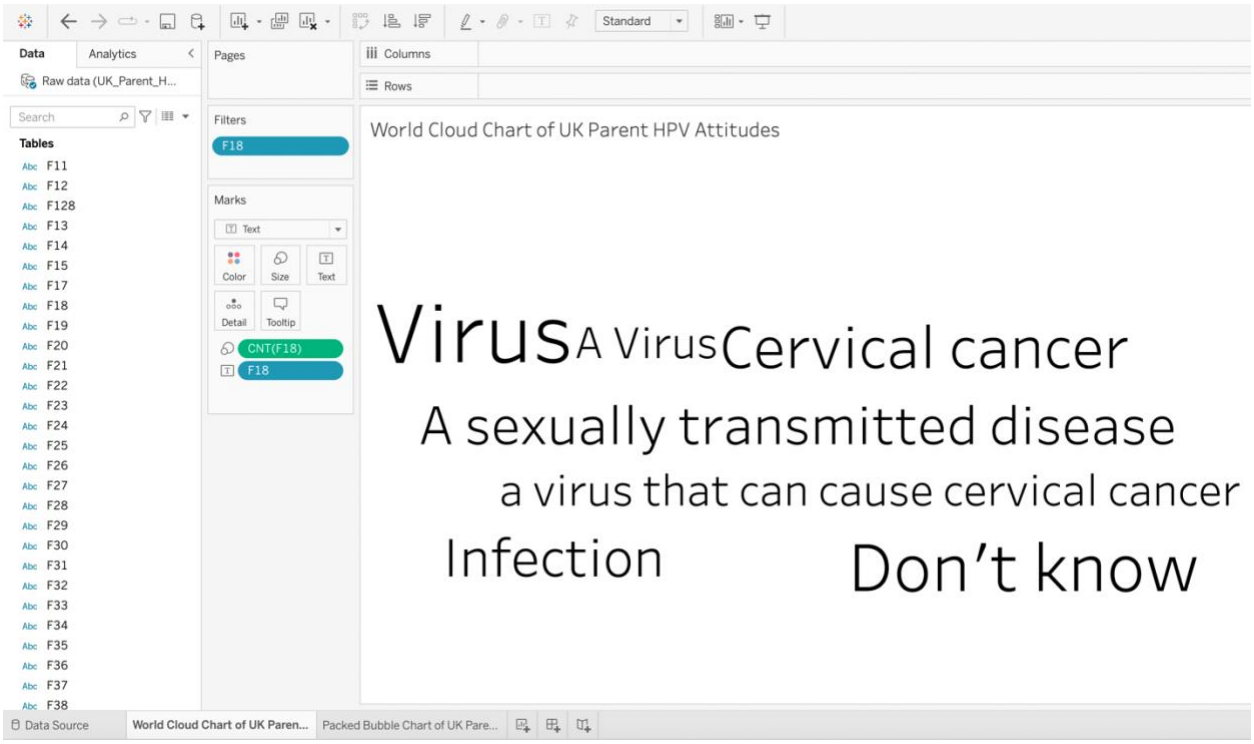
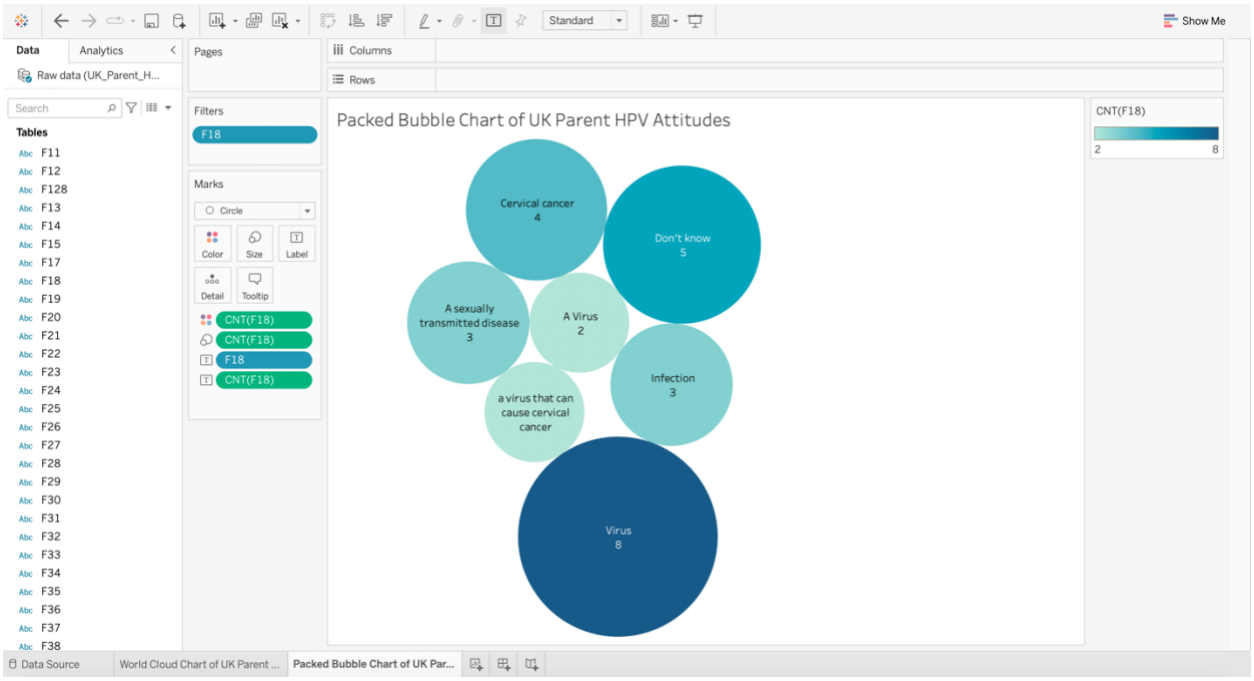
Textual Analysis

