

Reaction Analysis System

What is Reaction Analysis System?

Reaction Analysis System is an advanced platform that uses Artificial Intelligence to simulate how the public in the Republic of Moldova would react to your messages. The tool is specifically calibrated for ex-ante testing of communication campaigns, providing predictive analysis of how different social segments are likely to perceive messages related to European integration, reforms, and social processes.

Target audience

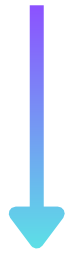
Who is it for?	Use cases
Communication strategists and consultants	Narrative analysis
Researchers, think tanks, analysts	Assessing the social impact of reforms
SMM professionals, content creators, communication agencies	Testing multiple copy variations
Civic organizations	Checking the clarity and accessibility of messages
Journalists, editors, opinion editors	Internal “tone and sensitivities” guide
Institutional communicators and spokespersons	Preparing Q&A for conferences

Usage recommendations

- **Be clear and specific:** Formulate your idea or message as concisely as possible. Avoid ambiguities. The tool works best when it analyzes a clearly defined position or hypothesis.
- **Respect the length limit:** The submitted message must not exceed 3000 characters. This length is sufficient to describe the subject for analysis.
- **Segment long texts:** If you need to analyze a lengthy material or a strategic document, do not submit it in full. Break the text into logical paragraphs and analyze them individually.
- **Maintain thematic context:** Keep in mind that the tool is specifically calibrated for topics related to European integration, reforms, and social processes.
- **Iterate using suggestions:** Do not stop at the first analysis. Use the “Improvement suggestions” section provided by the AI to reformulate the text, then resubmit the adjusted message.
- **Analyze the “why”:** Pay attention to the explanations in the “Why do they react this way?” section. Understanding the motivation behind the reaction (e.g., fear of losing traditions among conservatives) is more valuable than the percentage itself.

Sign Up

1. Open **ras.cicd.md** in your preferred browser.



ras.cicd.md

2. Click the “Sign up” button to register.



Login



This tool uses artificial intelligence to interpret public communication messages through seven social archetypes. The analysis quickly surfaces tone, intent, and social impact so you can understand how your content is perceived in the public space.

Email *

Next

Don't have an account?

Sign Up

3. Fill in the fields and click “Create account”.



Create Account



This tool uses artificial intelligence to interpret public communication messages through seven social archetypes. The analysis quickly surfaces tone, intent, and social impact so you can understand how your content is perceived in the public space.

Email *

First Name *

Last Name *

Password *

Must be at least 8 characters

Create Account

Already have an account? [Log in](#)

4. Within 24 hours you will receive approval from the administrator.



Cont aprobat – DeepAnalysis Inbox x

Lilian Hincu | De... 12:26 PM (0 minutes ago) ☆ 😊 ↶ ⋮
to me ▾

Don't translate Romanian

Contul tău a fost aprobat

Salut Denis,

Lilian Hincu ți-a aprobat accesul la platforma DeepAnalysis. Te poți autentifica folosind adresa ta de email și parola create la înregistrare.

Accesează platforma

↶ Reply

↷ Forward



Main page

1. Click on the sidebar for additional information.
2. By accessing this button, you can choose the type of analysis you want to perform.
3. Here you can enter the message you want Reaction Analysis Tool to analyze for you.
4. Click “Analyze Message” once you have inserted the message.

