

[Sample Report]
Analysis target of raw data is the following video.
<https://www.whitehouse.gov/inaugural-address>

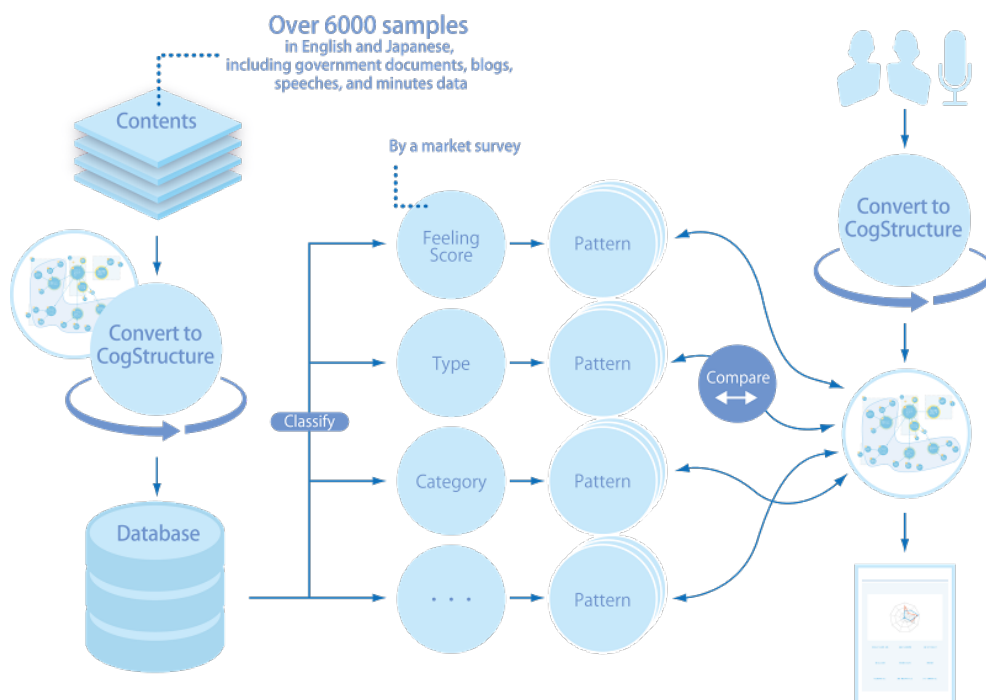
UpSighter

Business Communication

Analysis Report

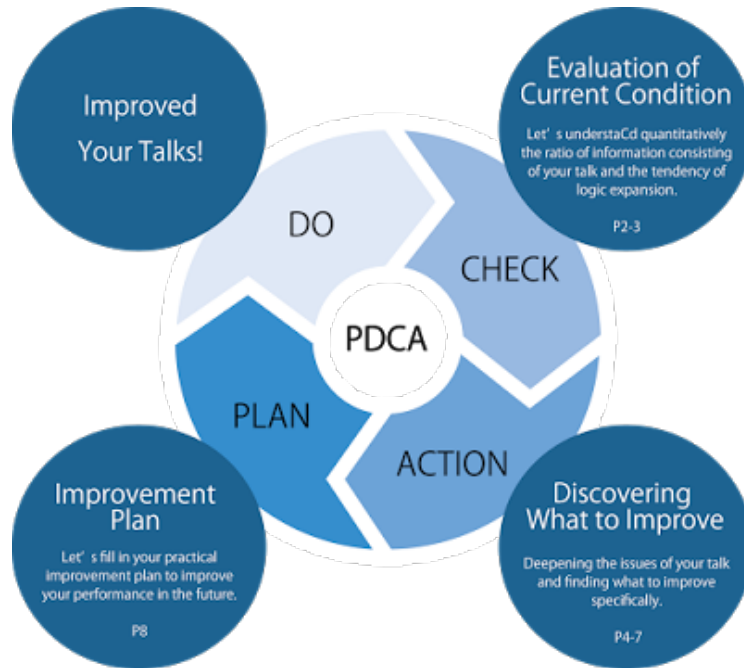
Inaugural address 2017

CogStructure, which is AI framework used for our analysis reports, compares your talk/dialogue with our original database to extract type, number and relationship of information.



