

THE EFFECT OF PASSIVE LISTENING



Ad-Vitalis Ltd., Artamet Ltd., and Energo Data d.o.o, partners from Croatia and Hungary jointly present a state-of-the-art approach to market research for the energy sector.

The primary goal of the cross-border project is to enhance cross-border cooperation (CBC) in the energy sector by a process of language localization of a text analytic software, thereby promoting appropriate CBC connections as well as sharing knowledge in order to foster sustainable and value-added exploitation of novel market research in the energy sector.

Áron Bédi, Senior Analyst spoke about the fact that traditional market research has three main pitfalls.

The first is the sampling itself, as it is already difficult to have a statistically exemplary result. It is a costly and time-consuming process to conduct an accurate study that reflects people's opinions.

“The other is that we will only get answers to the questions we ask. We can't ask thousands of questions because the respondent loses interest after the first 15. What's more, topics that we don't even think of would be left out, so it will never come to the surface,” explained one of the founders of the startup.

And as a third problem, he mentioned that by influencing the question itself, we influence the participant, in some way we put the possibility of an answer in their heads.

According to Csaba Dancsházy, on the other hand, the software development is based on passive listening, which has the advantage that there are no questions, no outbound interactions, only general conclusions about people's overall satisfaction in a given matter.



For more information visit: www.smapworks.com

The project (project code: 2019-LPP2-006) operates within the scope of the Beneficiary Light (B-Light) Grant Scheme and Interreg V-A Hungary-Croatia Co-Operation Programme 2014-2020. SMAPWorks provides Social Media Analytics Reports and SMA Platform Services. Using Big Data and AI technology, the platform has the capacity to analyze millions of posts in one minute.

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“A cross-border region where rivers connect, not divide”