



GLOSSARY OF TERMS



www.terapage.ai

Terapage Platform Glossary of Terms

The following glossary of terms are specific in the context of Terapage web application.

- **Researcher:** Apart from the super admin, this is the highest level of user. They have total control over a workspace that they are assigned to.
- **Collaborator:** This is the next highest level of user after the researcher and super admin. They are the users invited by the researcher to collaborate with them on a particular study. When a researcher is adding a collaborator to a research there are screens in the current design that allows them to set various levels of permissions.
- **Observer:** This category of user can be added by the researcher to observe the study but may not be able to impact it by taking or owning any action. When a researcher is adding an observer to a research there are screens in the current design that allows them to set various levels of permissions.
- **Participants:** This category of users involves the participants that completes the study tasks, questionnaires and other activities. They are the lowest level of users in terms of users hierarchy. Participants log on to the platform to complete the activities and tasks set by a researcher for a study.
- **Super Admin:** This is the highest level of user that has all the rights and permissions to add a researcher, collaborator, observer and participants. They create the workspaces that a researcher can work within.
- **Platform:** The hierarchy starts from the Terapage platform itself which is controlled only by the super admin.
- **Workspace:** This is the next hierarchy and subset of the Terapage platform. A workspace is a space where an allocated researcher, collaborator and observer can work on their study. Only a super admin can create a workspace and can assign users to it initially. When an assigned researcher logs into the workspace, they can assign more users or remove people as desired. Users can be associated to more than one workspace, and they should be able to switch between workspaces. A workspace can have many studies depending on the settings and permissions of the workspace.
- **Study:** A study is a study or research. A study exists within a workspace and a workspace can have more than one studies depending on the settings and permissions

of the workspace. A study can be created by a researcher or collaborator (depending on the permissions assigned)

- **Activity:** An activity is a set of tasks that participants must complete as part of the study. An activity exists within a study. There are 6 types of activities on Terapage: Multi-Task activity, journal activity, live group chat, live interview activity, document review activity and automated interview activity. Some activities don't have a task as they are just an activity on its own. These are live interview, live group chat and journal activity. There can be numerous activities within a study and the limitations depends on the permissions and settings of the workspace. An activity can be created by a researcher or collaborator (depending on the permissions assigned)
- **Tasks:** A task is a single study requirement that participants must complete as part of the activity for a study. A task exists within an activity. There are 15 types of tasks within a Multi-Task activity on Terapage. There can be numerous tasks within an activity, and it can be of the same type of task repeating itself or not. The limitations of the numbers of tasks depends on the permissions and settings of the workspace. A task can be created by a researcher or collaborator (depending on the permissions assigned).
- **Terapage Go:** This flavour of Terapage is where a client is onboarded to the main Terapage platform at app.terapage.ai and does not get any special branding and domains. This flavour is also available via the API. This flavour is aimed at small-sized research teams who want to focus of launching their studies and focusing on what matters quickly.
- **Terapage Explore:** This flavour of Terapage is where a client is onboarded to an instance of Terapage with more advanced modifications and white-labelling. The instance can be deployed on Terapage or the client's technology infrastructure. This flavour is also available via the API. This flavour is aimed at research teams who want to focus of launching their studies in a customized and branded fashion that fits their processes and sub processes, as well as enable them focus on what matters quickly.
- **Terapage Hybrid:** This flavour of Terapage is where a client is onboarded to an instance of Terapage with more flexible and advanced modifications and white-labelling that is tailored to the research needs of the client. The instance can be deployed on Terapage or the client's technology infrastructure. This flavour is also

available via the API. This flavour is aimed at research teams that want to focus on launching their studies in a customised and branded fashion that fits their processes and sub processes, as well as enable them focus on what matters quickly.