Overview

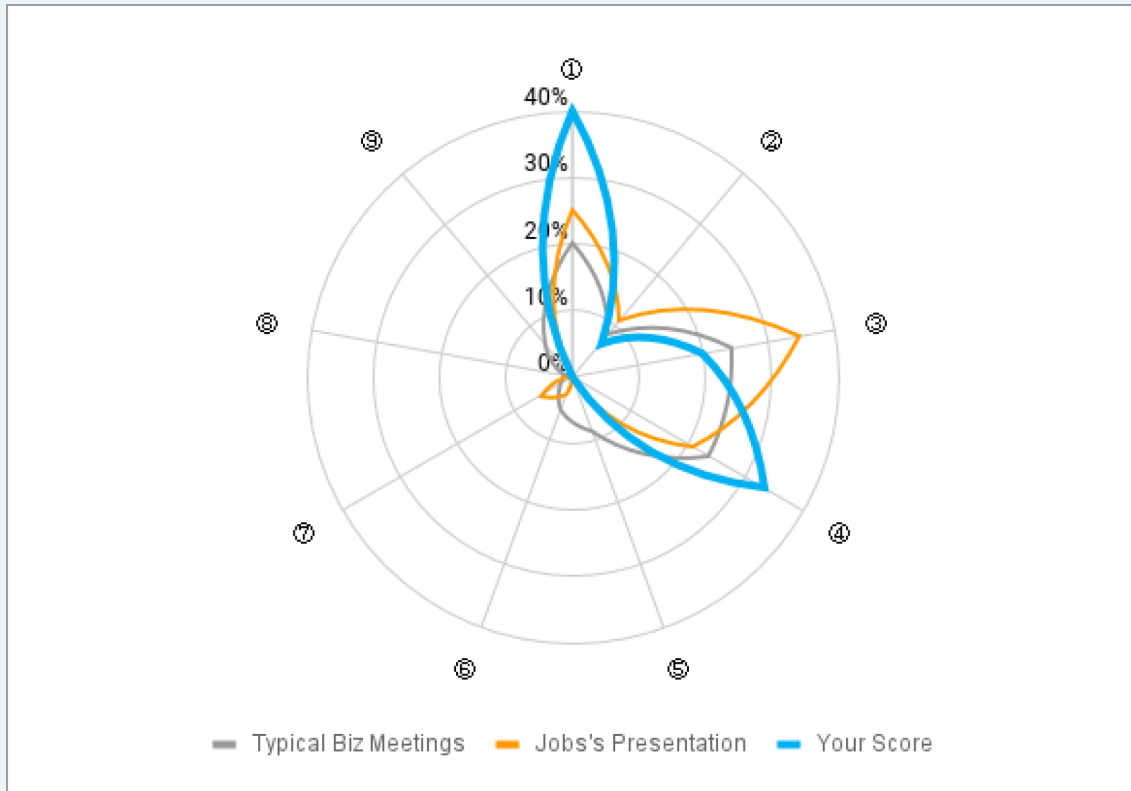
This analysis report is based on PDCA cycle, which you can analyse issues your talk (dialogue) have and prepare a practical improvement plan.



Check	Framework of Logic	1
	Tendency of Logic Expansion	2
Action	Checkpoints: Component Factors of Logic	3
	“Reasons” to Support your Logic	4
	“Doubts / Concerns” with your Logic	5
	Key Point Rankings	6
	CogStructure	7
Plan	Content of a Dialogue	8

Construction of a Logic

It indicates the ratio of the elements consisting your talk.



① Opinions/Suggestions [Too Much]

It shows whether a discussion had a large number of "opinions" or "suggestions" which can be starting points of the talk. Higher figures indicate that more topics were included. However, too many topics could make significantly important ideas invisible.

② Factual information [Less]

It shows whether facts and quantitative data to support a topic were presented. Higher figures indicate that the perspective of a speaker was more neutral and objective.

③ Reasons [Less]

It shows how much reasons were presented to justify claims and conclusions. Lack of presenting reasons could fail to persuade listeners.

④ Detailed Information [Too Much]

It shows whether detailed information was described to supplement a claim. Higher figures indicate that a speaker made more detailed explanations for each topic.

⑤ Expanding

It shows how often talk a speaker jumped from one topic to another through a dialogue. For a discussion to express ideas such as brainstorming, this indicator shows its efficiency. For speeches or meetings, higher figures means that the image of a discussion is "scattered."

⑥ Examples [Less]

It shows how many examples were presented for explanations. Expanding a dialogue with appropriate examples have positive effect on listeners to feel close to topics.

