BUILDING A COMMUNITY TOPIC - TEMPLATE

Answering the below questions will help you organize your thoughts when starting to build a new topic. Some examples have been provided from page 3 to support in the creative thinking process and help guide you to a high-quality result. This template will also be beneficial as a reference point when validating the selected terms for your topic. Additional guidance material is available in our Knowledge Base (<https://support.datamaran.com>), or get in touch with us,

Topic name

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E.g. Responsible consumption

Which question are you trying to answer with the topic?

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E.g. How can companies drive sustainable consumption patterns? How will shifting consumption patterns affect my company’s product sales?

What concepts does the topic cover?

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E.g. products and services that environmentally friendly or socially just; sustainable consumption patterns; marketing and behavioral science

What are the particular aspects that are relevant? Irrelevant?

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E.g. relevant: strategies, initiatives and impacts. irrelevant: institutions, meta-drivers

In which ways is the topic impacted by your company, or how is your company impacted by the topic?

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E.g. impacted through peers, governments, customers, suppliers, manufacturers, distributors and retailers

CONCEPTUALIZING A COMMUNITY TOPIC

Use this template to:

* Build your topic more effectively and generate ideas for brainstorming terms
* Avoid equivalent and overlapping terms
* Think of variants or synonyms of your seed vocabulary
* Identify gaps or missing terms

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| **SUB-TOPICS** | **CORE CONCEPTS** | **TERMS** |
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EXAMPLE FOR RESPONSIBLE CONSUMPTION CUSTOM TOPIC

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| **SUB-TOPICS** | **CORE CONCEPTS** | **TERMS** |
| **Products / services that are environmentally friendly** | e.g.* Circular economy
* Designing out waste
 | e.g.* circular~product
* green hotels~5
* eco-friendly
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| **Products / services that are socially just** | e.g.* Fair labor policies
* Socially conscious investments
 | e.g.* sustainable~fashion
* fair fashion
* ethical~products
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| **Sustainable consumption patterns** | e.g.* Consumer values, norms, and habits
* Sustainable lifestyles
 | e.g.* sustainable consumption~2
* encourage~sustainable choice
* demand~sustainable options
* stimulate~sustainable offerings
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| **Marketing and behavioral science** | e.g.* Psychological factors: Social influence, Habit formation, Individual self, Feelings and cognition, and Tangibility
* Consumer motivation and understanding
* Persuasive communication
 | e.g.* choice editing
* attitude-behavior gap~3
* millennials~decision making
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\* This is an example of term formation, it is not a validated topic

RECOMMENDATIONS WHEN ADDING TERMS

1. **Use a specialization strategy (from general/short terms to specific/more precise terms): if a general term is invalid, try a more specific one**
* sustainable products
* demand~sustainable products
* millennial sustainable demand~5
1. **Use a generalization strategy (from too specific/long terms to general/less precise terms): if you are getting no results or only a small number of reports that mention the term, try to use a more general term**
* backscatter x-ray full body scanners → full body scanners
1. **Use synonyms of your core vocabulary**
* encourage~sustainable choices
* incentivize~sustainable choices
* stimulate~sustainable choices
1. **Use variants of your core vocabulary: American/British spell variants, singulars and plurals, numbers and words, acronym and explication.**
* sustainable **behaviour** / sustainable **behavior**
* **eco**-friendly / **environmentally** friendly
* circular **product** / circular **products**
1. **Use “proximity with distance limit” if words aren’t related to each other or they are too general when considered separately. Use “no limit distance” when looking for specific words in a specific order within a paragraph.**
* green hotels~5
* without hormones~2
* agriculture~intensification
* ethical~farm
* circular~product
1. **Extract key words to form queries from sentences you want to find**
* *“sharing economy” demonstrates the environmental and economic gains possible through shifting consumers sustainably. From owning products to accessing existing products and services*

→ sharing economy

→ owning~sharing

→ sharing products~5

1. **When using terms composed of more than 2 words: (a) use 2 words that form a concept and a third word that gives context; or (b) use words that together form an idea**
* encourage~sharing services
* raise~environmental awareness
* designing out waste~3
1. **Avoid equivalent and overlapping terms. Broader terms in the list will also include the results from the more specific terms**
* intensification
* agricultural~intensification
* intensification~agricultural
* intensification~agricultural practices