Part 1

Word Cloud (click to view)



Packed Bubble Chart (click to view)



Explain what the bubble chart tells you that the word cloud can't…

The bubble chart gives the exact frequencies of each phrase, whereas the word chart does not, and perhaps can skew longer phrases to look more common.

VISUALIZATION CHECKLIST

Text

- Are the title and text descriptive enough? (i.e., do you understand what the visualization is trying to convey just by looking at the title and text?)

  Yes.

- Are there text labels?

  Yes.

- Does the text portray any redundant information that could be gotten rid of?

  No.

- Do colors, shapes, and size scales come with legends?

  No.

Color

- What does the color scheme signify?

  The frequency of each phrase by parents (higher frequencies being darker shades).

- Are there more than five colors?

  No.

- Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive?

  Yes, the color gradient follows a clear, intuitive scheme.

- If color is used to draw attention to important information, is the darkest color representing the most important information?

  Yes, the darker shades represent higher counts.

Other

- Are different sizes used? If so, is there meaning behind the sizes?

  Yes, the larger dots represent the most frequent phrases by UK parents.

- Are there groupings in the data that can be portrayed through color, size, or position?

  Grouping by size and color, based on answer frequency.

- Is there (enough) whitespace?

  Yes.

- Is the visualization accessible?

  Yes.

- Does the visualization teach you something?

  Yes, the most common concerns of UK parents about HPV and/or the HPV vaccine.

Part 2

- How might unstructured survey data supplement your student project?
  They could offer insights into the thoughts of medical staff, patients, and family members of those affected.
- What sort of data might you receive from unstructured survey questions posed to staff and patients?
  It could provide feedback on working conditions for staff members, such as patient care quality and time, feedback from parents from both positive and negative outcomes as well as opinions on the care quality. Thoughts on what can be improved/what worked well.
- How could textual analysis be used to produce insights from this data?
  A form for medical staff and patients could provide useful insight with word/phrase frequency to identify common themes.
- How might surveys or other forms of unstructured data be useful to analyze as a next step in this project?
  A questionnaire with options with varying positive, neutral, and negative responses could offer us a general idea of the general well-being, as well as common themes that could be fixed/have worked well/have been noticed.

- With influenza staffing needs determined and plans in place for the next influenza season, how might you use textual analysis to measure the success of the project?
  By creating a survey to patients and staff to identify how well implemented changes and current plans are going.
- How could textual analysis be used to produce insights from this data?
  A word cloud could be created to look into the most commonly brought up words and phrases from the survey.