⑦ Counter Opinions [Less]

It shows that how much counter opinions for a specified topic were identified. By accepting counter opinions, a discussion would become a more productive one that all participants would be satisfied with.

⑧ Doubts/Concerns

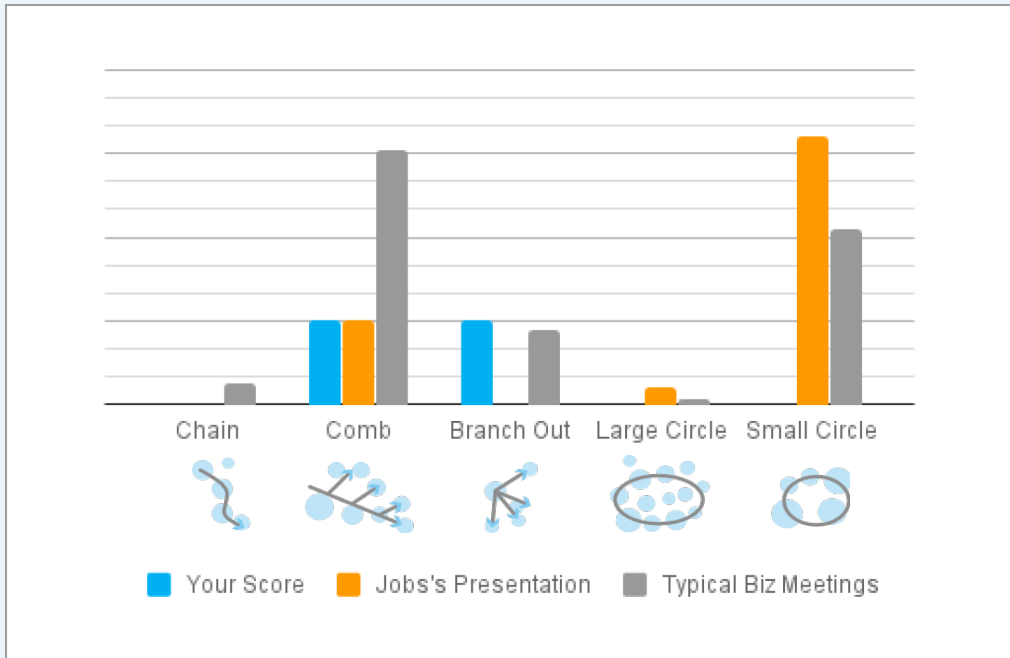
It shows that how much doubts and concerns were expressed. It can be said that how many unclear elements a topic had.

⑨ Risks/Issues

It shows whether risks and issues for a specific topic were identified. Higher figures indicate that points to be considered and issues were shared with listeners with their clear understanding.

Tendency of Logic Expansion

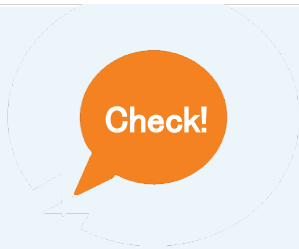
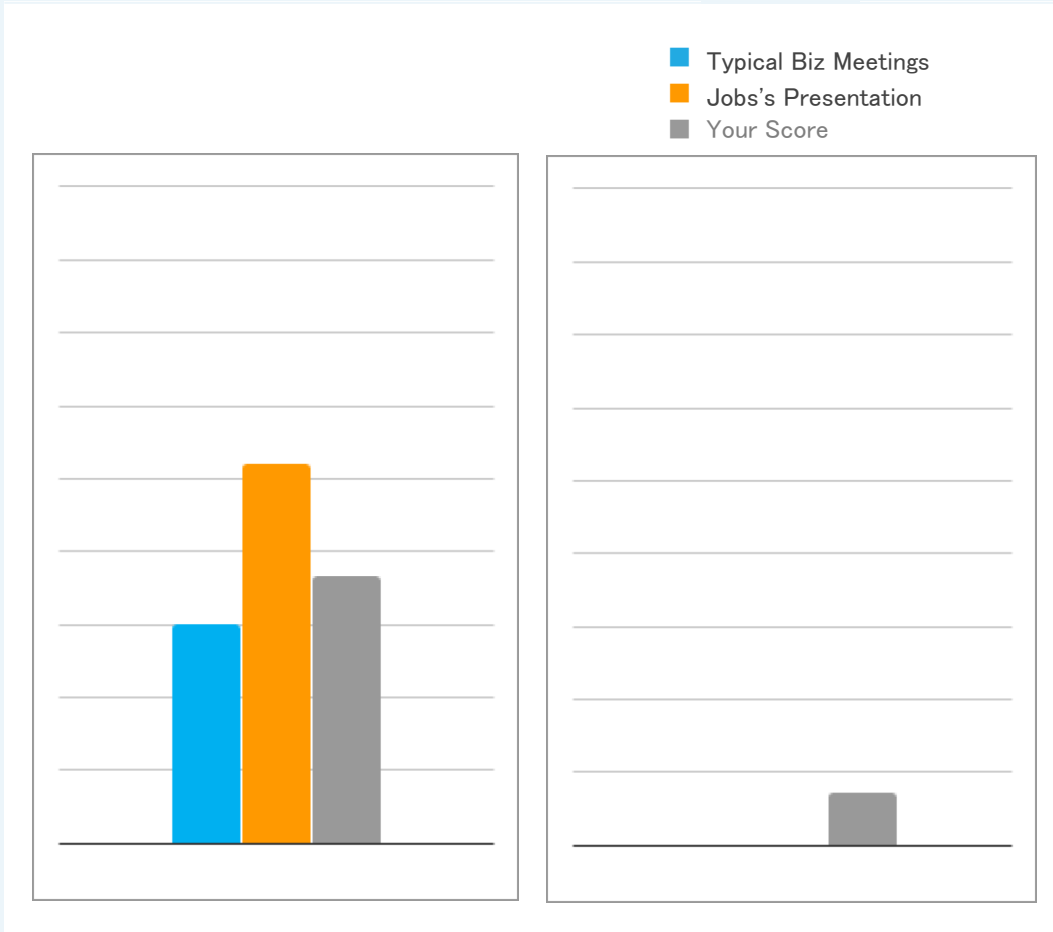
It shows how you are likely to expand your logic.