- **Thread:** A thread is a sequence of related messages or posts that follow a particular topic. It typically starts with an initial post and includes replies from other users, creating a conversation within that specific discussion.
- **Video:** A video is a visual multimedia format that presents a sequence of moving images, often accompanied by audio. It is a dynamic medium used for various purposes, including conveying information through a combination of visual and auditory elements.
- **Audio:** Audio refers to digital recordings or files containing sound information. Audio is an essential component in multimedia presentations.
- **Image:** An image is a visual representation or depiction of an object, scene, concept, or idea. It can take various forms, including photographs, illustrations, paintings, or graphical representations. Images are often used to convey information, express artistic creativity, or enhance communication by providing a visual element to accompany text or other content.
- **Data and Charts:** Data and charts refer to visual representations of information. Data is the raw facts and figures, while charts are graphical representations that help illustrate and interpret that data. Charts can take various forms, such as bar charts, pie charts, line graphs, and more.
- **Word cloud:** An expression is a word cloud that is a visual representation of text data where words are displayed in varying sizes, with the more frequently used words appearing larger. It provides a quick and intuitive way to identify the most prominent or common words in a body of text. Word clouds are often used in data visualization to highlight key terms in documents, speeches, or other textual content, emphasizing the relative importance of each word based on its frequency.
- **Group or Groups:** This is often used in the context of participant grouping. It involves dividing a group of participants into distinct groups based on certain criteria or characteristics. This grouping helps analyse and understand different subgroups within a larger population. In contexts, such as research, participant grouping allows for more targeted strategies, as each group may have unique preferences, behaviours, or needs.

- **Participant Profiling:** Participant profiling involves creating detailed profiles of individuals based on various characteristics, behaviours, or attributes. In different contexts, such as marketing or research, participant profiling helps in understanding the demographics, preferences, and traits of a specific audience. This information can be used to tailor services, products, or experiences to better meet the needs and expectations of the targeted participants.
- **Recap:** This shows the summary or highlights of the activities within the study such as media, posts, expressions and comments.
- **Community:** These are conversations or exchange of messages among participants and researchers/collaborators centred around a specific topic. It typically involves users posting messages to share their thoughts, ask questions, or respond to others' contributions.
- **Workspace Administration:** This represents the area where settings and parameters about a workspace can be configured. See this document for the definition of a workspace.
- **Layout:** Layouts are often used in the context of Terapage charts and represent the orientation of the charts which can be set as desired by the user.
- **Coding:** The process of categorizing and labelling data for analysis, often used in qualitative research.
- **Response Summary:** This is a summarised view of the participants response data for the study.
- **Print:** In data analysis, "print" typically refers to outputting information, such as values, results, or messages, to the printer hardware for further examination or presentation.
- **Export:** In data analysis, "export" refers to saving or transferring data, results, or visualizations from a software tool or environment to an external file or format. This enables sharing, further analysis, or integration with other applications.
- **Heatmap:** A heatmap in data analysis is a graphical representation of data where values in a matrix are represented as colours. It uses a colour scale to depict the magnitude of numerical values, with warmer colours (e.g., red) often indicating higher values and cooler colours (e.g., blue) indicating lower values. Heatmaps are commonly

used to visualize patterns, correlations, or distributions in large datasets, making it easier to identify trends and anomalies.

- **Tag:** A tag often refers to a visual identifier, such as a coloured cell or symbol, used to highlight specific data points or characteristics. Tags in heat maps help draw attention to areas of interest, making patterns or trends more noticeable within the heatmap visualization.
- **Tag Distribution:** Tag distribution typically refers to the pattern or arrangement of tags or markers across the heatmap. It involves examining how frequently or densely certain tags appear in different regions of the heatmap, helping to identify clusters, trends, or areas of significance within the data.
- **Tag Frequency:** Tag frequency refers to the number of occurrences or instances of a particular tag or marker within the heatmap. Analysing tag frequency helps to understand the prevalence or concentration of specific characteristics or events represented by the tags, providing insights into patterns and trends within the data visualization.
- **Excerpts:** An excerpt is a short portion or passage taken from a larger text, comments, posts, document, or piece of writing. It is used to provide a representative sample or highlight specific information without presenting the entire content. Excerpts are often utilized for summarization, quotation, or reference purposes.
- **Transcripts:** A transcript is a written or typed record of the audio, video, spoken words in a conversation, interview, or event. It captures the dialogue or spoken content verbatim, making it possible to review, analyse, or reference the spoken information. Transcripts are commonly used in various contexts, including academic research, legal proceedings, and media production.
- **Back room:** In the context of video interviews, a backroom refers to a space and situation where members of the research team collaborate and communicate privately, using a separate chat space, during the interview. This collaboration allows team members to share their impressions, exchange thoughts, and make real-time decisions about the participants without the participants being aware of this communication.
- **Front room:** In a video interview context, the term "frontroom" typically refers to the visible and audible space where the interview takes place. It includes what the

participants and the research team can see and hear during the video call. The frontroom encompasses the virtual setting where the participants and research team interact, including the background, lighting, and any elements visible on camera. It is the shared space that contributes to the overall impression and dynamics of the video interview.

Research Industry Glossary of Terms

The following are some of the glossary of terms that are specific in the context of research (including education and market research).

