOTAL:** view the TOTAL card
= AVERAGE SCORE of the stimuli
- **SORTING CARDS** (order of appearance) according to:
names, R3m scores, base numbers, lovers and rejectors
percentage,
in ascending or descending order.
- Changing the **FONT SIZE** of the cards (stimuli names and displayed words).
- **Saving your dashboard “preferences”** is also possible: this
enables you to make them your default settings (every user has
their own)



The screenshot shows the 'Dashboard configuration' window with the 'GENERAL' tab selected. The interface includes a top toolbar with icons for save, refresh, delete, settings (highlighted), and other dashboard functions. The 'GENERAL' tab contains several settings:

- Score limits for groups:** A slider set from $-\infty$ to $+\infty$ with markers at 0, 100, and 200.
- Show total:** A toggle switch that is turned on.
- Show Hidden Cards:** A toggle switch that is turned off.
- Show sequence names:** A toggle switch that is turned off.
- Show Lovers / Rejectors:** A toggle switch that is turned on.
- Rejection (0) / Lovers (30):** A slider set from 0 to 100.
- Display mode:** Three buttons: 'NORMAL' (selected), 'THEMATIC', and 'SYNTHESIS'.
- Group By Theme:** A toggle switch that is turned off.
- Align blocks:** A toggle switch that is turned off.
- Graph theme:** A dropdown menu showing 'Celtic Sea'.
- Sort cards by:** A dropdown menu showing 'Stimulus score' and 'Descending'.
- Font size:** A slider set to 'A'.

At the bottom, there are buttons for 'Save as « Preferences »', 'RESET VALUES', 'CANCEL', and 'APPLY'.

→ Click on **APPLY** to save

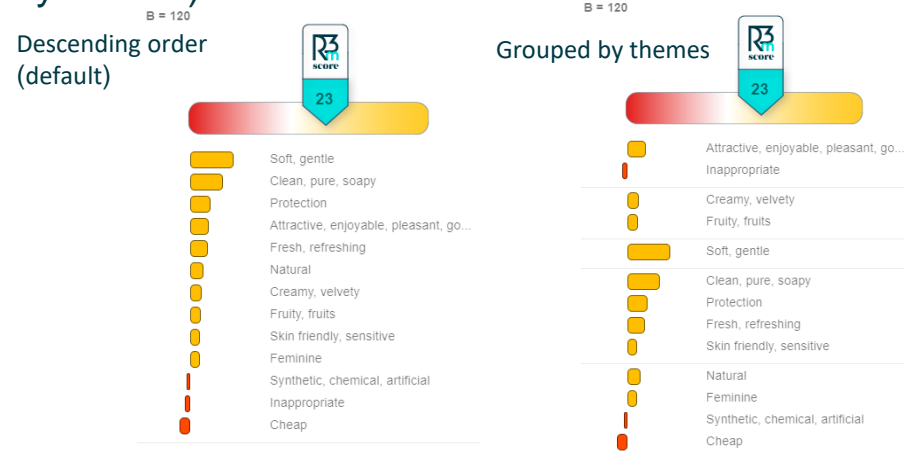
CARD DISPLAY SETTINGS (2/3)

DASHBOARD SETTINGS =  (menu in the top right-hand corner)



GENERAL tab:

- **NORMAL display mode = detail of the words**
+ **Group by THEMES:** to output the cards with broad thematic word groups (words are displayed according to their score in ascending order by default).



Dashboard configuration

GENERAL
COMPARISON
CARDS EXPORT

Score limits for groups :
From -∞ to -20 and from 60 to +∞

Show total
Show Hidden Cards
Show sequence names

Show Lovers / Rejectors
Rejectors (0) / Lovers (30)

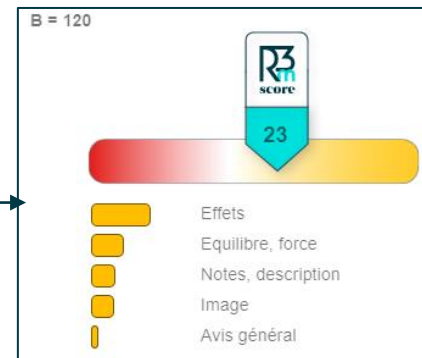
Display mode
NORMAL THEMATIC SYNTHESIS

Group By Theme
Align blocks

Graph theme
Celtic Sea

Save as « Preferences »
RESET VALUES
CANCEL
APPLY

- **Activate THEMATIC mode:** output your cards only with the overall thematics (not the detailed words)
- **Activate SYNTHESIS mode:** total score only (see details on next page)



