

ICU#13 – Design labels

Method, raw clusters and reference list

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1. Method

1. This ICU is based upon a semantic analysis of a selection from about 29 000 articles from international Press Agencies, newspapers and specialised journals, collected from January 2008 to April 2010. By definition, all results presented are 'as of' the period concerned.
2. In addition to Press Agencies News and to specialised journals, the newspapers are the most important ones of about 20 countries: China, Denmark, France, Germany, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Russia, Spain, Sweden, Swiss, Taiwan, Turkey, UK and the US (Cf. the reference list below).
3. In the first place, the articles are collected because they contain the root word: "innovat*".
4. The original articles selection is composed of the articles that contain a reference to design labels (or synonym), this adds up to 78 articles.
5. Then, we carried out a cluster analysis on those articles based on COMPANY NAMES and on the ADJECTIVES used in the articles. NB: adjectives were chosen instead of COMMON-NOUNS to be able to characterise the nature of the design labels.

2. Clustering

The higher level clusters only are presented hereafter; analysing the clusters so as to qualify them entails getting back to the documents that structure them.

Cluster 1: industrial, red, high, electric, international, local, corporate, global, advanced, new (31 documents)

Cluster 2: green, sustainable, natural, architectural, steel, north, east, concrete, solar, structural, national (23 documents)

Cluster 3: mobile, graphic, British, creative, new, blue, American, financial, global, chief (23 documents)

NB1: 1 document remained unclassified

NB2: As a reminder: the clustering analysis is based upon a variant of 'k-means', classic 'bags of words' type; we have chosen to have a maximum of 3 groupings, based on proximities to the entities: 'companies' and 'common-nouns'.

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