**Our text analytics project**

**Goals** *in order of priority*

1. Provide **an initial exposure** and **whet appetites** for the area of analysing text data
   1. *Desired audience*: early undergrads in humanities (linguistics, English), social sciences and marketing, and also in the early stages of data-science education
   2. Facilitate easy, fun experiences that lead to Aha!-movements and a broadening of horizons
2. Provide **genuinely useful analytic tools** that require minimal learning, are very quick and easy to use, and hide all the “ugliness”

Consequence: **Initially focus on areas where** …

* **the problem** you want to solve can be **easily understood by a layperson** and
* **resultant displays** are reasonably **easy to read** and **interpret**

*(Not part of this but in keeping with the rest of the iNZight system that the Text Analysis module will not only do things but write the R code that it used)*