

**SPACE  
DOCTORS**

Creating Meaningful Futures

# Collaborative Intelligence

Introducing our  
AI Eco-System for  
unparalleled Cultural  
understanding and tracking at  
scale

April 2021



**We specialize in helping brands and organisations drive transformational change by understanding the impact of culture**

**We track and decode these changes, bringing deeper understanding to what is driving them and how we can usefully respond.**



**We use Semiotics + Cultural Analytics to explore a vast range of cultural signals**

**We call this Collaborative Intelligence**

**It enables us to track, codify and understand changing culture at speed and at scale**





**Collaborative Intelligence brings together the most relevant streams of big data and AI tools**

**An eco-system that widens the scope of cultural signals, deepening our analysis of culture**

**CONSISTING OF**

- **Tracking Analytics** to see how ideas spread, revealing patterns of change at scale
- **Language Analytics** to rapidly identify emerging conversations and how semantics are evolving
- **Visual Analytics** to give a visual window into consumers lives



Our eco-system optimizes **Collaborative Intelligence** across diverse data sets to deliver greater strategic relevance, usefulness and inspiration

## TYPICAL AI INSIGHT TOOLS...

- Can size and reflect the loudest voices (volume) rather than discovering what is distinctive and relevant
- Quickly identifies what is **dominant but is more insensitive to emergent signals of change**
- **Unable to interpret or hypothesize the 'why'** behind the numbers
- Aggregates across sources, but **lacks big picture understanding** between sources and platforms

## OUR AI ECO-SYSTEM...



- Brings **critical interpretation relevant to the specific strategic question** we're answering – the **'why and 'how'** to respond
- **Is sensitive enough to identify critical, emerging indicators of change, developed from cultural hypotheses at the start of the project**
- **Is framed through our semiotic lens which brings an understanding of culture and context so we can inform selection of datasets (e.g. search terms, brands, hashtags)**
- **Enables us to analyse a deeper and more diverse set of signals that indicate change**
- **Gives us a 'meta' view - enables us to see connections between different data sets (big data, human, cultural) so we can make sense of the whole**

# A powerful combination of 3 lenses to reveal how the signals of cultural change manifest in consumers worlds

## Tracking Analytics

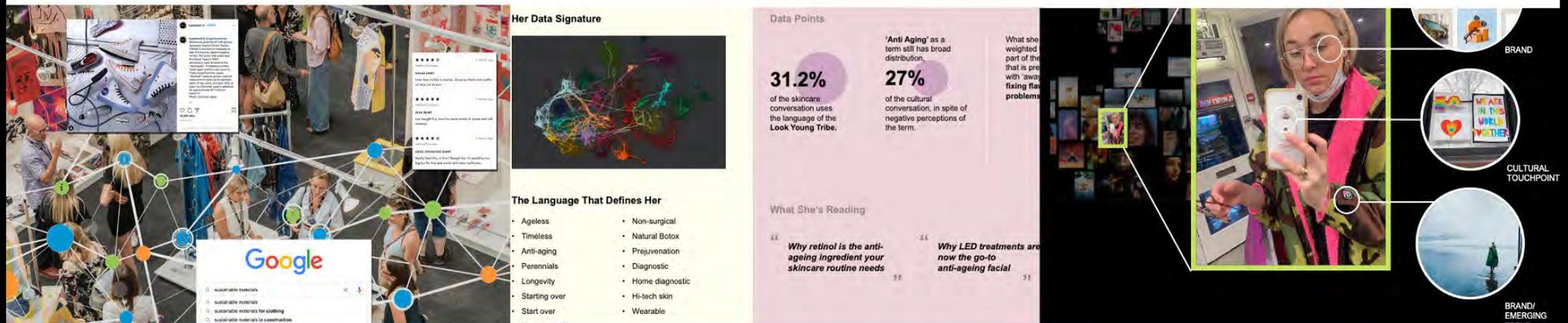
- Sizing and tracking dominant and emergent shifts, the evolution and trajectory, **accompanied by nuance and context.**
- Mapping influencing factors by channels, users, brands and/or context.

## Language Analytics

- Analysis of text and conversations at scale with NLP and Network Theory
- Navigate the changing patterns of language and communication
- Understanding clustering, relationships, sentiment and emotion

## Visual Analytics

- Applying semiotics and visual anthropology to user Generated Content (UGC) and owned content
- Understanding and clustering the visual and contextual cues that let you connect with your consumers in their lived experience.