	出現	High Emergence
<p>Chain</p> <p>Pattern that a dialogue continues by swapping its topics one after another. Although a dialogue flows naturally, continuing this tendency could cause listeners not remembering every topic clearly.</p>		<ul style="list-style-type: none"> - Blog - Art related topics
<p>Comb</p> <p>Pattern that detailed information is supplemented from every single topic. It can make listeners feel that they understand, however, it often will not lead to listeners' deep understanding.</p>		<ul style="list-style-type: none"> - Interviews - Conversations, dialogues - Topics related politics
<p>Branch Out</p> <p>Pattern that multiple supplemented information is diverged from one topic, without flow of the talk. Although it is similar to "Chain branched line," this pattern does not have a flow of a dialogue. It indicates that ideas and opinions tend to be scattered.</p>		<ul style="list-style-type: none"> - Brainstorming sessions - Government documents
<p>Large Circle</p> <p>Pattern that topics are consistent through a dialogue. Well-known sentences often have this structure. It can be said that it has a macro structure that listeners feel they are persuaded and satisfied with. Especially, it is known that Westerners prefer this style and use more.</p>		<ul style="list-style-type: none"> - TED Talks
<p>Small Circle</p> <p>Pattern in which individual topic is described with supporting information as a small group. There is a tendency that listeners understand more about each topic.</p>		<ul style="list-style-type: none"> - Business speeches - Lectures

Component Factors of your Logic

Significantly essential factors were detected among component factors of your logic



Reasons to support a claim

By increasing reasons to support a claim or a conclusion, listener will be persuaded and convinced more. (Speaking techniques used by Steve Jobs)
It is important to narrow down the reasons to appeal in case the improvement is required due to too many reasons.



Remarks that the listeners had a doubt / a concern

Too many topics with doubts and concerns means that improvement is needed.
On the contrary, no doubt or concern means listeners might have no interest to what you say.

These remarks were detected as a lack of "reasons" for a specific claim or conclusion.

Remarks listed here might fail to convince listeners due to insufficient reasons to support. Please match each number on the right side with analysis of the dialogues after P8 of this report to see more specifically.

About rebuild our country

Chief Justice Roberts President Carter President Clinton President Bush President Obama fellow Americans and people of the world thank you. We the citizens of America are now joined in a great national effort to rebuild our country and restore its promise for all of our people. Together we will determine the course of America and the world for many many years to come. We will face challenges we will confront hardships but we will get the job done. Every four years we gather on these steps to carry out the orderly and peaceful transfer of power and we are grateful to President Obama and First Lady Michelle Obama for their gracious

Can you add more reasons of these claims?

