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# Text Analysis & Visualization

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Discovering DH  
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# What is text analysis?



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- Text analysis is the process of sorting and analyzing data contained in text for research purposes.
  - Source: <http://guides.lib.fsu.edu/text-analysis>
  - Text mining
- A question of scale
  - Distant reading (macroanalysis) vs. close reading (microanalysis) (Jockers, Moretti)
  - Differential Reading (Perloff)

# What can we do with text analysis?



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- Differential reading: Gertrude Stein's *The Making of America* (Clement)
- Micro-, middle, and macro-analysis: 3 examples (Rybicki, et al.)
- Using Voyant: Emory Libraries analyses two sermons on the death of President Lincoln:  
<http://bit.ly/1Js3MFa>

# How do we get started?



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- The process:
  - Acquiring a corpus
    - 2 flood myths: Genesis 6-9 (KJV) via Gutenberg Books and Epic of Gilgamesh via Internet Archive
    - North American Slave Narratives collection from Documenting the American South (UNC Chapel Hill)
  - Preparing the text
    - Remove extraneous info
    - Clean up
    - File format
  - Choosing an analytical tool
    - Voyant
  - Analyzing results

# Today's exercise



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- Using both versions of Voyant
  - Web-based, connected to remote server
  - Locally installed server
- Exercise URL: [bit.ly/dscvrdh4](http://bit.ly/dscvrdh4)

# Further Reading



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- Clement, Tanya. "Text Analysis, Data Mining, and Visualizations in Literary Scholarship." *Literary Studies in the Digital Age*, edited by Kenneth M. Price and Ray Siemens, Modern Language Association of America, 2013, <https://dlsanthology.commons.mla.org/text-analysis-data-mining-and-visualizations-in-literary-scholarship/>. Accessed 30 Sept. 2016.
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- Rhody, Lisa Marie. "Why I Dig: Feminist Approaches to Text Analysis." *Debates in the Digital Humanities*. University of Minnesota Press, 2016, <http://dhdebates.gc.cuny.edu/debates/text/97>. Accessed 11 Aug. 2016
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- Underwood, Ted. "Seven Ways Humanists Are Using Computers to Understand Text." *The Stone and the Shell*. N.p., 4 June 2015, <https://tedunderwood.com/2015/06/04/seven-ways-humanists-are-using-computers-to-understand-text/>. Accessed 30 Sept. 2016.

# Questions?

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