Sources: Social Platforms (Instagram, Twitter, YouTube, Weibo, Little Red Book, etc), Search (Google), Review Sites (Google, Amazon etc), New and blogs from 450,000+ sites across 187 languages

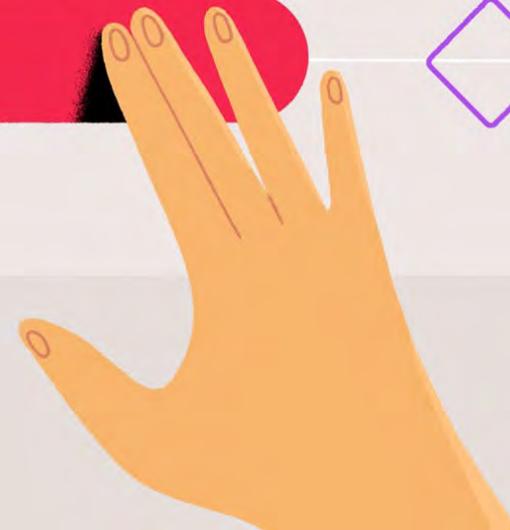
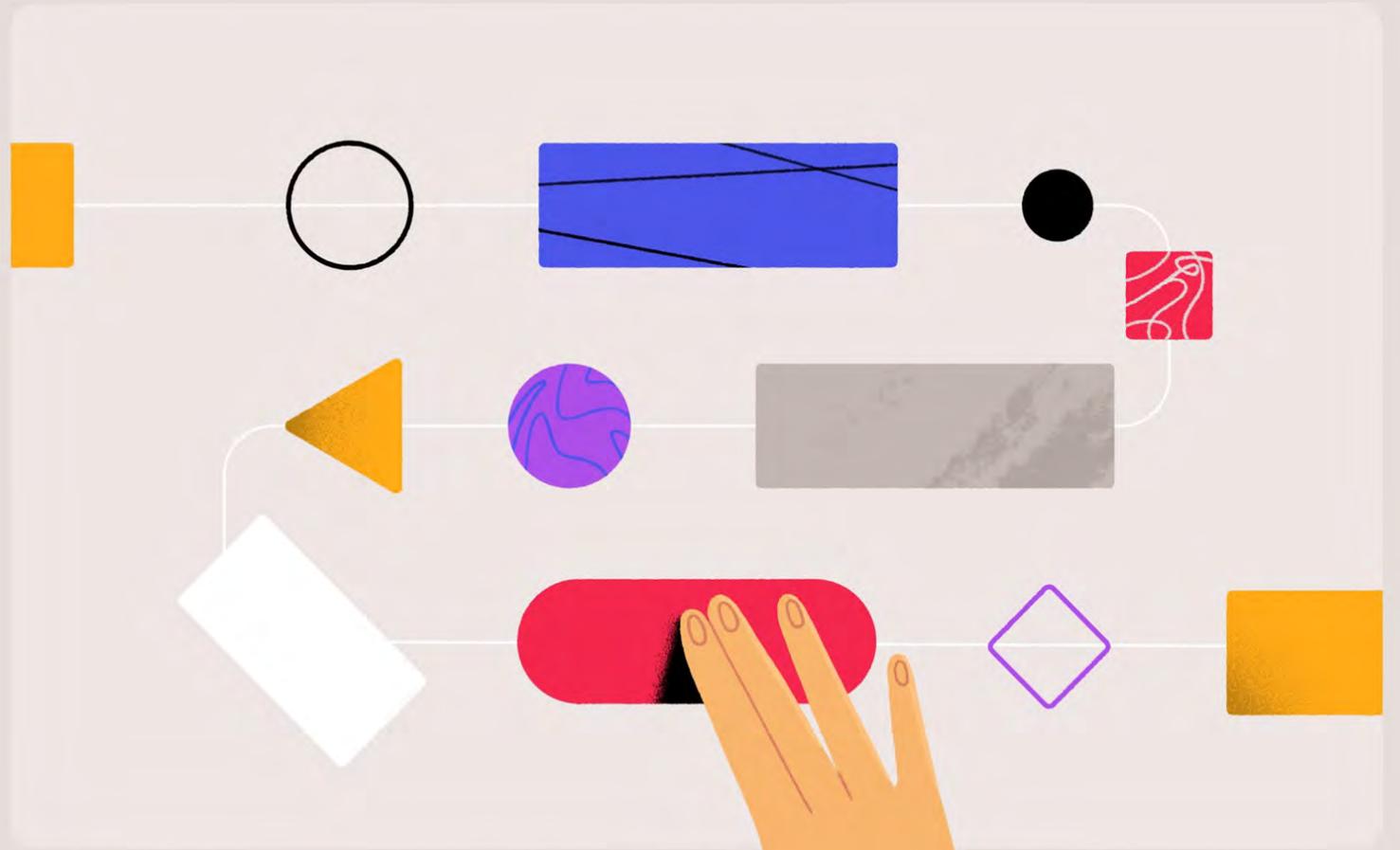


