Virtual Dance Room

VDR Subscriber Environmental Check Survey Word Cloud – May 2020

Data visualization is a way of representing data graphically to identify trends and patterns that might be unclear or difficult to discern from text survey responses or documented discussions.

Visualization serves two purposes: (1) to suggest points of clarity and (2) to indicate levels of intensity/significance.

The above *"Word Cloud"* was generated from the comments submitted by Virtual Dance Room respondents to the May 2020 Environmental Health Check Survey.

- Word clouds are graphical representations of <u>word frequency</u> that give greater prominence to words that appear more frequently in a conversation.

- Hence, the larger the word in the above visual the more often it was detected in the feedback.

- Word clouds can be used to identify most relevant themes or issues.

- Word clouds do not necessarily accurately reflect content or context if respondents use:
    - similar words (or word forms) to express different ideas **or**
      different words (or word forms) to express similar ideas.
    - For example the words "dance" and "dances" can be either verbs or nouns.

- Given the limitations of Word Clouds to support definitive conclusions, we can still use our imagination and intuition to infer how the frequency at which words appear reflect respondents' passions about virtual dancing during periods of social distancing/isolation.

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