→ Click on **APPLY** to save

CARD DISPLAY SETTINGS (3/3)

DASHBOARD SETTINGS =  (menu in the top right-hand corner)

GENERAL tab:

- **SCORE LIMITS TO DISPLAY**, by default: **-20 / +60**
You can set it to +50 or +40 to display more words on the card
- **LOVERS / REJECTORS** :
Lovers = people with an R3m score >30
Rejectors = with an R3m score <0.
You can change the lovers threshold to 40 or + if score levels are atypical
- Display **HIDDEN CARDS**: display card which could have been deleted from display (cross on top of all cards)
- Display **SEQUENCE NAMES**: if you have multiple sequences in your data (= several testing phases, several countries...), this allows you to display the name of a given sequence in the name of the stimulus in order to distinguish them properly



Dashboard configuration

GENERAL
COMPARISON
CARDS EXPORT

Score limits for groups :
From -∞ to -20 and from 60 to +∞

-∞
0
100
200
+∞

☒ Show Lovers / Rejectors
Rejectors (0) / Lovers (30)

0
100

Sort cards by:
Stimulus score ▾ Descending ▾

AA Font size

☒ Show total
☐ Show Hidden Cards
☐ Show sequence names

Display mode

NORMAL THEMATIC SYNTHESIS

☐ Group By Theme
☐ Align blocks

Graph theme
Celtic Sea ▾

☒ Save as « Preferences »
RESET VALUES
CANCEL
APPLY

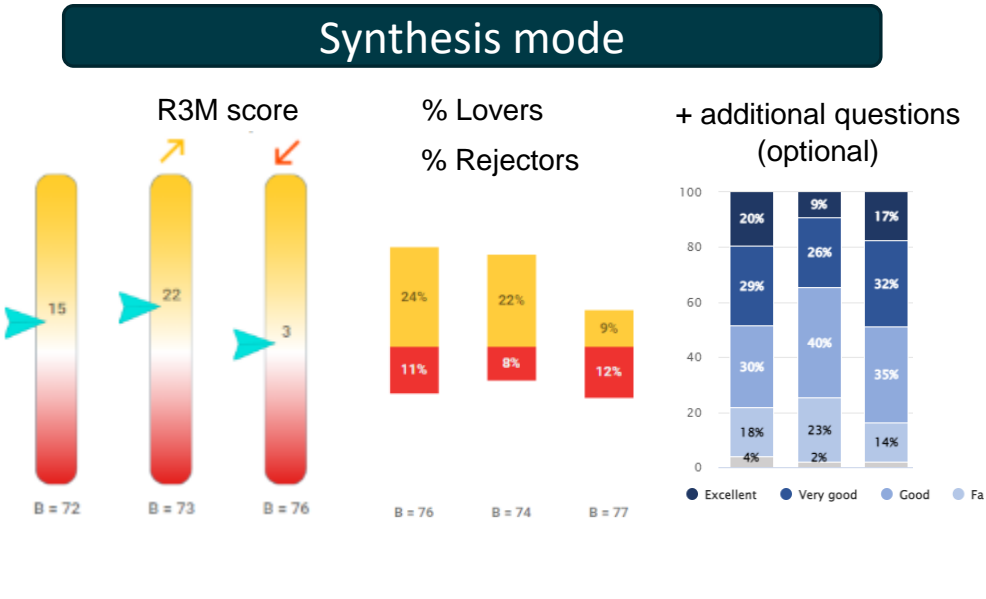
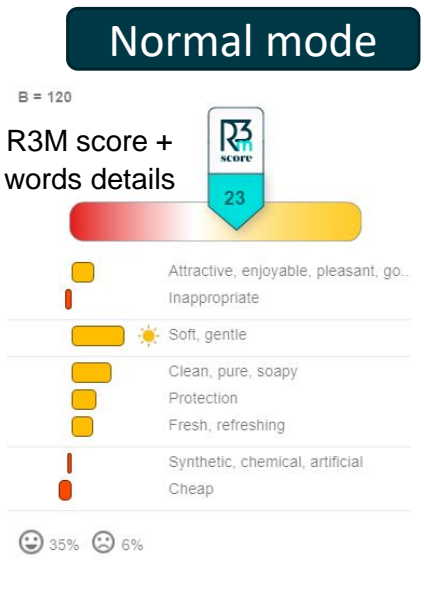
→ Click on **APPLY** to save