# Why do we believe Collaborative Intelligence is a leading proposition?

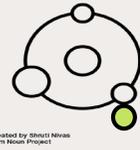
- Brings a more **thorough interrogation** of the whole story without exposing ourselves to high levels of data and results that aren't actionable or too vague to be useful
- **Diversity in our selection of data sources ensures a more inclusive world view which limits our blind spots** and enables us to spot patterns of change as they show up in different ways in different places
- Enables us to be **agile within the landscape of big data** – dialing up or down just the right elements of the ecosystem to answer very specific questions
- Delivers a **critical mass of holistic understanding** that brings confidence, validation, nuance and direction - vital for brand transformation.



**The detail :  
What does  
our AI Eco  
System  
consist of?**



# Language Analytics

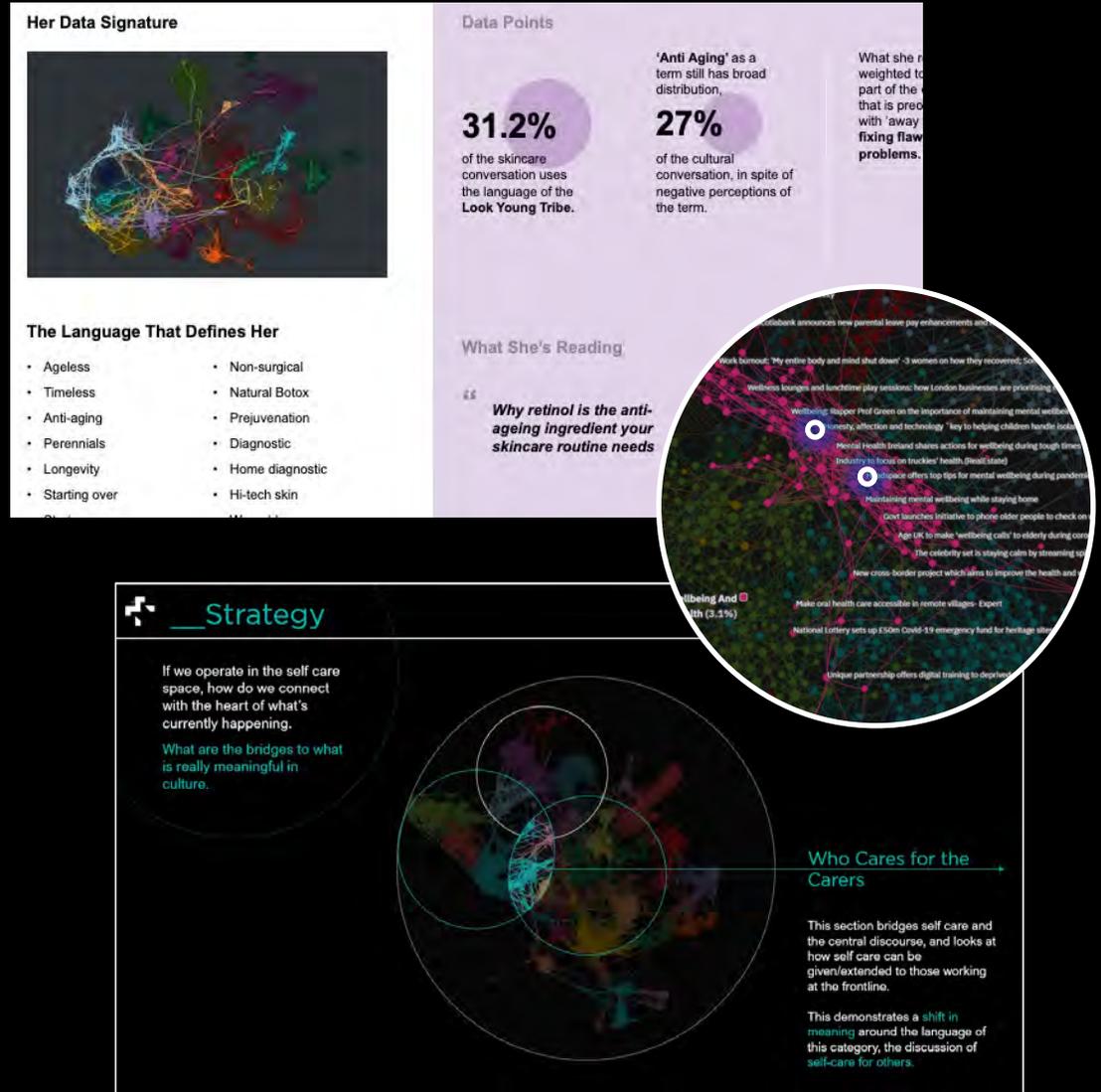


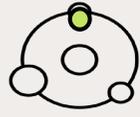
Created by Abhishek Nivas  
from Nivas Project

