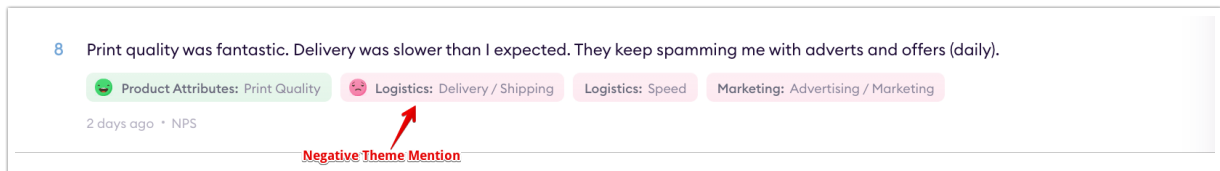


How Alchemer Pulse Calculates Positivity and Negativity Index

Negativity index measures the number of negative theme mentions within a set of responses based on your filter selection (e.g. NPS responses in the past 30 days). We then normalise this number per 100 responses (similar to how you calculate a percentage).



8 Print quality was fantastic. Delivery was slower than I expected. They keep spamming me with adverts and offers (daily).

Product Attributes: Print Quality Logistics: Delivery / Shipping Logistics: Speed Marketing: Advertising / Marketing

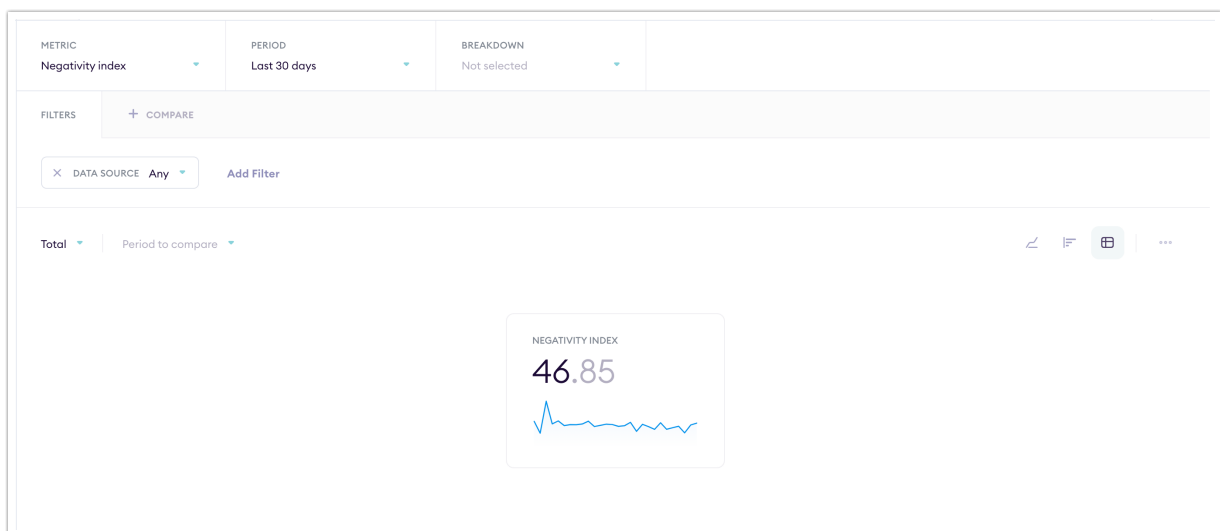
2 days ago · NPS

Negative Theme Mention

The screenshot shows a survey response with several theme tags. A red arrow points to the tag 'Logistics: Delivery / Shipping', which is labeled as a 'Negative Theme Mention'.

Unlike a percentage, this number can be more than 100 because one response could have many theme mentions.

Examples:



In the example above, the negativity index is calculated as follows:

We count all negative mentions from responses from the last 30 days, and then divide them by the total number of responses and multiply by 100.

The calculation becomes a bit more complicated when you introduce **breakdowns**.

METRIC	PERIOD	BREAKDOWN
Negativity index	Last 30 days	Category

Category	Negativity in...
Account Manager	0.0
Build Attributes	3.9
Checkout Experience	0.7
Customer Care	0.6
Design Services	0.1
Invoicing	0.1
Logistics	12.48
Marketing	0.5

If we take the example of the Build Attributes category, here we have counted all negative theme mentions in responses that *contain* the category Build Attributes. This is then divided by the total number of responses (for all categories), and multiplied by 100.

METRIC	PERIOD	BREAKDOWN
Negativity index	Last 30 days	Build Attributes

Theme	Negativity in...
Bleed / Safe	2.1
Customer Artwork	0.0
Designing Process	15.05
Printfinity	0.0
Templates / Themes	2.6
Text / Fonts	7.4
Upload	3.3

Another example would be if you wanted to add a breakdown by theme:

In the screenshot above you can see we've broken down by themes in the Build Attributes category, within this category the theme "Designing Process" exists.

To calculate the negativity index for the theme Designing Process, we first count all the negative mentions of the theme (ignoring positive or neutral ones). We then divide this by the total number of responses (for all categories and themes) and then multiply this by 100. As a simple example, if among 1000 responses we had 200 negative mentions of the Theme Design Process, the Negativity Index for this theme would be

$$(200/1000) * 100 = 0.2 \Rightarrow 0.2 * 100 = 20$$

The Negativity Index of the Design Process Theme would be 20 mentions per 100 responses.

Positivity Index

Positivity works in exactly the same way as negativity index, but instead you are counting the number of positive theme mentions per 100 responses.

Related Articles