

IBM® Content Analytics

Explore Statistics for the Intersection of Two Facets

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Facet Pairs view

The Facet Pairs view helps you to identify a high correlation of keywords from the selected facets. Content Analytics requires two sets of search results to calculate a correlation. Accordingly, you select two facets that represent the two search result sets of the document set.

Scenario

In this scenario, you are investigating the correlation between car models and incidents of burning. You decide to search the document library with the Model facet as your primary facet, and the Category for Auto facet > Incident subfacet > Burn subfacet as your secondary facet. Your goal is to see what, if any, correlation there is between these two facets (Model and Burn), so you begin by clicking on the **Facet Pairs** tab.

Exploring Statistics for the Intersection of Two Facets

IBM Content Analytics Collection: NH... (change) Logged in as: Not ... | Preferences | My Profile | Help | About

Documents Facets Time Series Deviations Trends **Facet Pairs** Connections Dashboard Reports

575366/575366 results matched

Facet Navigation Default order

Filter: Clear

- Part of Speech ²
- Phrase Constituent ²
- Named entity ²
- Troubles
- Category for Auto
- State
- City
- Vehicle/Equipment Corp
- Vehicle/Equipment Make
- Model**
- Model Year
- Component Description

Rows Show: Keywords Filter Rows:

Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most

Columns =

To select your first facet, in the Facet Navigation panel, click the left-most icon next to the Model facet.

Exploring Statistics for the Intersection of Two Facets

The screenshot displays the IBM Content Analytics interface. At the top, the header includes the IBM logo, the text "IBM Content Analytics", and navigation links for "Collection: NH... (change)", "Logged in as: Not ...", "Preferences", "My Profile", "Help", and "About". Below the header is a toolbar with icons for "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports".

The main content area shows "575366/575366 results matched". On the left, a "Facet Navigation" panel lists various facets: "State", "City", "Vehicle/Equipment Corp", "Vehicle/Equipment Make", "Model" (highlighted in blue), "Model Year", and "Component Description". Each facet has a grid icon next to it.

In the center, a "Rows Show:" dropdown menu is open, showing three options: "Keywords", "Subfacets", and "Subfacets". A yellow callout box points to this dropdown with the text: "When you view the data for your facet pair, you will have a choice of three grid-based views. In the Rows Show dropdown list, the type of data that you want to show in the rows when you view the intersection of your facet pair."

To the right of the dropdown, there are "Filter Rows:" and "Filter Columns:" input fields. Below these, a "Correlation Amount:" legend is visible, showing a color gradient from yellow (Least) to red (Most). The main data grid is currently empty.

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The main content area shows "575366/575366 results matched". On the left, the "Facet Navigation" panel is visible, listing various facets such as "Part of S", "Phrase C", "Named e", "Troubles", "Category for Auto", "State", "City", "Vehicle/Equipment Corp", "Vehicle/Equipment Make", "Model", "Model Year", and "Component Description". The "Model" facet is currently selected.

In the center, the "Columns Show" dropdown menu is open, showing options for "Keywords" and "Subfacets". A yellow callout box points to this dropdown with the text: "In the Columns Show dropdown list, the type of data that you want to show in the columns when you view the intersection of your facet pair."

Below the dropdown, there are fields for "Rows Show:" (set to "Keywords"), "Filter Rows:", "Columns Show:" (set to "Keywords"), and "Filter Columns:". A color scale legend is visible, ranging from "Least" (yellow) to "Most" (red).

Exploring Statistics for the Intersection of Two Facets

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575366/575366 results matched

Facet Navigation Default order

- ▶ Troubles
- ▼ **Category for Auto**
- ▶ Authorities
- ▶ Company
- ▶ Component
- ▶ Customer
- ▶ Environment
- Gas
- ▼ **Incident**
- ▶ Accident
- Blowout
- Burn**
- Deficiency
- Electricity

Rows Show: Keywords Filter Rows:

Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most

Columns = Burn

Subfacets/ Keywords	fire	smoke	flame	fire hazard
EXPLORER	544	261	95	12
16254	0.8	0.9	0.8	0.2
		267	50	11
		1.1	0.4	0.2
		224	197	38
		1.2	2.8	1.4
		74	33	17
		0.4	0.4	0.5
WINDSTAR	438	290	53	36
9836	1.1	1.7	0.7	1.4
CARAVAN	206	91	39	11

To add a second facet, expand the Category for Auto facet and the Incident subfacet, and click the right-most icon next to the Burn subfacet.

