Understanding a Merger: Content and Structural Metrics

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Overview

In this work, we process more than 20M emails to understand the change in structure and language of a company which has gone through a horizontal merger, but each element is intended to operate separately.
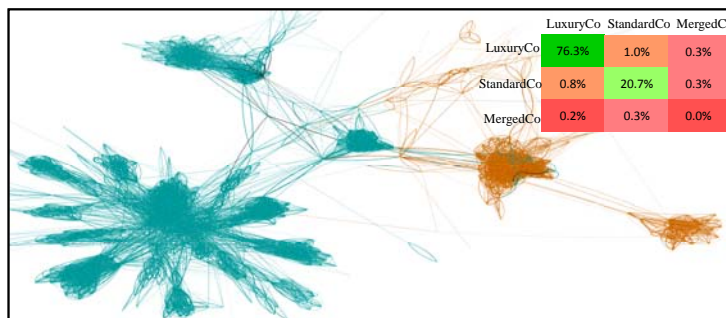
We find that:
- Structurally, the organization is slowly merging
- In content, each organization retains distinct language
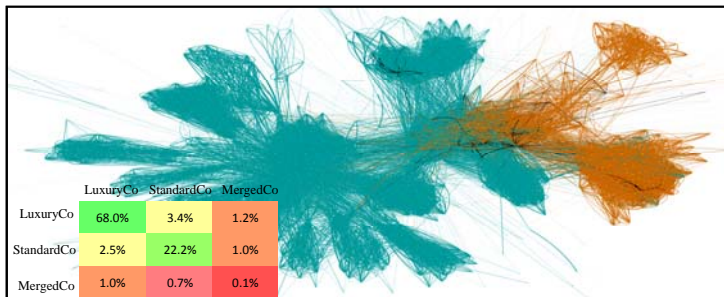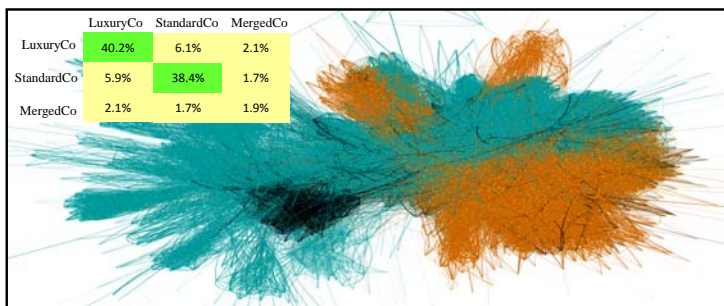
Summary

In-Group Interactions

Content Deltas
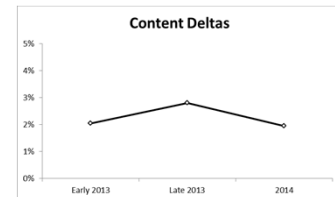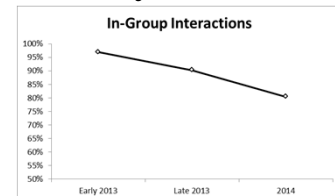
Structural Analysis

LuxuryCo　　StandardCo　　MergedCo

	LuxuryCo	StandardCo	MergedCo
LuxuryCo	76.3%	1.0%	0.3%
StandardCo	0.8%	20.7%	0.3%
MergedCo	0.2%	0.3%	0.0%

Early 2013 – 155,323 Emails

	LuxuryCo	StandardCo	MergedCo
LuxuryCo	68.0%	3.4%	1.2%
StandardCo	2.5%	22.2%	1.0%
MergedCo	1.0%	0.7%	0.1%

Late 2013 – 478,440 Emails

	LuxuryCo	StandardCo	MergedCo
LuxuryCo	40.2%	6.1%	2.1%
StandardCo	5.9%	38.4%	1.7%
MergedCo	2.1%	1.7%	1.9%

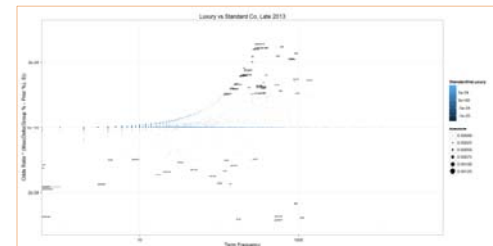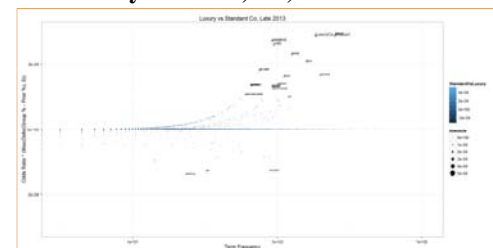**2014 – 723,029 Emails**

Content Analysis

Early 2013 – 1,112,214 Tokens

Late 2013 – 3,119,731 Tokens

2014 – 3,481,251 Tokens

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