

*PRESS RELEASE*  
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## **Crawdad Software to Help Qualitative Researchers Improve Their Quality and Productivity**

An increasing number of researchers in social science, business, education, and psychology wish to use qualitative data in their research, but their efforts are frustrated because of the time involved and difficulty in obtaining reliable results through manual coding. Crawdad Technologies, LLC has announced the release of Crawdad Text Analysis System 1.2, a desktop application which helps academic researchers reach a new level of quality and productivity in their analysis of unstructured text. Crawdad 1.2 is content analysis software for academic researchers and other analysts that is easy to use, powerful, and supports sophisticated modeling of unstructured text. Crawdad 1.2 helps researchers identify important themes in texts, identify why themes are absent or present in some texts, identify commonalities and differences between texts, and score texts according to a pre-existing coding scheme.

Crawdad 1.2 embeds Centering Resonance Analysis, or CRA. Whereas other methods equate word frequency with word importance, CRA is based on linguistic theory concerning how people create coherence in their communication. CRA uses natural language processing to create a network model of text. These CRA Networks have been shown to accurately represent the concept map that emerges when a person reads the text. Word influence values are then calculated based on the structural position of each word within the CRA Network.

Dr. Kevin Dooley, COO of Crawdad says, "As academic researchers we analyze qualitative data all the time—so we built a text analysis tool with the end user in mind." Crawdad 1.2 creates "clean" data for research purposes, eliminating unimportant words. Analysis time is reduced by 80-95 percent compared to typical manual coding of the data, and the results are completely reliable and transparent, giving a user more confidence in presenting their results.

Dr. Steven Corman, CTO of Crawdad says, "Our goal was to automate as much of the analysis as possible, so even novice researchers can have easy access to very powerful modeling tools." Crawdad 1.2 provides a number of analytical modules which allow the researcher to browse and visualize individual texts, compare two texts, automatically sort a population of texts into clusters, perform a full-text search, and develop themes via factor analysis. Additionally, researchers can easily export word influence values and perform statistical analyses such as regression, ANOVA, and time series analysis in their favorite statistical package. Word influence values can also be used to score a pre-existing coding scheme.

**About Crawdad Technologies** Crawdad Technologies, LLC provides software and services to analysts and research professionals who need to transform unstructured text into insight. Crawdad operates from Chandler, Arizona, and was co-founded by Drs. Steven Corman and Kevin Dooley from Arizona State University. Crawdad licenses and develops products based on Centering Resonance Analysis (CRA), a novel form of network text analysis. Crawdad's development is in part sponsored by the U.S. Air Force Office of Scientific Research. Crawdad's 2004 Presidential Campaign Dashboard, which featured the Mud Meter™, was covered by numerous TV, radio, and newspaper outlets including the New York Times.