Exploring Statistics for the Intersection of Two Facets

The screenshot displays the IBM Content Analytics interface. At the top, the header shows "IBM Content Analytics" and "Collection: NH... (change)". The user is logged in as "Not ...". The main navigation bar includes "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports". Below this, a status bar indicates "575366/575366 results matched".

The "Facet Navigation" panel on the left lists various categories under "Incident", with "Burn" selected. A red circle highlights a small arrow on the border between the facet panel and the data table, with a tooltip that says "Collapse this area".

The data table shows a correlation heatmap for the intersection of "Model" (Rows) and "Burn" (Columns). The correlation values range from 0.8 to 3.2. A color scale at the top of the table indicates the correlation amount, from "Least" (yellow) to "Most" (red).

Rows:Model	Correlation Amount	Correlation
F150	2.9	2.9
EXPLORER	0.8	0.8
EXPEDITION	2.5	2.5
TAURUS	0.8	0.8
WINDSTAR	1.1	1.1
ESCORT	2.3	2.3
AEROSTAR	3.2	3.2
GRAND PRIX	2.0	2.0
TOWN CAR	2.8	2.8
WINDSTAR	1.7	1.7

A callout box with a blue background and white text provides instructions: "You can close the Facet Navigation panel to create more room to view the data by clicking the arrow on the border between the panel and the table."

Exploring Statistics for the Intersection of Two Facets

IBM Content Analytics Collection: NH... (change) Logged in as: Not ... | Preferences | My Profile | Help | About

Documents Facets Time Series Deviations Trends

575366/575366 results matched

Rows Show: Keywords Filter Rows: Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most Columns = Burn

Table view

Rows:Model	Columns:Burn	Frequency	1	Correlation
F150	fire	1132	2.9	
EXPLORER	fire	544	0.8	
EXPEDITION	fire	458	2.5	
TAURUS	fire	446	0.8	
WINDSTAR	fire	438	1.1	
ESCORT	fire	389	2.3	
AEROSTAR	fire	332	3.2	
GRAND PRIX	fire	330	2.0	
TOWN CAR	fire	329	2.8	
WINDSTAR	smoke	290	1.7	

Exploring Statistics for the Intersection of Two Facets

The screenshot shows the IBM Content Analytics interface. At the top, it displays 'IBM Content Analytics' and 'Collection: NH... (change)'. Below this is a navigation bar with tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. A status bar indicates '575366/575366 results matched'. The main area features a 'Filter Rows' field containing 'expl', which is highlighted with a red box. A callout box explains that this field filters rows in the Table view. Below the filter fields is a table with columns 'Rows:Model', 'Columns:Burn', and 'Correlation'. The table shows four rows of data for 'EXPLORER' with different burn types and their correlation values.

575366/575366 results matched

Rows Show: Keywords Filter Rows: expl

Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most

Columns = Burn

Rows:Model	Columns:Burn	Correlation
EXPLORER	fire	0.8
EXPLORER	smoke	0.9
EXPLORER	flame	0.8
EXPLORER	fire hazard	0.2

You can filter rows in the Table view by typing the filter criteria in the Filter Rows field.

For example, if you want to see data for just Ford Explorers in the table, you would type expl in the Filter Rows field. The view is dynamically updated to show only the rows with keywords that begin with expl.