Semiotics brings a unique, critical dimension to linguistic and semantic analysis. It means we can focus our AI with more nuanced, smarter questions, and analyse what we find with a greater depth of cultural context.

We can get to the meaning behind the words, **allowing us to understand the cultural conversation at scale, and with granular detail.**

- Our native data set includes more than 450k sources, news, blogs, articles, patents. But we can also work with your data such as reviews or consumer data.
- Combining natural language processing, Boolean logic and network theory, **we can identify find the conversations you want to be a part of.**
- **And help you navigate the changing patterns of language and communication, taking you from where you are today, to where you need to be.**



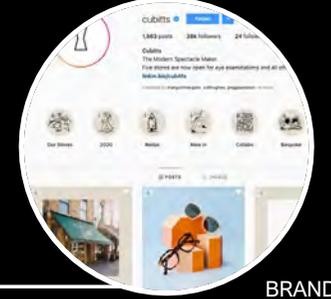
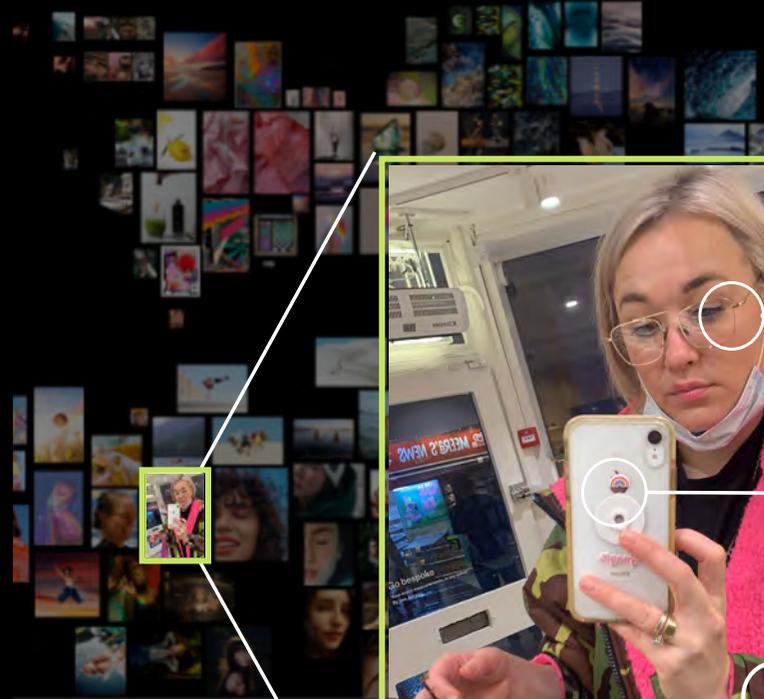


# Visual Analytics

It's easy to find brands on social media, but we use our expertise in visual anthropology, design semiotics and cultural insight to uncover the tags and visual cues woven through users social content on Instagram.

Revealing how the signals of cultural change manifest in consumers lives.

