



OJNI

EDITORIAL

Introducing our new Senior Editorial team

Chief Senior Editor Column

Jack Yensen, RN, PhD
Management Consultant
Email: jyensen@telus.net



As part of the editorial team, I have had the great pleasure of reading and reflecting upon each of the senior editors' editorials for this October issue of OJNI. As I wrapped my brain around each editorial I thought it might be interesting to apply some analytics to the thoughts of my colleagues. I will be writing some articles for OJNI on how to leverage text analytics in the service of discussion management in online courses, so this seemed like a good segue into this area of interest.

I took the text of each of the senior editors' editorials and combined them into a single text file and then visualized the contents using Many Eyes (2010).

Then, using Crawdad Desktop 2 (2010)

software, I did a centering resonance analysis on each of the separate editorials and then added all of the results to a [concept map](#) for this

As you begin to explore text analytics, you may be surprised at the insights you glean or the connections you make that might not have occurred simply through reading each editorial as a text passage. I welcome any and all comments by [email](#).

Notes on Visualizations

Individual editor concept maps

I use text analysis software called Crawdad Desktop 2.0 to determine which concepts are cited in any of the editorials. This software analyzes each editorial and determines which words or concepts are the most significant and then generates a

Citation: McGonigle, D. (October, 2010). Editorial: OJNI Evolves with an exciting editorial team. Online Journal of Nursing Informatics (OJNI),14 (3). Available at http://ojni.org/14_3/dec.pdf



OJNI

EDITORIAL

concept map or resonance map. The most influential words are shown enclosed in red lines, the next most influential words are shown in enclosed in yellow, and the next most influential words are shown enclosed in white. The colors of the links indicate the frequency of co-occurrence of the connected words. Gray links indicate one co-occurrence, black links indicate two co-occurrences, and blue links indicate three or more co-occurrences. The most influential words tend to be located near the top of the map, and the lower portion of the graph tends to contain less influential words.

Clicking on the small portrait icon at the bottom of each editor's name will open a concept map of that editor's editorial.

Visualization of the theme spreadsheet

To see the exact value of a bar, move your mouse over it. In color mode, you can click on the color rectangles in the legend to customize the colors.

To highlight an item, click it. Click outside the chart area to turn highlights off. Your highlights will be saved with any comments you make, so you can easily refer to particular parts of the histogram (pivot table).

To the top left you will see a scrollbox called data column name. This contains each of the top 50 concepts derived from a

resonance analysis of the combined editorials. The rows of the matrix represent each of the editors and hovering the mouse over a given row bar will show the resonance value for that concept and editor. This matrix allows a comparison across editors by concepts mentioned in their editorials.

The bubble chart

This is a visualization of the relative importance or weight of concepts in each editorial by editor and allows a visual comparison by concept amongst the editors.

Tag cloud

If you choose to use free text, the tag cloud will strip out punctuation, calculate the frequency of each word, and draw the word at a size that is based on its frequency. The tag cloud will also ignore common words in some languages, such as the word "the" in English.

Whenever the mouse is over a word, information about the occurrences of that word and the context it was used in will be shown in a tooltip.

Phrase net

Phrase net analyzes a text by looking for pairs of words that fit particular patterns. You can specify this pattern by using asterisks as wildcard characters. For instance, the pattern "*" and "*" will match



OJNI EDITORIAL

phrases like "play and sing" or "vexation and regret." Punctuation matters, so it will not match "left, and then". You can choose from some useful defaults or you can type your own patterns in the field below the list.

Once you have specified a pattern, the program will create a network diagram of the words it found as matches. Two words will be connected if they occurred in the same phrase. The size of a word is proportional to the number of times it occurred in a match; the thickness of an arrow between words tells you how many times those two words occurred in the same phrase. The color of a word indicates whether it was more likely to be found in the first or second slot of a pattern. The darker the word, the more often it appeared in the first position.

You can pan by right-clicking and dragging, and you can zoom either by using the mousewheel or by dragging to define an area to zoom to. Click the "reset

view" button to fit the entire network on the screen.

Move the mouse over a word to see how many times it occurred in a match, or over an arrow to see how many times a particular pair of words occurred. You can also click on a word to highlight it in orange; this can be helpful when making comments.

Word tree

A word tree is a visual search tool for unstructured text, such as these editorials. It lets you pick a word or phrase and shows you all the different contexts in which it appears. The contexts are arranged in a tree-like branching structure to reveal recurrent themes and phrases. Any word of interest may be typed into the Search box.