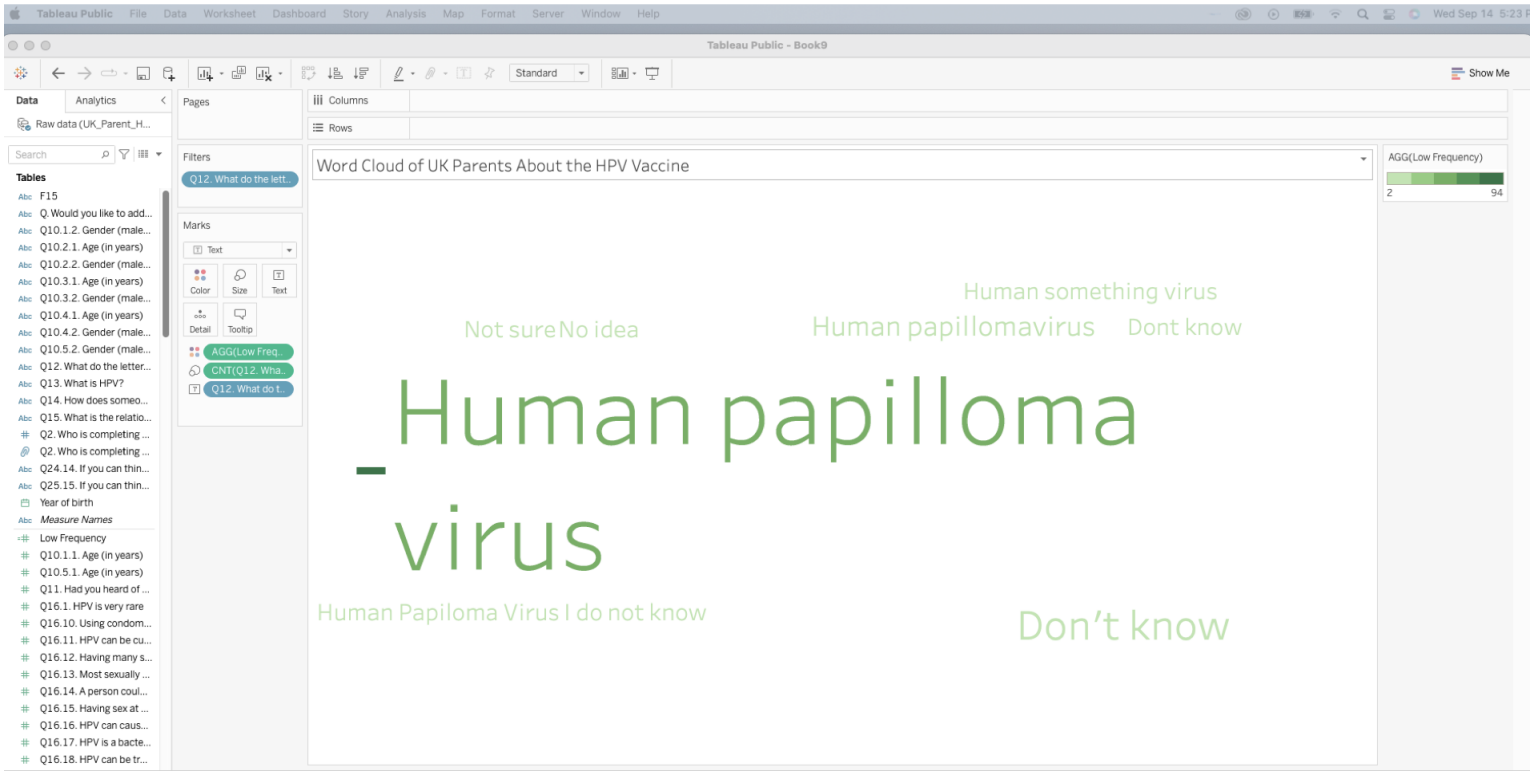
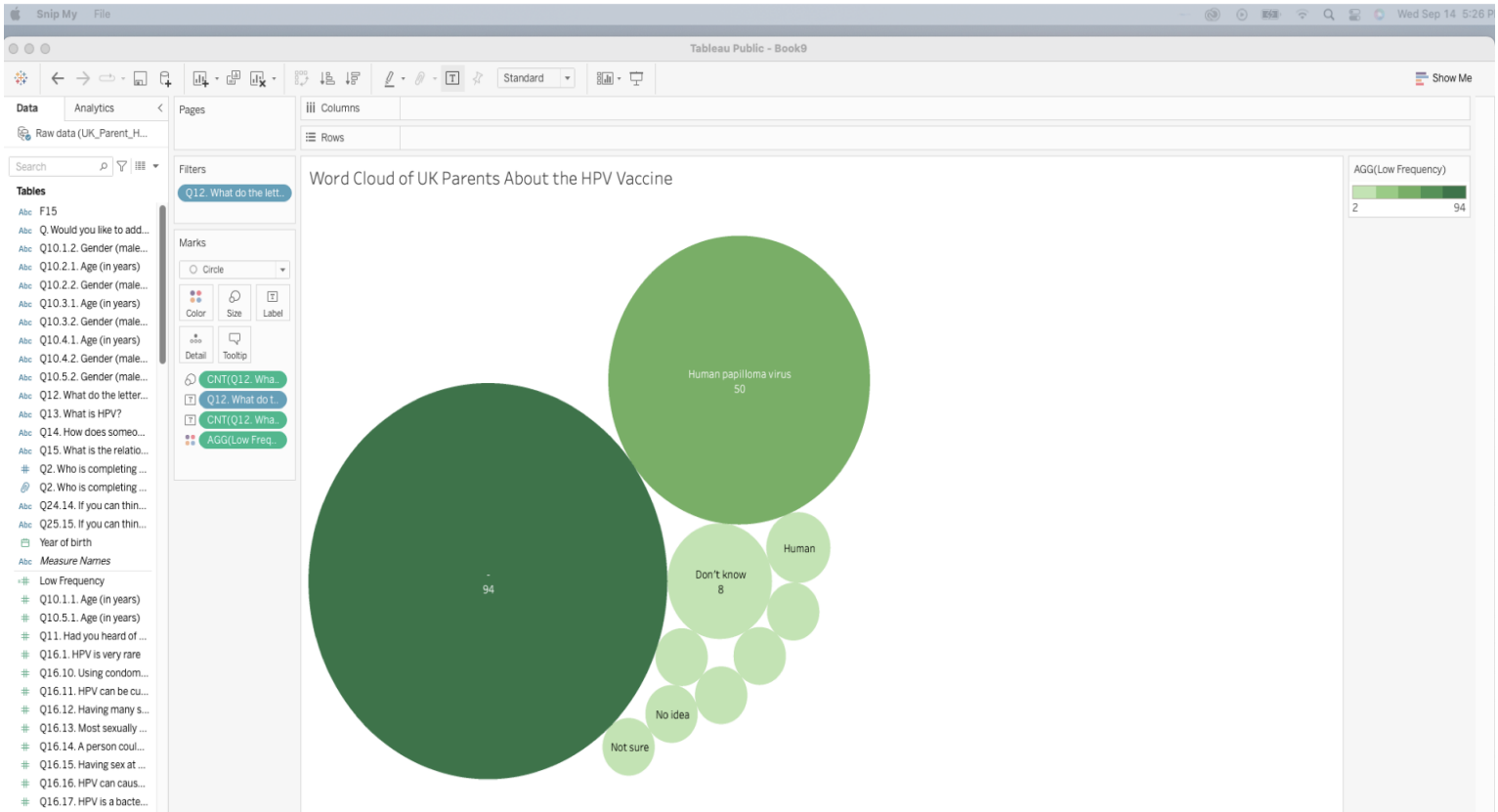
2.8 Textual Analysis