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The screenshot shows the IBM Content Analytics interface. At the top, the header includes the IBM logo, "IBM Content Analytics", and navigation links for "Collection: NH... (change)", "Logged in as: Not ...", "Preferences", "My Profile", "Help", and "About". Below the header is a toolbar with icons for "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports". The main content area displays "575366/575366 results matched". Below this, there are controls for "Rows Show:" (Keywords) and "Filter Rows:" (expl), and "Columns Show:" (Keywords) and "Filter Columns:" (f). A callout box points to the "Filter Columns:" field, stating: "You can further refine the filter by specifying filter criteria for the columns in the Table view by typing characters in the Filter Columns field. For example, if you want to look at all of the Explorer data that also have the keywords flame or fire in them, you could type f in the Filter Columns field. The table is dynamically redrawn to show only the keywords that meet both the Filter Rows and Filter Columns criteria." Below the callout, a table displays results with columns for "Rows:Model", "Columns:Burn", and "Correlation". The table shows three rows of data for "EXPLORER" with "fire", "flame", and "fire hazard" in the "Columns:Burn" column, and correlation values of 0.8, 0.8, and 0.2 respectively. A color scale for "Correlation Amount" is shown above the table, ranging from "Least" (yellow) to "Most" (red).

Rows:Model	Columns:Burn	Correlation
EXPLORER	fire	0.8
EXPLORER	flame	0.8
EXPLORER	fire hazard	0.2

Exploring Statistics for the Intersection of Two Facets

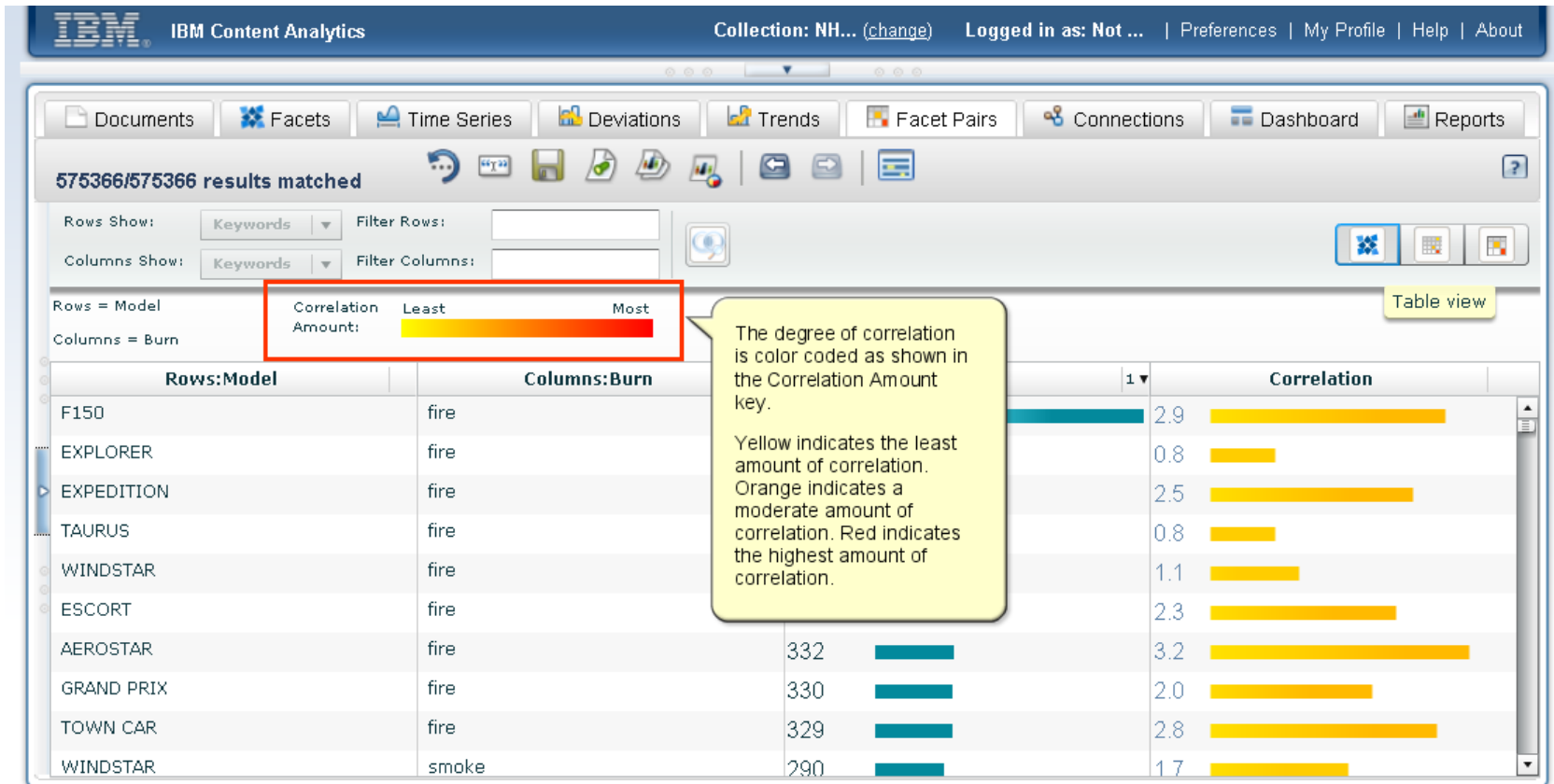
The screenshot displays the IBM Content Analytics interface. At the top, the header includes the IBM logo, "IBM Content Analytics", and user information: "Collection: NH... (change)", "Logged in as: Not ...", and links for "Preferences", "My Profile", "Help", and "About". Below the header is a navigation bar with tabs for "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports".

