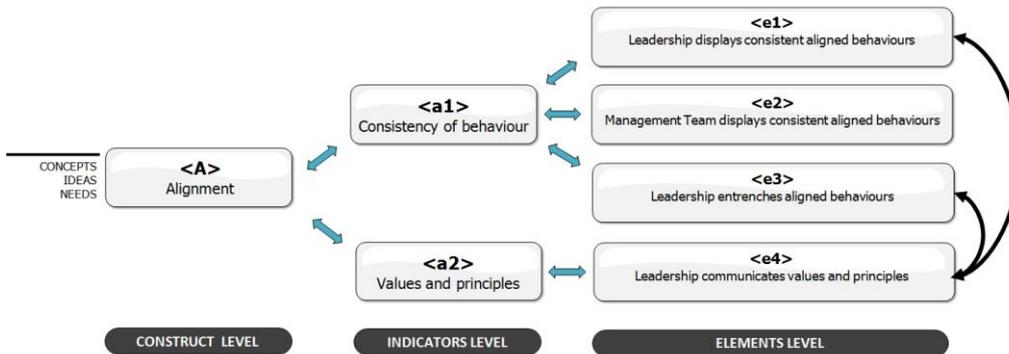


CONSTRUCT MAPPING

CATEGORIES

Mercor uses Construct Conceptualisation Research CCR methodology to create data structures and frameworks from complex and disparate information. It provides the platform to logically categorise information and assess relationships that may exist between seemingly non-related entities. We use this research methodology to extract vital information from subject matter experts, e.g. to determine the structure and framework of a performance assessment regime. The process of construct mapping is one of conceptualisation and classification. CCR involves the development of constructs based on things of importance.



THE TAXONOMY OF CONSTRUCTS

The diagram above sets out the relational and data structure per construct.

What is a Construct?

- A construct describes and defines an abstract or latent variable. It consists of an idea, need or concept (e.g. intelligence) and comprises several interrelated and sometimes complex sub-components.
- A construct is generally not measured on its' own, although it is at this level that we are able to develop a research hypothesis.

Indicator Variables

- Once a construct is defined or labelled we are able to drill down to its' sub-components, i.e. indicator variables.
- A construct can be measured indirectly through related indicator variables. It is at this level that we start conducting analysis and drawing conclusions.
- Combined indicator variables make up a construct and may possess qualitative properties.

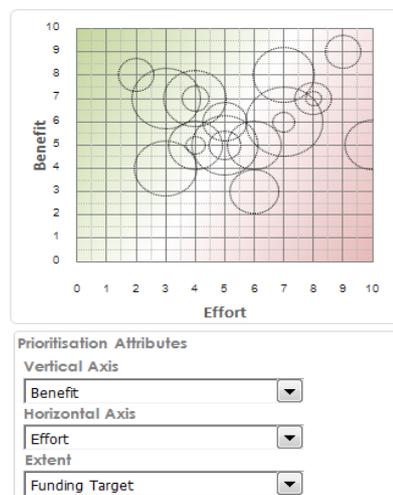
Elements

- Each indicator in turn comprises the aggregation of multiple elements.
- Elements are at the lowest level and describe indicator variables.
- Elements are measured quantitatively.

THE POWER OF CONSTRUCTS

Constructs allow us to compare and rank <performance measures> based on a rolled up overall performance score. Mercor's xEScores Framework is designed to contain multi-dimensional constructs arranged in a hierarchical structure. This model takes advantage of the hierarchical database structure to perform advanced calculations extracting data at multiple levels and from various dimensions.

Below is an example of data matrix that relates to shared characteristics common to lower level dimensions. These interrelations could span across more than one indicator variable and possibly even constructs. This allows us to gain a better understanding of the overall health of the business through interactive analytics.



- Brainstorming
- Business Intelligence
- Data Governance
- Data Model Framing
- Dimension Reduction
- Early Case Assessment
- Logical Reasoning
- Problem Solving
- Problem Statement
- Product Development
- Qualitative Research
- Questionnaire Construction
- Requirements Analysis
- Structured Data Analysis
- Unstructured Data



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