MULTIPLE DISPLAY VIEWS

DASHBOARD SETTINGS =  (menu in the top right-hand corner)

DISPLAY mode

Results can be viewed in
NORMAL view (card with words)
or **SYNTHESIS** view: only with R3m scores / lovers-rejectors % (no word details)
+ additional questions (% distribution of filters and additional questions)
- see next page



Dashboard configuration

GENERAL | COMPARISON | CARDS EXPORT

Score limits for groups :
From $-\infty$ to -20 and from 60 to $+\infty$

$-\infty$ 0 100 200 $+\infty$

☒ Show total
☐ Show Hidden Cards
☐ Show sequence names

☒ Show Lovers / Rejectors
Rejectors (0) / Lovers (30)

0 100

Sort cards by:
Stimulus score ▾ Descending ▾

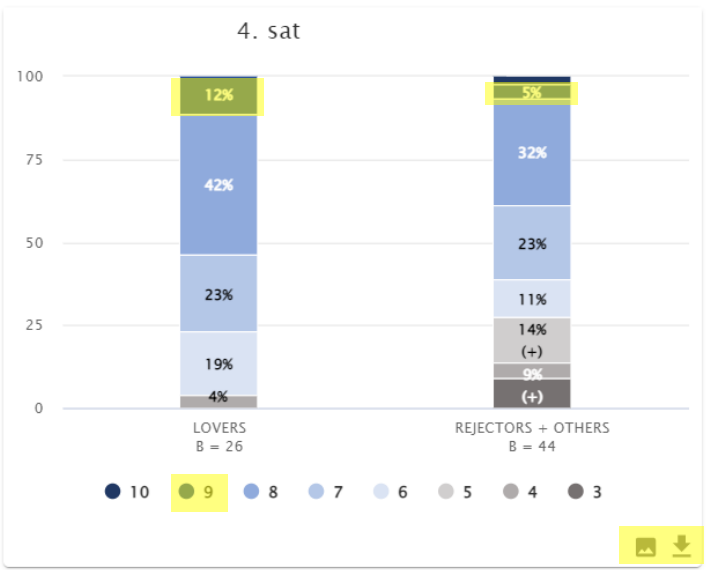
Font size

Graph theme
Celtic Sea

Save as « Preferences » RESET VALUES CANCEL APPLY

Various color modes for the "additional" graphs'

Synthesis mode



Provides the **distribution %** of the **additional questions** (included in the data file) on each stimulus, independently of R3m results :

- **filters criteria**
- **additional questions** (e.g. satisfaction, liking, other stimulus evaluation dimensions)

Moving your **cursor across the graph highlights** the number of responses + %.

Moving your **cursor across the graph legend, highlight the value** and clicking on it hides it to keep only the desired modalities.

It is possible to **copy or download the graph** (picto in the bottom left-hand corner).

SYNTHESIS DISPLAY MODE: SETTINGS



Go to **Manage filters**



(menu in the top right-hand corner)

Manage filters

Some filters include results with less than 15 observations, you can group categories.

