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Supporting text and data analysis across campus from the academic library

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Supporting text and data analysis across campus from the academic library

Presenter 1 Title

Senior Manager, Constellate

Presenter 2 Title

Head of Digital Scholarship

Session Type

40-minute concurrent session

Abstract

The ability to comprehend and communicate with text-based data is essential to future success in academics and employment, as evidenced in a recent survey from Bloomberg Research Services which shows that nearly 97% of survey respondents now use data analytics in their companies and 58% consider data and text mining a business analytics tool (https://www.sas.com/content/dam/SAS/bp_de/doc/studie/ba-st-the-current-state-of-business-analytics-2317022.pdf). This has fueled a substantial growth in text analysis research (involving the use of technology to analyze un- and semi-structured text data for valuable insights, trends, and patterns) across disciplines and a corresponding demand on academic libraries to support text analysis pedagogy and text analysis research.

In this session, we will introduce text analysis, the methodologies it employs, and various examples of each methodology in research. Then, the Head of Digital Scholarship at a large state university will discuss how her library is beginning to support text analysis across campus including running workshops out of the library, working with faculty to integrate it into class materials, and supporting research on campus. She will discuss the challenges inherent in supporting this new territory, ranging from budgetary concerns to issues of data management, access, and reproducibility.

Keywords

tdm, text analysis, research data, data analysis, digital humanities, data science, data literacy, digital literacy, computational literacy

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Title: Supporting text and data analysis across campus from the academic library

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The ability to comprehend and communicate with text-based data is essential to future success in academics and employment, as evidenced in a recent survey from Bloomberg Research Services which shows that nearly 97% of survey respondents now use data analytics in their companies and 58% consider data and text mining a business analytics tool (https://www.sas.com/content/dam/SAS/bp_de/doc/studie/ba-st-the-current-state-of-business-analytic-s-2317022.pdf). This has fueled a substantial growth in text analysis research (involving the use of technology to analyze un- and semi-structured text data for valuable insights, trends, and patterns) across disciplines and a corresponding demand on academic libraries to support text analysis pedagogy and text analysis research.

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Longer Description:

Text analysis has become a linchpin in numerous aspects of daily life, permeating everything from the auto-suggest feature on our smartphones to the spam filters in our email inboxes and personalized content recommendations on streaming services. Recently, there has been an electrifying buzz surrounding text analysis and generative artificial intelligence, with a spotlight on their potential transformative impact on human society. According to The Chronicle of Higher Education, “Data science continues to evolve beyond computer science, expanding into the liberal arts. Driven by rising student demand, this expansion faces challenges, including student access and faculty shortages” (<https://www.chronicle.com/events/virtual/data-science-unbound>.) Academic librarians have the opportunity to step into this space, leveraging their information management and education skills to provide leadership on campus.

This dynamic and engaging session aims to provide a comprehensive introduction to text analysis, unraveling the methodologies it employs and underscoring its paramount importance in the current landscape. Beyond theoretical discussions, we will delve into real-world applications, showcasing how text analysis plays a pivotal role in shaping user experiences and enhancing decision-making processes.

At the heart of our session will be the Head of Digital Scholarship at a prominent state university. Drawing from her experiences and future planning, she will shed light on how academic libraries can proactively support text analysis and text analysis pedagogy across campus. This includes initiatives such

as organizing workshops within the library, collaborating with faculty to seamlessly integrate text analysis into course materials, and actively supporting research endeavors. The presentation will not only highlight successes but also navigate the challenges inherent in this endeavor, ranging from budgetary considerations to complexities in data management, access, and ensuring research reproducibility.

With students and faculty from diverse disciplines increasingly adopting text analysis, academic libraries find themselves at a unique crossroads. With their cross-disciplinary focus, academic libraries have the potential to become primary advocates and supporters of text analysis at all schools. By the end of this session, participants will not only have gained a solid understanding of text analysis but will also be equipped with practical strategies to navigate its integration into academic library services. This session serves as a call to action, urging participants to explore the multifaceted world of text analysis and embrace the transformative possibilities it brings to academia and beyond.

Learning Outcomes:

1. **Understand the Fundamentals of Text Analysis:**
Participants will gain an introductory understanding of the fundamental concepts and methodologies employed in text analysis, including key terminologies, techniques for processing un- and semi-structured text data, and the role of technology in extracting meaningful insights.
2. **Evaluate and Navigate Challenges in Text Analysis Implementation:**
Attendees will be ready to consider, assess and navigate challenges associated with implementing text analysis in academic settings. This includes the ability to identify and address budgetary constraints, manage data effectively, ensure accessibility, and overcome issues related to reproducibility, providing a holistic view of the practical considerations involved.
3. **Develop Strategies for Integrating Text Analysis in Academic Libraries:**
Participants will learn concrete strategies for integrating text analysis into academic library services. The session will encourage attendees to design and implement workshops, collaborate with faculty to incorporate text analysis into class materials, and provide support for research initiatives. By the end of the session, participants will be prepared to contribute actively to their libraries becoming primary supporters of text analysis across diverse disciplines.

Keywords: tdm, text analysis, research data, data analysis, digital humanities, data science, data literacy, digital literacy, computational literacy