

# LIVE WBT: INTRODUCTION TO SPSS TEXT ANALYSIS FOR SURVEYS

SPSS

■ Duration: 3 days ■ Time: 6pm-9pm each day

## TARGET AUDIENCE

Analysts from any application area who work with surveys containing open-ended questions. This course is intended for users of SPSS Text Analysis 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 SPSS Text Analysis 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 SPSS Text Analysis for Surveys
- Considerations before performing text analysis
- Using the Project Wizard to import text data
- Text Analysis Projects
- Using Text Analysis Packages
- Extracting terms
- Editing dictionaries
- Categorization methods
- Automatic category creation
- Using Advanced Resources to fine-tune extraction and categorization
- Manual category creation
- Using the Code Frame Manager
- Exporting categories
- Creating Resource Templates and Text Analysis Packages
- Managing Libraries