Report values with less than 15 respondents

5 10 15 20 25

D1.Gender

D2.Age

1

2

3

4

5

18-25 yo

26-35 yo

36-45 yo

46-55 yo

26-55 yo

F1.Ethnicity

1

2

American Indian or Alaskan Native

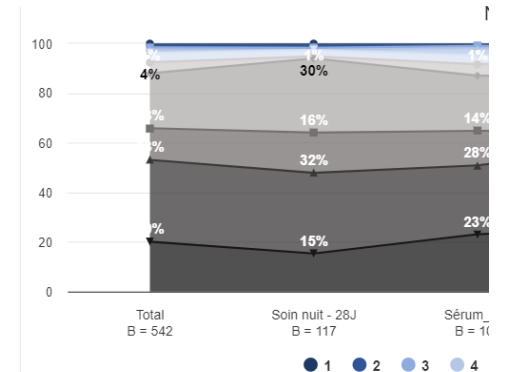
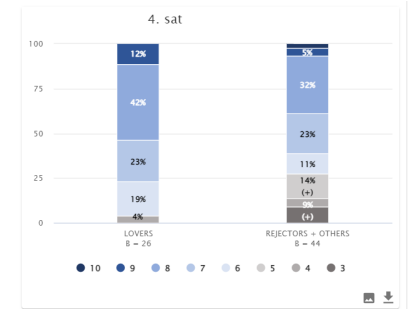
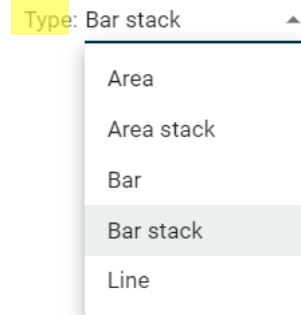
Asian / Pacific Islander

Type: Bar stack

Type: Bar stack

7 stimuli with less than 15 responders

For **SYNTHESIS DISPLAY MODE**
Choice of graphic type for each question



+ color setting for the graphs - cf p 35

Using our R3M platform

5. Download cards (as images)

DOWNLOAD CARDS (AS IMAGES)

You can retrieve your cards as images (jpg) to insert them in a report, for example.

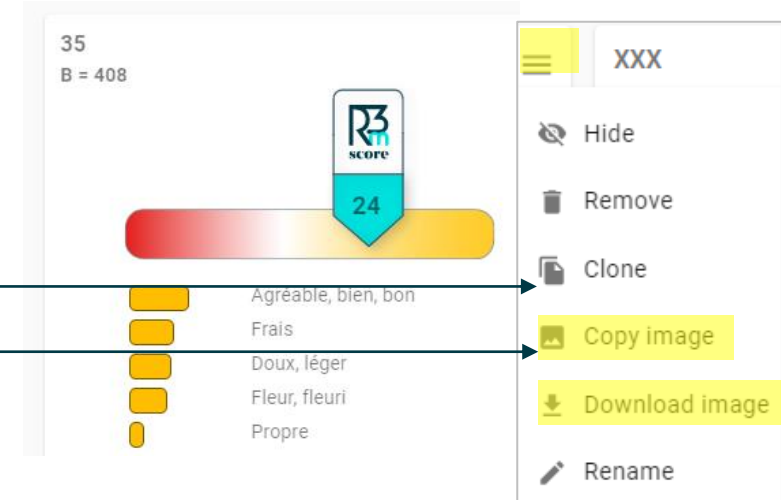
Click on **DOWNLOAD ALL CARDS IMAGES** in the menu in the top right-hand corner (picture file icon).

This will create a .zip file with **all the images** of your current configuration.

OR **card by card** (at the bottom of each card)

- **Copy and paste** (to your clipboard)
- **Download** to save the image

For card output options: see next slide



DOWNLOAD CARDS (AS IMAGES): SETTINGS

DASHBOARD SETTINGS

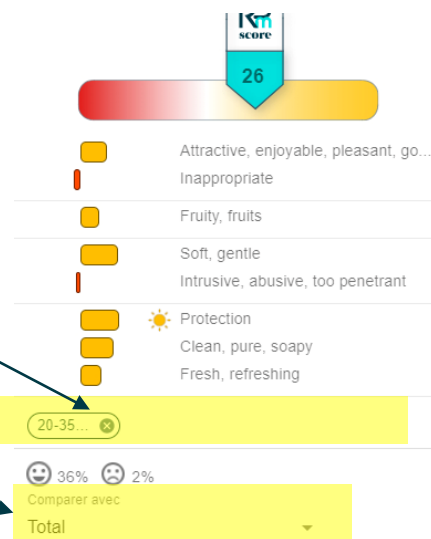


(menu in the top right -hand corner)