The main content area shows "575366/575366 results matched". Below this are controls for "Rows Show:" and "Columns Show:", both set to "Keywords". There are also "Filter Rows:" and "Filter Columns:" input fields, which are highlighted with a red box. A callout box with a purple background and white text is overlaid on the interface, stating: "To remove the filter or filters, clear the field that corresponds to the filter that you want to remove."

The data is presented in a table with columns for "Rows:Model", "Columns:Burn", and "Correlation". A color scale for "Correlation Amount" ranges from "Least" (yellow) to "Most" (red). The table lists various car models and their correlation with the term "fire" or "smoke".

Rows:Model	Columns:Burn	Correlation
F150	fire	2.9
EXPLORER	fire	0.8
EXPEDITION	fire	2.5
TAURUS	fire	0.8
WINDSTAR	fire	1.1
ESCORT	fire	2.3
AEROSTAR	fire	3.2
GRAND PRIX	fire	2.0
TOWN CAR	fire	2.8
WINDSTAR	smoke	1.7

Exploring Statistics for the Intersection of Two Facets



Exploring Statistics for the Intersection of Two Facets

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The main content area shows "575366/575366 results matched". Below this, there are controls for "Rows Show:" and "Columns Show:", both set to "Keywords". There are also "Filter Rows:" and "Filter Columns:" input fields. A "Grid view" button is highlighted with a red box and a callout bubble that says "Click **Grid view** to see the correlation for the selected facets in a grid format."

Below the controls, there is a correlation scale from "Least" (yellow) to "Most" (red). The main data is presented in a grid table:

Subfacets/ Keywords	fire	smoke	flame	fire hazard
EXPLORER 16254	544 0.8	261 0.9	95 0.8	12 0.2
TAURUS 14357	446 0.8	267 1.1	50 0.4	11 0.2
F150 10281	1132 2.9	224 1.2	197 2.8	38 1.4
GRAND CHEROK 9883	206 0.5	74 0.4	33 0.4	17 0.5
WINDSTAR 9836	438 1.1	290 1.7	53 0.7	36 1.4

Exploring Statistics for the Intersection of Two Facets

The screenshot displays the IBM Content Analytics interface. At the top, the header includes the IBM logo, 'IBM Content Analytics', and user information: 'Collection: NH... (change)', 'Logged in as: Not ...', 'Preferences', 'My Profile', 'Help', and 'About'. Below the header is a navigation bar with tabs for 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Reports'. A status bar indicates '575366/575366 results matched'. The main content area shows a grid view of a correlation matrix. The rows are labeled 'Subfacets/Keywords' and the columns are labeled 'fire', 'smoke', 'flame', and 'fire hazard'. A color scale for 'Correlation Amount' ranges from 'Least' (yellow) to 'Most' (red). A callout box explains that the grid view only shows a 15x15 area of a 100x100 table. The data table is as follows:

Subfacets/Keywords	fire	smoke	flame	fire hazard
EXPLORER 16254	544 0.8	261 0.9	95 0.8	12 0.2
TAURUS 14357	446 0.8	267 1.1	50 0.4	11 0.2
F150 10281	1132 2.9	224 1.2	197 2.8	38 1.4
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Rows Show: Keywords Filter Rows: Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most Columns = Burn