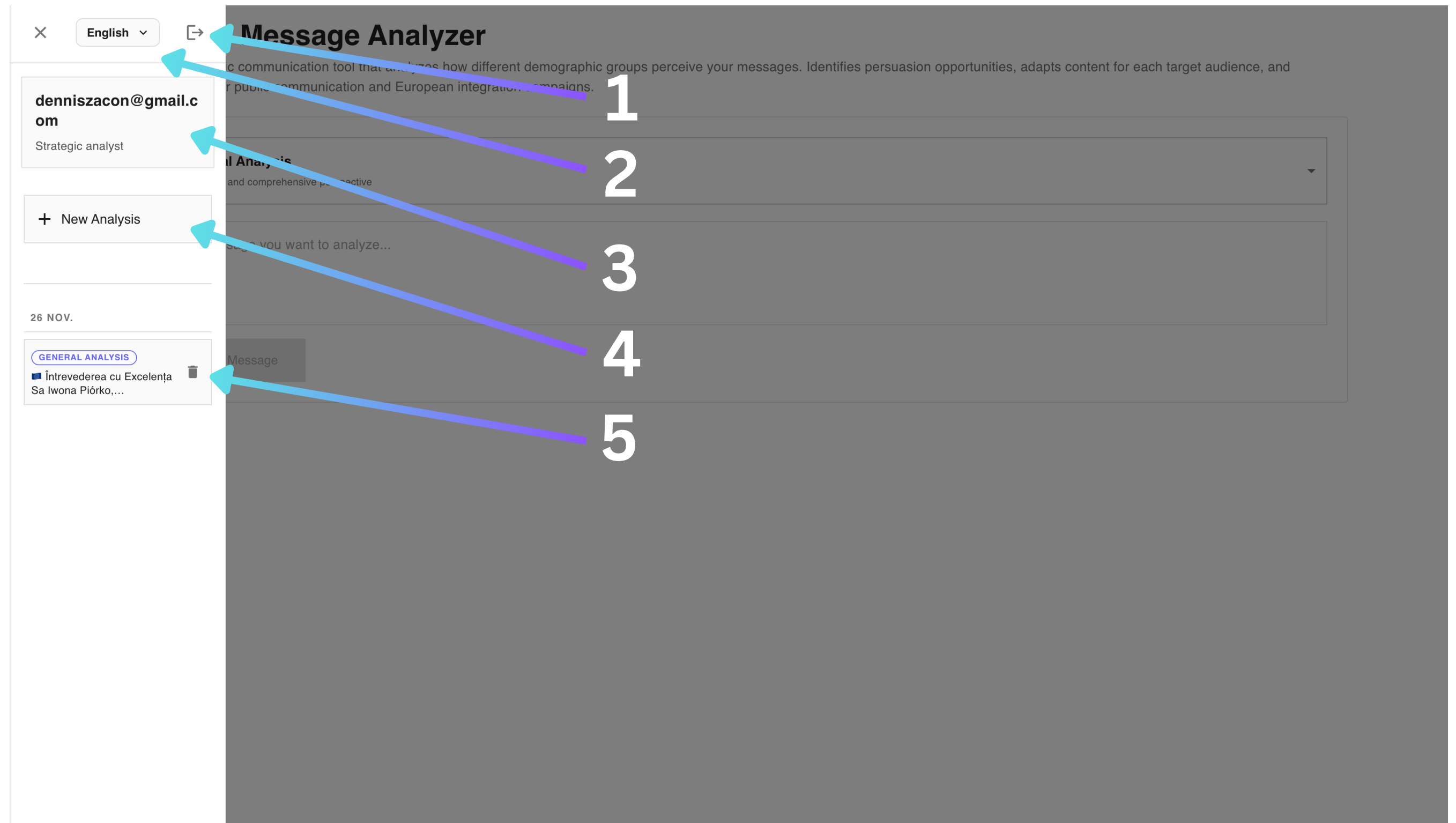
The screenshot shows the main page of the Strategic Message Analyzer. At the top left, there is a sidebar icon (three horizontal lines) with a callout '1' and an arrow pointing to it. Below this is the title 'Strategic Message Analyzer' and a descriptive paragraph: 'AI-powered strategic communication tool that analyzes how different demographic groups perceive your messages. Identifies persuasion opportunities, adapts content for each target audience, and optimizes impact for public communication and European integration campaigns.'

The main content area contains a form with three main sections, each with a callout number and an arrow pointing to it:

- Callout 2:** A dropdown menu labeled 'Analyze as...' with the selected option 'General Analysis' (Balanced and comprehensive perspective).
- Callout 3:** A text input field with the placeholder text 'Enter the message you want to analyze...'.
- Callout 4:** A button labeled 'Analyze Message' with a right-pointing arrow icon.

Side menu bar

1. The logout button.
2. Here you can change the interface language and the language the tool uses to respond. The available languages are: Romanian, Russian and English.
3. The email you used to sign in.
4. Here you can start a new analysis.
5. Here you can view and delete the analysis history.



