

INTRODUCTION TO PASW TEXT ANALYTICS FOR SURVEYS (FORMERLY KNOWN AS SPSS TEXT ANALYSIS FOR SURVEYS)

■ Duration: 2 days ■ Beginner

Target Audience

Analysts from any application area who work with surveys containing open-ended questions. This course is attended for users of PASW Text Analytics for Surveys software.

Prerequisites

Some practical experience with survey research or analysis is helpful, but not required. No prior experience coding open-ended questions is required, but would be helpful.

Overview

This two-day course shows you how to analyze text or open-ended survey questions using PASW Text Analytics for Surveys. You will see the complete set of steps involved in working with text data, from reading the text data to exporting the final categories for additional analysis. Topics include how to automatically and manually create and modify categories, and how to edit synonym, type, and exclude dictionaries. Also included are examples of how to create resource templates and text analysis packages to share your work with other projects and other users.

Course Content

- Introduction and overview of PASW Text Analytics for Surveys
- Text Analysis issues and considerations
- Using the Project Wizard to create a new project
- Viewing text data
- Extracted concepts
- Creating and viewing categories
- Projects
- The process of extraction
- Categorization Techniques
- Editing Linguistic Resources
- Categorizing responses
- Advanced categorization
- Exporting categories
- Templates and Text analysis packages
- Managing Libraries
- Tips and Hints

Products used: PASW Text Analytics for Surveys