- **Hypothesis:** A testable prediction or statement about the relationship between variables.
- **Methodology:** The systematic process of planning, executing, and evaluating research.
- **Literature Review:** A summary and analysis of existing research and publications related to the study.
- **Data Collection:** The process of gathering information or data relevant to the research.
- **Data Analysis:** The examination and interpretation of data to draw conclusions and make inferences.
- **Peer Review:** Evaluation of research by experts in the same field before it is published.
- **Primary Research:** Gathering firsthand data directly for a specific study.
- **Secondary Research:** Using existing data and information collected by others.
- **Control Group:** The group in an experiment that does not receive the experimental treatment, used for comparison.
- **Experimental Group:** The group in an experiment that receives the experimental treatment.
- **Sample Size:** The number of subjects or data points included in a study.
- **Qualitative Research:** Research focused on understanding and interpreting non-numeric data.
- **Quantitative Research:** Research involving the measurement and analysis of numerical data.
- **Ethical Considerations:** Adherence to ethical principles and guidelines in research, involving human or animal subjects.
- **Conclusion:** A summary of findings and interpretation of results at the end of a research study.
- **Abstract:** A concise summary of a research paper, typically providing an overview of the study.
- **Citation:** The acknowledgment of the sources used in a research paper, providing proper credit.
- **Market Research:** The process of collecting, analyzing, and interpreting information about a market, including potential customers and competitors.

- **SWOT Analysis:** An assessment of a company's Strengths, Weaknesses, Opportunities, and Threats.
- **Market Segmentation:** Dividing a market into distinct groups based on demographics, behavior, or other criteria.
- **Target Audience:** The specific group of people or businesses that a product or service is intended for.
- **Competitive Analysis:** Evaluating the strengths and weaknesses of competitors to identify opportunities and threats.
- **Consumer Behavior:** The study of how individuals or groups select, buy, use, and dispose of goods and services.
- **Brand Awareness:** The extent to which consumers recognize and remember a brand.
- **Market Trends:** Patterns of consumer behavior, industry developments, or changes in the market.
- **Primary Data:** Information collected directly from original sources for a specific research purpose.
- **Secondary Data:** Existing data that was collected for a different purpose but is used in a new research context.
- **Sampling:** Selecting a representative subset of a population for research purposes.
- **Margin of Error:** The range within which the true value of a population parameter is likely to fall.
- **Market Share:** The percentage of a market that a company or product controls.
- **Brand Loyalty:** The degree to which customers consistently choose a particular brand over others.
- **Pricing Strategy:** The approach a company takes to set prices for its products or services.
- **Focus Group:** A small, diverse group of people brought together to provide feedback on a product or concept.
- **Customer Satisfaction:** The extent to which customers are pleased with a product or service.
- **Data Analysis:** The process of inspecting, cleaning, transforming, and modeling data to discover useful information.
- **Quantitative Data:** Numerical data that can be measured and expressed in terms of quantity.

- **Qualitative Data:** Non-numerical data that is descriptive in nature, often based on qualities or characteristics.
- **Variables:** Characteristics or attributes that can be measured and studied.
- **Hypothesis:** A testable statement or prediction that researchers aim to investigate and support or reject.
- **Sampling:** The process of selecting a subset of individuals or elements from a larger population for research.
- **Survey:** A research method that collects data through questionnaires or interviews to gather information from participants.
- **Regression Analysis:** Statistical method to examine the relationship between one dependent variable and one or more independent variables.
- **Correlation:** A statistical measure that indicates the extent to which two variables change together.
- **Descriptive Statistics:** Statistical methods used to summarize and describe the main features of a dataset.
- **Inferential Statistics:** Techniques that allow researchers to make predictions or inferences about a population based on a sample.
- **ANOVA (Analysis of Variance):** A statistical test used to analyze the differences among group means in a sample.
- **Chi-Square Test:** A statistical test used to determine if there is a significant association between two categorical variables.
- **Data Visualization:** Presenting data in graphical or visual formats, such as charts or graphs, to aid in interpretation.
- **Validity:** The degree to which a measurement accurately reflects the intended concept.
- **Reliability:** The consistency and stability of a measure or research instrument.
- **Confidence Interval:** A range of values used to estimate the true value of a population parameter.
- **Triangulation:** The use of multiple methods or data sources to enhance the validity and reliability of research findings.
- **Ethnography:** A qualitative research method involving the detailed study and description of a particular culture or social group.