Tool usage

1. To use the tool, add the text / hypothesis / position you want to analyze in the text bar.
2. After inserting or editing the text, click the “Analyze Message” button.

Pro Tip: For an effective analysis, formulate your idea clearly, in a maximum of 3000 characters.

Strategic Message Analyzer
AI-powered strategic communication tool that analyzes how different demographic groups perceive your messages. Identifies persuasion opportunities, adapts content for each target audience, and optimizes impact for public communication and European integration campaigns.

Analyze as...
General Analysis
Balanced and comprehensive perspective

Cities in Europe can become European Capitals of Culture. However, obtaining this title involves several long and well-structured stages. The process begins 6 years before the nomination. Cities submit their candidacy, and cultural experts review them thoroughly. After the jury selects the participating cities, they have 4 years to develop cultural strategies, engage citizens, and create European connections. In the end, the commission nominates the winning capitals. In this competition, the 27 EU member states, the EFTA member states, as well as the candidate countries for EU integration — including Moldova — can participate.

► Analyze Message

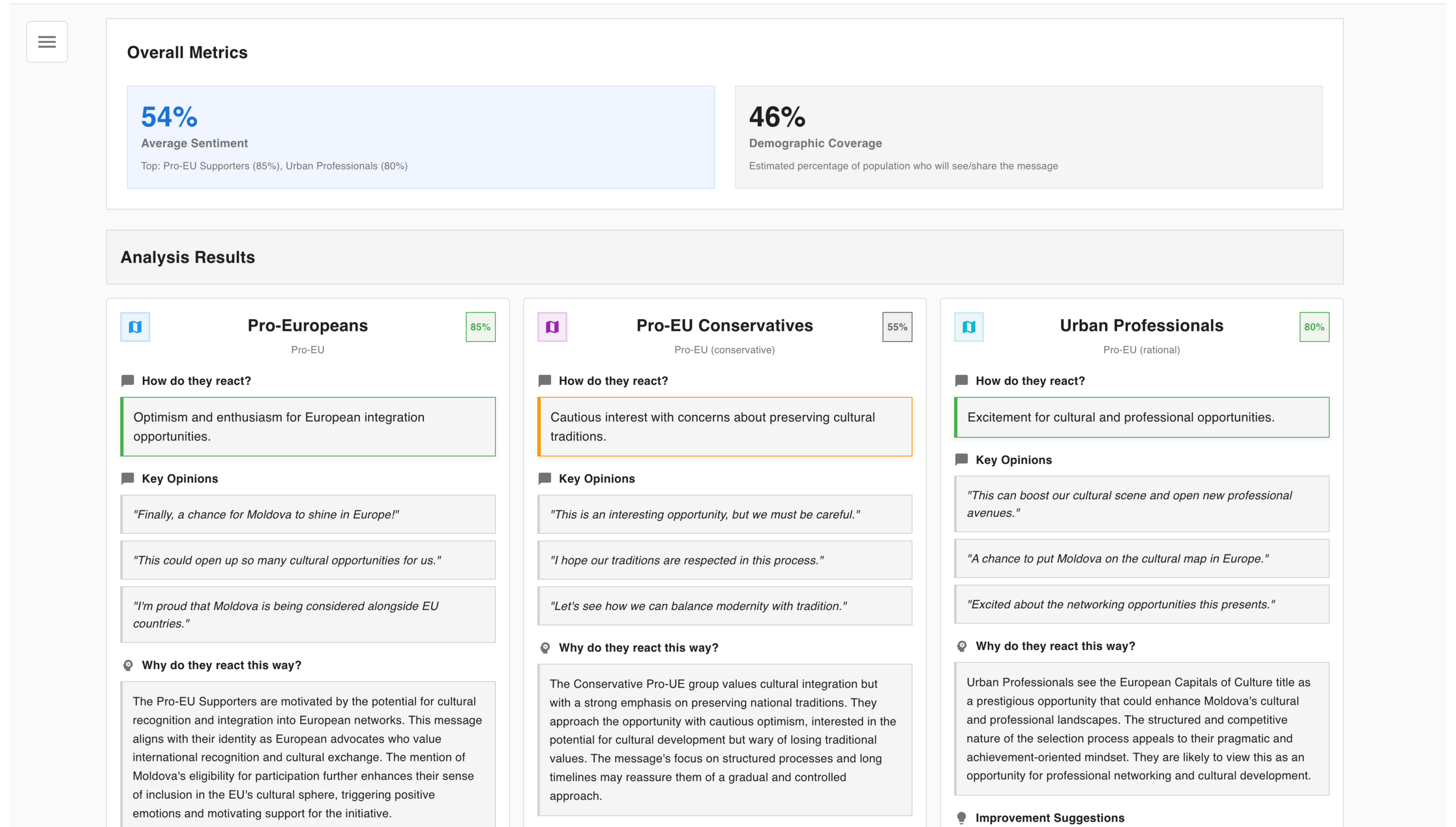
Result

In a few minutes you will receive a detailed and comprehensive answer regarding how 7 sociological archetypes react to your message:

- Pro-Europeans
- Pro-EU conservatives
- Urban professionals
- Rural communities
- Neutral segment
- Active pro-Russia
- Passive pro-Russia

In the response, for each archetype you will receive information about:

- How they react
- Key opinions
- Why they react this way
- Improvement suggestions
- Personalized message suggestions.



Additional features

If you hover your cursor over any of the icons, a more detailed text bar will open with the following description:

1. The geographical distribution of the archetype
2. The detailed characteristics of the archetype
3. The group's attitude toward the analyzed message

The dashboard displays overall metrics and analysis results for three Pro-EU archetypes. The overall metrics section shows an average sentiment of 54% (top: Pro-EU Supporters at 85%, Urban Professionals at 80%) and demographic coverage of 46% (estimated percentage of population who will see/share the message). The analysis results section is divided into three columns, each representing an archetype. Each archetype card includes a title, a percentage, a 'How do they react?' section, a 'Key Opinions' section, and a 'Why do they react this way?' section. The Pro-Europeans archetype has a percentage of 85% and shows optimism and enthusiasm for European integration. The Pro-EU Conservatives archetype has a percentage of 55% and shows cautious interest with concerns about preserving cultural traditions. The Urban Professionals archetype has a percentage of 80% and shows excitement for cultural and professional opportunities.