- We use this **social technology and our specialisms, to enrich our hypotheses.**
- Enabling us to see the **thread between a wider cultural shift**, to the granularity of a single consumer image.
- Understanding the **visual and contextual cues that let you connect with your consumers** in their lived experience.



BRAND

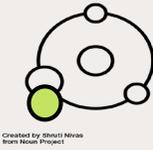


CULTURAL TOUCHPOINT



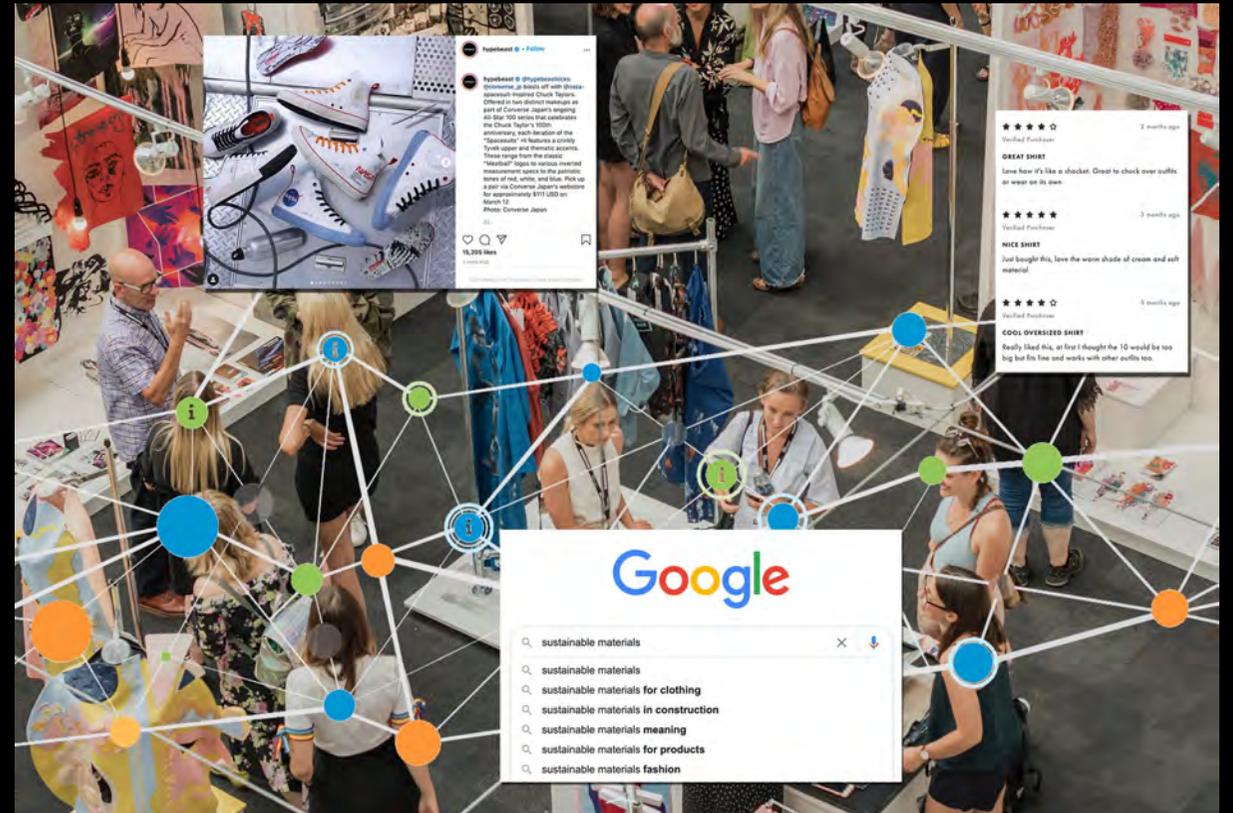
BRAND/ EMERGING TREND

# Tracking Analytics + Measurement



Cultural change is driven both by influential figures with large audiences and by the organic momentum of regular people. Through tracking conversation across all major social platforms, along with review sites, comments sections, **we are able to see which ideas are growing in relevance, how they're moving across different platforms, and which demographics and/or influencers are engaging with these ideas and amplifying them.**

- A semiotics-led exploration of social data **illuminates the why behind emergent ideas** and helps us uncover the **implicit meaning behind the noise** of social media.
- This means **growth metrics and conversation sizing** can be accompanied by **nuance** and understanding.



**We'd love to talk..**

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