CARDS EXPORT tab

When you save/export cards as images, you can choose **multiple configurations** to show or not on your images:

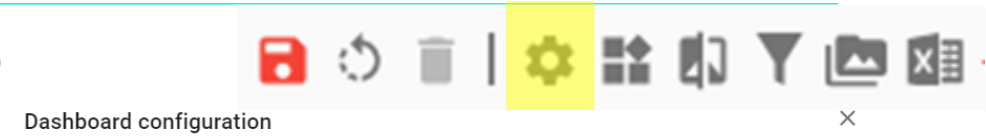
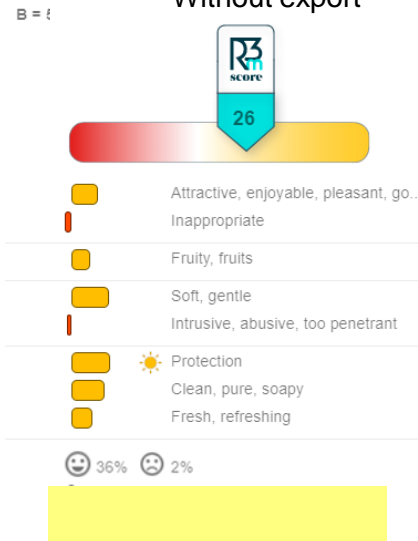
FILTERS and COMPARISON criteria activated



- FILTERS

- COMPARISON CRITERIA

Without export



Dashboard configuration

GENERAL COMPARISON **CARDS EXPORT**

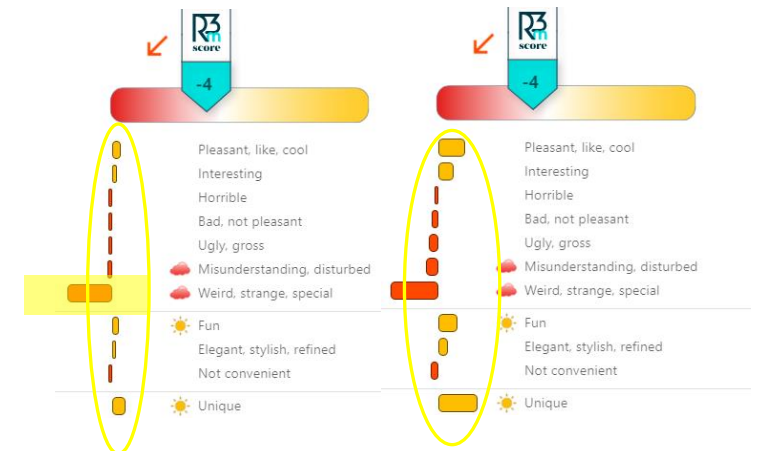
Export Filters

Export 'Compare With'

Absolute max value for group size (0 = no limit)



→ Absolute max value for bar size: to be used if a "word" has a very high score and "flattens" all the other scores on the graphs, help to rebalance the bar display.



Initial card

After adjusting the max value

Using our R3M platform

6. Export individual data (Excel file)

EXPORT INDIVIDUAL DATA (1/2)

DOWNLOAD THE DATA IN XLXS FORMAT (in the top right-hand corner)
View the 3 individual words per interviewee and the R3m scores



1/ "R3m Score data" tab: individual words and R3m scores (per stimulus)

Useful to look into raw "3 words" data

Access to exhaustive raw "3 words" data: among other things, this allows you to understand potential word groups that may have been put together (for example, "herbal, woody" may be displayed on the card but if you look into it, wood, forest may be important for a specific stimulus and herbal, grass, green for another one... → looking into the 3 words allows you to understand that better)

Ranking is possible via the "participant R3m score" column to view the most positive and negative scores.

WARNING:

Our R3m algorithm goes beyond calculating the number of word occurrences.

Scores and graphs represent the importance of a word = its contribution to your global R3m score

see methodological reminder in the introduction

Cross individual R3m scores with other data

For example: correlation with rational questions / liking scores...