Overall Metrics

- 54%** Average Sentiment
Top: Pro-EU Supporters (85%), Urban Professionals (80%)
- 46%** Demographic Coverage
Estimated percentage of population who will see/share the message

Analysis Results

1 **2** **3**

Pro-Europeans (85%)
Pro-EU

- How do they react?**
Optimism and enthusiasm for European integration opportunities.
- Key Opinions**
"Finally, a chance for Moldova to shine in Europe!"
"This could open up so many cultural opportunities for us."
"I'm proud that Moldova is being considered alongside EU countries."
- Why do they react this way?**
The Pro-EU Supporters are motivated by the potential for cultural recognition and integration into European networks. This message aligns with their identity as European advocates who value international recognition and cultural exchange. The mention of Moldova's eligibility for participation further enhances their sense of inclusion in the EU's cultural sphere, triggering positive emotions and motivating support for the initiative.

Pro-EU Conservatives (55%)
Pro-EU (conservative)

- How do they react?**
Cautious interest with concerns about preserving cultural traditions.
- Key Opinions**
"This is an interesting opportunity, but we must be careful."
"I hope our traditions are respected in this process."
"Let's see how we can balance modernity with tradition."
- Why do they react this way?**
The Conservative Pro-UE group values cultural integration but with a strong emphasis on preserving national traditions. They approach the opportunity with cautious optimism, interested in the potential for cultural development but wary of losing traditional values. The message's focus on structured processes and long timelines may reassure them of a gradual and controlled approach.

Urban Professionals (80%)
Pro-EU (rational)

- How do they react?**
Excitement for cultural and professional opportunities.
- Key Opinions**
"This can boost our cultural scene and open new professional avenues."
"A chance to put Moldova on the cultural map in Europe."
"Excited about the networking opportunities this presents."
- Why do they react this way?**
Urban Professionals see the European Capitals of Culture title as a prestigious opportunity that could enhance Moldova's cultural and professional landscapes. The structured and competitive nature of the selection process appeals to their pragmatic and achievement-oriented mindset. They are likely to view this as an opportunity for professional networking and cultural development.
- Improvement Suggestions**