1. **How might unstructured survey data supplement your student project?**

What sort of data might you receive from unstructured survey questions posed to staff and patients?

Patient surveys could help with the clinic and hospital projects during the flu season to ensure that patients are getting the best care at the most efficient rate. Survey questions to patients could include – "Rate your experience from a scale from 1 –10", follow-up question could include "Please explain how we could improve." This can give hospital staff and other investors in the project insights that might have been overlooked and a new perspective on how the business is operating.

Over time, with the same surveys we can see how things have progressed over the months and years. To conduct further research to see what methods have worked and which have not to keep on improving our overall patient satisfaction and rate of service of the hospital network.

How could textual analysis be used to produce insights from this data?

When conducting these surveys and the patient's responses we can form research based on key words or popular words from the surveys to identify issues and improvements that the hospital can undergo. This is helpful when first organizing and presenting the next steps in the research project.

Textual analysis can also help project staff identify popular feedback words among different demographics groups among patients to better help serve different needs within the hospital.

2. **How might surveys or other forms of unstructured data be useful to analyze as a *next step* in this project?**

After the initial hospital surveys are conducted, the next steps for the project would reinstate further surveys among both hospital patient and staff to identify changes. Some surveys could include stratification, feedback, and anonymous surveys.

This would allow the influenza project to determine how successful their efforts and implementation of new systems have been compared to prior flu seasons. Key words and feedback surveys would need to have a higher overall satisfaction rate, as well as tracking the actual patient's overall infection rate from past flu seasons.