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EXPLORER 16254	544 0.8	261 0.9	95 0.8	12 0.2
TAURUS 14357	446 0.8	267 1.1	50 0.4	11 0.2
F150 10281	1132 2.9	224 1.2	197 2.8	38 1.4
GRAND CHEROK 9883	206 0.5	74 0.4	33 0.4	17 0.5
WINDSTAR 9836	438 1.1	290 1.7	53 0.7	36 1.4

Grid view

So for example, maybe you want to look at the Ford Expedition Model and see if there is a correlation between it and the keyword flame (associated with the Burn subfacet).
However, Expedition is not shown in the Grid view at this time.

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The main interface features a control panel with "Rows Show:" and "Columns Show:" dropdown menus set to "Keywords", and "Filter Rows:" and "Filter Columns:" input fields. Below this is a "Correlation Amount" legend with a color scale from "Least" (yellow) to "Most" (red). The main area is a grid of data cells, with a large blue-shaded rectangular region on the left side. A yellow callout box with a red border points to a "Bird's eye" icon in the top right corner of the grid, containing the text: "To select data that you want to view in the Grid view, click **Bird's eye view**." Below the callout, a text instruction reads: "Drag the highlighted box over the cells with high correlation values, then open the Grid view to explore the area that you selected."

Exploring Statistics for the Intersection of Two Facets

The screenshot displays the IBM Content Analytics interface. At the top, the header includes the IBM logo, "IBM Content Analytics", and navigation links for "Collection: NH... (change)", "Logged in as: Not ...", "Preferences", "My Profile", "Help", and "About". Below the header is a menu bar with options: "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports". A status bar indicates "575366/575366 results matched".

The main interface shows a grid view. The "Rows Show:" and "Columns Show:" are both set to "Keywords". The "Rows = Model" and "Columns = Burn" are displayed. A yellow tooltip box is overlaid on the grid, containing the following text:

- Click and drag the blue square in the upper left corner of the view to select different data.
- For example, you can drag the blue square down until you locate the intersection of Expedition and flame.
- Only the data in the blue area will be displayed in the Grid view.

The grid itself is a large grid of small squares. A blue shaded area is visible in the upper left corner, representing the selected data. The rest of the grid is grey.

Exploring Statistics for the Intersection of Two Facets

The screenshot displays the IBM Content Analytics interface. At the top, the header shows "IBM Content Analytics" and "Collection: NH... (change)". The user is logged in as "Not ...". The main navigation bar includes "Documents", "Facets", "Time Series", "Deviations", "Trends", "Facet Pairs", "Connections", "Dashboard", and "Reports". Below this, a status bar indicates "575366/575366 results matched".

The interface is configured with "Rows Show: Keywords" and "Columns Show: Keywords". A legend below the grid shows "Rows = Model" and "Columns = Burn". A color scale for "Correlation Amount" ranges from "Least" (yellow) to "Most" (red).

The main area is a grid of cells representing the intersection of facets. A tooltip is displayed over a cell, showing the following information:

- Model: EXPEDITION
- Burn: flame
- Frequency: 84
- Correlation: 2.4

A red circle highlights a cell in the grid, and a blue box contains the following text:

Notice that when you hover over a cell with your mouse, information about the intersection of the two facets is displayed in a pop-up window.

Cells are also color coded. For example, the cell in the red circle is highlighted orange. This means that the Model facet, Expedition has a high correlation with the Burn subfacet, flame, or flame has a high correlation with Expedition.

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The main content area shows a grid view of data. The grid is organized by "Rows = Model" and "Columns = Burn". A color scale for "Correlation Amount" ranges from "Least" (yellow) to "Most" (red). A tooltip is visible over a cell in the grid, displaying the following information:

- Model: EXPEDITION
- Burn: flame
- Frequency: 84
- Correlation: 2.4

A callout box on the right side of the grid contains the following text:

Now that you have selected the cells that contain the intersection of Expedition and flame, click **Grid view** again to review the newly selected cells.