1

About changes starting right now

That all changes starting right here and right now because this moment is your moment it belongs to you. It belongs to everyone gathered here today and everyone watching all across America. This is your day. This is your celebration. And this the United States of America is your country. What truly matters is not which party controls our government but whether our government is controlled by the people.

3

About We are one nation

We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart one home and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.

6

About it's going to be only America first

We assembled here today are issuing a new decree to be heard in every city in every foreign capital and in every hall of power. From this day forward a new vision will govern our land. From this day forward it's going to be only America first America first. Every decision on trade on taxes on immigration on foreign affairs will be made to benefit American workers and American families. We must protect our borders from the ravages of other countries making our products stealing our companies and destroying our jobs. Protection will lead to great prosperity and strength. I will fight for you with every breath in my body and I will never ever let you

8

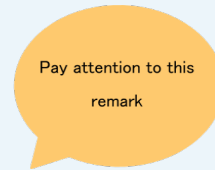
"Doubts / Concerns"

These are the remarks (phrases, sentences) that the listeners had "a doubt / a concern."

Using ambiguous expressions like "I think..." and "maybe" might cause the listeners to have concerns. Look back at what you had said before the listeners had doubts.
Let's consider an improvement plan based on the analysis of the dialogue after page 8 of this report, including the endings."



[Empty speech bubble for trigger]



[Empty speech bubble for listener]



[Empty speech bubble for trigger]

[Empty speech bubble for listener]



[Empty speech bubble for trigger]

[Empty speech bubble for listener]



Key Point Rankings

This is the ranking list that significantly important topics and turning points of a discussions are listed by its importance.

This key point ranking is a summary of the entire dialogue. Objective indicators detect key points. In case that what you really wanted to say is not on the list, the listeners might not have understood what you were talking (your ideas and opinions).

- No. 1

it' s going to be only America first

We assembled here today are issuing a new decree to be heard in every city in every foreign capital and in every hall of power. From this day forward a new vision will govern our land. From this day forward it' s going to be only America first America first. Every decision on trade on taxes on immigration on foreign affairs will be made to benefit American workers and American families. We must protect our borders from the ravages of other countries making our products stealing our companies and destroying our jobs. Protection will lead to great prosperity and strength. I will fight for you with every breath in my body and I will never ever let you down. America will start winning again winning like never before. We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams.

#8

- No. 2

we will make America great again

Together we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes together we will make America great again. Thank you. God bless you. And God bless America. Thank you. God bless America!

#15

- No. 3

We are one nation

We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart one home and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.

#6

- No. 4

the hour of action

Finally we must think big and dream even bigger. In America we understand that a nation is only living as long as it is striving. We will no longer accept politicians who are all talk and no action constantly complaining but never doing anything about it. The time for empty talk is over. Now arrives the hour of action. Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail. Our country will thrive and prosper again.