Part 1





1. **Explain what the bubble chart tells you that the word cloud can't**
    a. The packed bubble chart tells me 94 survey participants do not know what HPV stands for. Since this is signified as a "-" , its hard to tell in the word cloud.
    b.
2. **<u>Checklist- Style Guide</u>**

- 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?
        - Yes
- Color
    - What does the color scheme signify?
        - The colors signify the frequency of how many people know what HPV stands for.
    - Are there more than five colors?
        - No
    - Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive?
        - Yes
    - If color is used to draw attention to important information, is the darkest color representing the most important information?
        - Yes, the dark green is the group with the largest frequency
    - Do the color schemes contribute to any bias in the viewer?
        - No
- Other
    - Are different sizes used? If so, is there meaning behind the sizes?
        - Yes- bigger the circle mean more frequency
    - Are there groupings in the data that can be portrayed through color, size, or position?
        - No
    - Is there (enough) whitespace?
        - Yes
    - Is the visualization accessible?
        - Yes
    - Does the visualization teach you something?
        - Yes, The packed bubble chart tells me 94 survey participants do not know what HPV stands for.

Part 2

1. **How might unstructured survey data supplement your student project?**
    i. Getting the opinions or survey results from medical staff workers and patients on if staffing coverage and quality of care was sufficient.
    b. **What sort of data might you receive from unstructured survey questions posed to staff and patients?**
        i. Quality of care from patients, responsiveness of medical workers from the patients, workload from medical staff, coverage from medical staff
    c. **How could textual analysis be used to produce insights from this data?**
        i. Collecting this information would allow me to understand the patient care experience, as well as medical staff coverage

2. **How might surveys or other forms of unstructured data be useful to analyze as a *next step* in this project?**
    i. Surveys would be helpful in next steps by analyzing the results to see if there are any commonalities that could be used to see a broad trend across hospitals and states.
    b. **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?**
        i. If a survey was used to collect feedback from patients and medical staff, we can analysis the results to see if it compares with the current plan
    c. **How could textual analysis be used to produce insights from this data?**
        i. A word cloud could be created based on most frequent answers from a survey and then transitioned into a packed bubble chart to visually see how often those words occurred.