	A	B	C	D	E	F	G	
	Participant identifier	Weightin	Stimulus identifier	Word 1	Word 2	Word 3	Participant R3m Score	TE
3	122	1	22	feminine	flowery	pleasant	70	1.0
4	198	1	22	creamy	tender	easy	70	1.0
5	246	1	22	soft	tender	fine	70	1.0
13	95	1	22	sweet	lovely	flowery	69	1.0
14	151	1	22	flowery	lovely	feminine	69	1.0
18	200	1	22	fine	soft	mild	68	1.0
19	263	1	22	easy	clean	creamy	68	1.0
29	127	1	22	pink	lovely	tender	61	1.0
30	164	1	22	easy	fresh	soft	61	1.0
39	274	1	22	soothing	invigorating	pleasant	56	1.0
55	192	1	22	tender	silky	easy	51	1.0

Thus, one less mentioned word can stand out if its impact / emotional activation is strong, the same way a frequent but less important word (for example if it is descriptive, neutral) will not have a high R3m score



The Excel data correspond to the configuration on which the data was downloaded. Thus, if the data was filtered, the corresponding filtered data is downloaded.

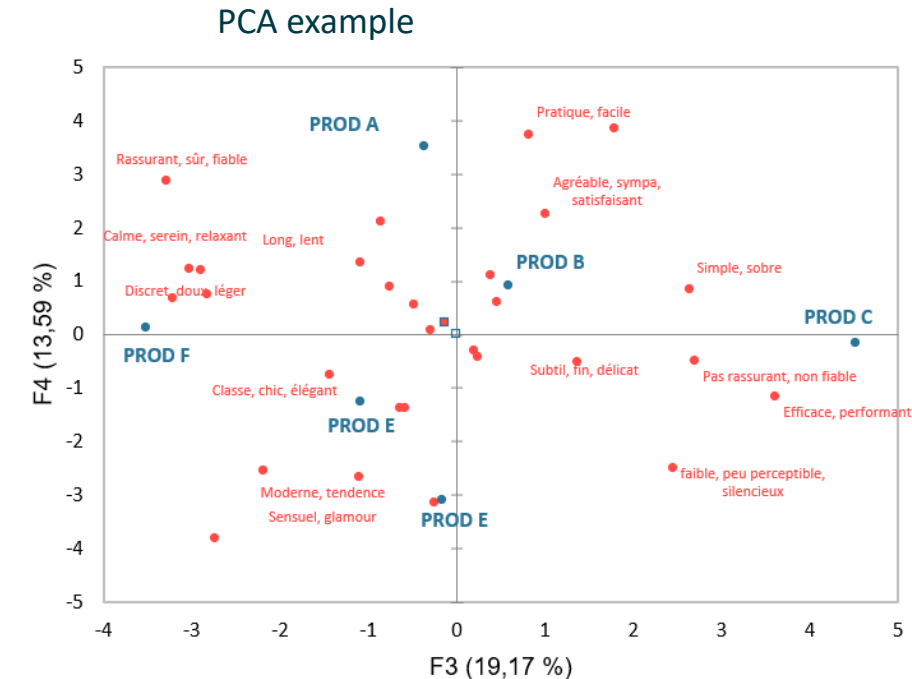
EXPORT INDIVIDUAL DATA (2/2)

2/ "Groups and Tags" tab: R3m score of WORDS (per stimulus)

View the R3M score of each word to calculate CFAs or PCAs
= projection of stimuli according to their emotional characteristics

		R3m score per WORD / Group of words			Headcount per WORD / Group of words		
	A	B	C	D	E	F	G
1	Groupe	Tag	PROD A	PROD B	...	PROD A	PROD B
2	WOW (delicious, WONDERFUL...	Avis général	182	7		9	1
3	efficient	Effets		4			1
4	FEMININE	Image	21	73		3	7
5	TASTY	Notes, description	2			1	
6	exotic, tropical	Notes, description		13			3

Warning: you need adjust ("0" instead of blanks or 99999) and select the most relevant words for your analysis (bear in mind CFAs do not take negative values into account so you have to shift them to absolute values if you wish to keep them)



The Excel data correspond to the configuration on which the data was downloaded. Thus, if the data was filtered, the corresponding filtered data is downloaded.