

User Comments' Analyzer HELP



First Steps with UCA:

1. Open your web browser and the <http://www.amazon.com> on it.
2. Search for a product using the amazon searching engine.
3. From the list of the products displayed, make click over the one you want to analyze.
4. Once opened, **copy** the URL in the web browser.
5. **Paste** the URL into the **URL text field** in the **URL Product Configuration panel** above in the main window.

WARNING: Before pressing the **generate product results button**:

1. Use the filter to create the list of keywords with the desired combination → Press the **Help button** in the **Keyword Retrieval Filters panel** at the right side of it.
2. By default it is going to generate valid keywords, but you can apply the filter afterwards, once they are created.

Once the products are created:

1. You can select the products which are going to be affected by the filter in the left panel.
2. Per each product displayed in the list you can:
 - a. Consult the comments in which the keyword appears pressing the **show comments button** → Displays a new window with all the comments and the *highlighted* selected keyword in the product list.
 - b. Show the **spell checker tool** → This tool gets the selected keyword in the list and applies some algorithms in order to find similar words in the comments.
3. Other option to choose, specially when you have two products to compare within is the **association rules menu option** :
 - a. **Configure the algorithm and once the algorithm has finished:**
 - i. You will see the **extracted** rules in the text area.
 - ii. **Open the report file** to check the whole process.