

Visual RANK

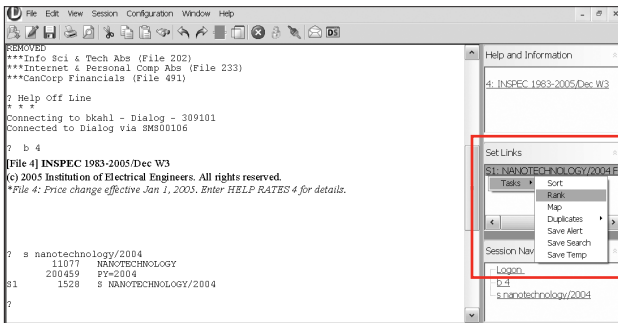
DialogLink 5

RANK lets you perform trend or statistical analysis on an existing search set by counting the frequency of specified terms that appear in an index. RANK is a powerful tool that can be used to:

- Identify experts (author frequency)
- Monitor media penetration of a brand or company (product name or company name frequency)
- Review news coverage of a topic or company
- Track co-occurrences of specific names with reported events, such as contracts, lawsuits, etc.

Visual RANK offers point-and-click ease of use and options for building additional search sets from your results, as well as saving RANK results in HTML or Microsoft® Excel.

Start DialogLink 5 and enter your search. In this example, we search Inspec® for information on “nanotechnology” reported in 2004. Enter the VRANK command, followed by the field to rank, or use the Set Links pane on the right side. The example below uses the Set Links pane.



1. From the Set Links pane, click on your search, then **Tasks** and then **Rank**.

2. The **Choose Rank Field** box displays. Click the check box next to the field you want to RANK. In this case, Descriptor was chosen to determine what terms are associated with “nanotechnology.”