#13

- No. 5

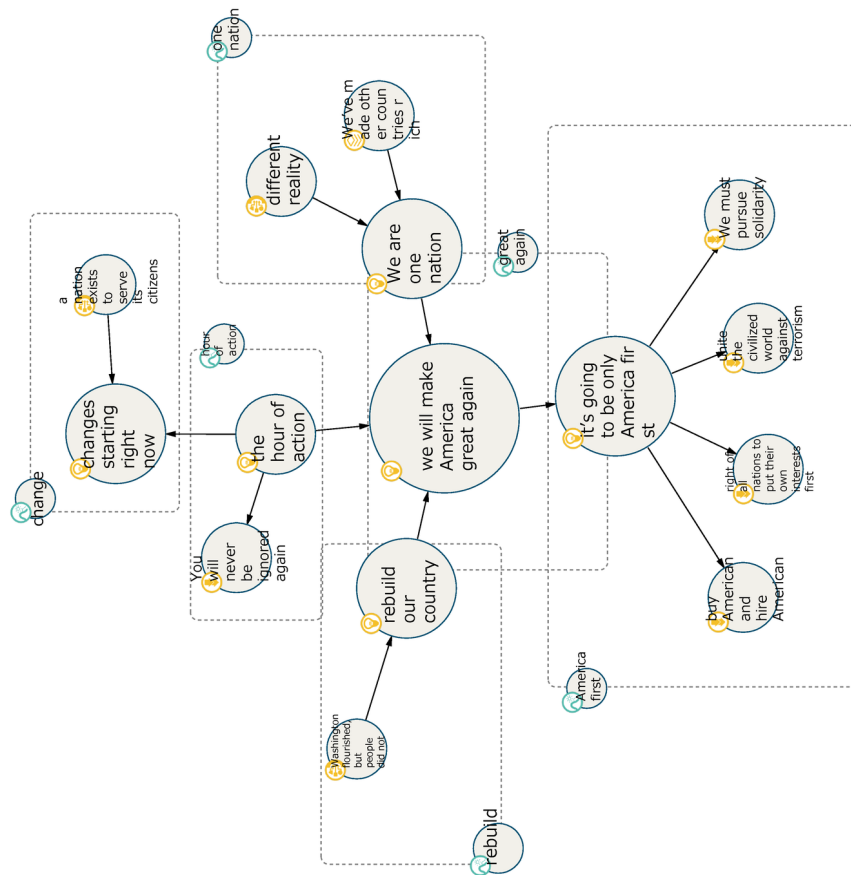
rebuild our country

Chief Justice Roberts President Carter President Clinton President Bush President Obama fellow Americans and people of the world thank you. We the citizens of America are now joined in a great national effort to rebuild our country and restore its promise for all of our people. Together we will determine the course of America and the world for many many years to come. We will face challenges we will confront hardships but we will get the job done. Every four years we gather on these steps to carry out the orderly and peaceful transfer of power and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. Thank you.

#1

CogStructure

This is made by CogStructure to visualize logical structure. CogStructure visualizes one dialogue into a logical structure diagram.



Analysis overview of the dialogue

Please check what have been identified. They will help when you consider your specific improvement plan

#	Keyword	Type	What you said
1	rebuild our country	Idea / Opinion	Chief Justice Roberts President Carter President Clinton President Bush President Obama fellow Americans and people of the world thank you. We the citizens of America are now joined in a great national effort to rebuild our country and restore its promise for all of our people. Together we will determine the course of America and the world for many many years to come. We will face challenges we will confront hardships but we will get the job done. Every four years we gather on these steps to carry out the orderly and peaceful transfer of power and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. Thank you.
2	Washington flourished but people did not	Reason	Today's ceremony however has very special meaning because today we are not merely transferring power from one administration to another or from one party to another but we are transferring power from Washington D.C. and giving it back to you the people. For too long a small group in our nation's capital has reaped the rewards of government while the people have borne the cost. Washington flourished but the people did not share in its wealth. Politicians prospered but the jobs left and the factories closed. The establishment protected itself but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital there was little to celebrate for struggling families all across our land.
3	changes starting right now	Data / Fact	That all changes starting right here and right now because this moment is your moment it belongs to you. It belongs to everyone gathered here today and everyone watching all across America. This is your day. This is your celebration. And this the United States of America is your country. What truly matters is not which party controls our government but whether our government is controlled by the people.
4	a nation exists to serve its citizens	Breakdown	January 20th 2017 will be remembered as the day the people became the rulers of this nation again. The forgotten men and women of our country will be forgotten no longer. Everyone is listening to you now. You came by the tens of millions to become part of a historic movement the likes of which the world has never seen before. At the center of this movement is a crucial conviction that a nation exists to serve its citizens. Americans want great schools for their children safe neighborhoods for their families and good jobs for themselves. These are just and reasonable demands of righteous people and a righteous public.
5	different reality	Reason	But for too many of our citizens a different reality exists: mothers and children trapped in poverty in our inner cities; rusted out factories scattered like tombstones across the landscape of our nation; an education system flush with cash but which leaves our young and beautiful students deprived of all knowledge; and the crime and the gangs and the drugs that have stolen too many lives and robbed our country of so much unrealized potential. This American carnage stops right here and stops right now.
6	We are one nation	Idea / Opinion	We are one nation and their pain is our pain. Their dreams are our dreams. And their success will be our success. We share one heart one home and one glorious destiny. The oath of office I take today is an oath of allegiance to all Americans.
7	We've made other countries rich	Data / Fact	For many decades we've enriched foreign industry at the expense of American industry; subsidized the armies of other countries while allowing for the very sad depletion of our military. We've defended other nations' borders while refusing to defend our own and spent trillions and trillions of dollars overseas while America's infrastructure has fallen into disrepair and decay. We've made other countries rich while the wealth strength and confidence of our country has dissipated over the horizon. One by one the factories shuttered and left our shores with not even a thought about the millions and millions of American workers that were left behind. The wealth of our middle class has been ripped from their homes and then redistributed all across the world. But that is the past. And now we are looking only to the future.