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Rows Show: Keywords Filter Rows: Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most Columns = Burn

Subfacets/Keywords	fire	smoke	flame	fire hazard
MALIBU 4695	52 0.2	28 0.2	9 0.1	3 0.1
FIRESTONE 4606	13 0	6 0	0 0	0 0
EXPEDITION 4568	458 2.5	106 1.2	84 2.4	22 1.6
CIVIC 4537	60 0.3	22 0.2	13 0.2	3 0.1
CAVALIER 4333	130 0.7	53 0.6	12 0.2	6 0.2
RAM 4303	157 0.8	60 0.7	14 0.3	11 0.7

Now you can see the comparison values in table form by row and column, one facet for each dimension.

In particular, you can now see the intersection of Expedition and Burn, including all of the keywords associated with Burn: fire, smoke, flame, and fire hazard. The intersection of Expedition and flame is highlighted in orange.

Exploring Statistics for the Intersection of Two Facets

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Rows Show: Keywords Filter Rows: Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most Columns = Burn

Subfacets/ Keywords	fire 20379	smoke 8682	flame 3318	fire hazard 984
MALIBU 4695	52 0.2	28 0.2	9 0.1	3 0.1
FIRESTONE 4606	13 0	6 0	0 0	0 0
EXPEDITION 4568	458 2.5	106 1.2	84 2.4	22 1.6
CIVIC 4537	60 0.3	22 0.2	13 0.2	3 0.1
CAVALIER 4333	130 0.7	53 0.6	12 0.2	6 0.2
RAM 4303	157 0.8	60 0.7	14 0.3	11 0.7

In the cell where Expedition and flame intersect, you can see two numbers. The top number is the frequency (the number of documents that contains both keywords (Expedition and flame)). The second number is the correlation value.

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Rows Show: Keywords Filter Rows: Columns Show: Keywords Filter Columns:

Rows = Model Correlation Amount: Least Most Columns = Burn

Subfacets/ Keywords	fire	smoke	flame	fire hazard
Keywords	20379	8682	3318	
MALIBU 4695	52 0.2	28 0.2	9 0.1	
FIRESTONE 4606	13 0	6 0	0 0	
EXPEDITION 4568	458 2.5	106 1.2	84 2.4	
CIVIC 4537	60 0.3	22 0.2	13 0.2	
CAVALIER 4333	130 0.7	53 0.6	12 0.2	
RAM 4303	157 0.8	60 0.7	14 0.3	11 0.7

You can also see the number 3318 displayed under the keyword flame, and the number 4568 displayed under the keyword Expedition. These values are the frequency of each keyword and the number of documents returned by the selected keyword.

Exploring Statistics for the Intersection of Two Facets

The screenshot shows the IBM Content Analytics interface in the 'Facet Pairs' view. The top navigation bar includes 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Reports'. The main area displays a table of keyword intersections with a color-coded correlation scale from 'Least' (yellow) to 'Most' (red). A callout box highlights the 'EXPEDITION 4568' row, which shows high correlation between 'fire' and 'flame'.

Subfacets/ Keywords	fire	smoke	flame	fire
MALIBU 4695	52 0.2	28 0.2	9 0.1	3 0.1
FIRESTONE 4606	13 0	6 0	0 0	0 0
EXPEDITION 4568	458 2.5	106 1.2	84 2.4	22 1.6
CIVIC 4537	60 0.3	22 0.2	13 0.2	3 0.1
CAVALIER 4333	130 0.7	53 0.6	12 0.2	6 0.2
RAM 4303	157 0.8	60 0.7	14 0.3	11 0.7

As you can see, the Facet Pairs view helps you to compare two facets of your collection and determine how highly correlated they are to one another.

After you have discovered highly correlated keyword pairs, you can go to the Documents view and look at the textual data to glean additional insight.

Exploring Statistics for the Intersection of Two Facets

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Subfacets/Keywords	fire	smoke	flame	fire
Keywords	20379	8682	3318	984
MALIBU 4695	52 0.2	28 0.2	9 0.1	3 0.1
FIRESTONE 4606	13 0	6 0	0 0	0 0
EXPEDITION 4568	458 2.5	106 1.2	84 2.4	22 1.6
CIVIC 4537	60 0.3	22 0.2	13 0.2	3 0.1
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