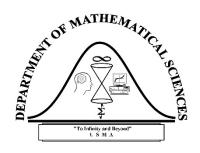


How can we find out what our participants are thinking?

Diana M. Thomas, Ph.D., F.T.O.S August 11, 2021





Disclosures

I do not have conflicts of interest or financial disclosures to declare.

The views expressed in this work are those of the authors and do not reflect the official policy or position of the United States Military Academy, Department of the Army, or the Department of Defense.

has been a member for the Cross Country and Outdoor Track teams for his high school career. He came to practice every day looking to not just better himself but the team as a whole. His dedication, personality, and work ethic helped other team members become better runners and individuals. During Sophomore year he earned and received The Most Improved award as a result for his efforts during competition. His improvements are not surprising as I have witnessed him training on his own outside of the competitive seasons. He sets an outstanding example as a senior leader and goes above and beyond to organize team activities outside of organized practice. I am proud to share in high school successes. He is an outstanding young individual that makes a positive contribution to any environment. I am confident that will make an excellent addition to the United States Military Academy as well as all of his future endeavors.

Whether on the basketball court or in the classroom gregarious nature makes him liked by all, peers and faculty alike. No matter the task, he is persistent to accomplish it and has an uncanny ability to step up his game, both academically and athletically, at crucial moments. In the two years I have known and politic demeanor were a constant. After interacting with his parents before numerous games, it is clear he has strong familial support as well. I am confident that his strong mathematics skills, positive attitude and ability to perform in critical moments will allow him to be successful at West Point and as an officer in the United States Army. In fact, si just the type of officer I would want to report to as he treats others with the utmost respect.



5–6 times per week

Nutrition Surveys

During the last 7 days, how much time did you spend sitting on a week day?
hours per day
minutes per day
Don't know/Not sure

tomato juice or vegetable juice?	
○ NEVER	
1 time per month or less 2–3 times per month	2–3 times per day
1–2 times per week3–4 times per week	4–5 times per day6 or more times per day



Quick Example...

Perspective COVID-19 AND OBESITY



Can the Participant Speak Beyond Likert? Free-Text Responses in COVID-19 Obesity Surveys

Diana M. Thomas ¹, Benjamin Siegel¹, Daniel Baller¹, Joseph Lindquist¹, Gwyn Cready², James T. Zervios³, Joseph F. Nadglowski, Jr.³, and Theodore K. Kyle ⁴

Introduction

Research on lifestyle changes during the coronavirus disease (COVID-19) pandemic often relies on Likert-type scale question surveys (1-3). Survey participants respond to questions by selecting one of the numerically ordered choices "Strongly Disagree"=1, "Disagree"=2, "Neutral"=3, "Agree"=4, and "Strongly Agree"=5. Analyzing Likert-type data requires statistical methods beyond approaches like linear regression (4). First, it is unclear whether the distance between choices is truly equal. For example, and Agree and Strongly Agree more close than Nautral and Agree.

the sentiment scores of each word in a free-text response, an aggregate sentiment for the response and the number of words used in each of the eight emotion categories can be retained.

Using the "nrc" lexicon, sentiment was calculated for each response. Sentiment distribution by perceived weight status was generated. The word count in the eight basic emotions was retained.

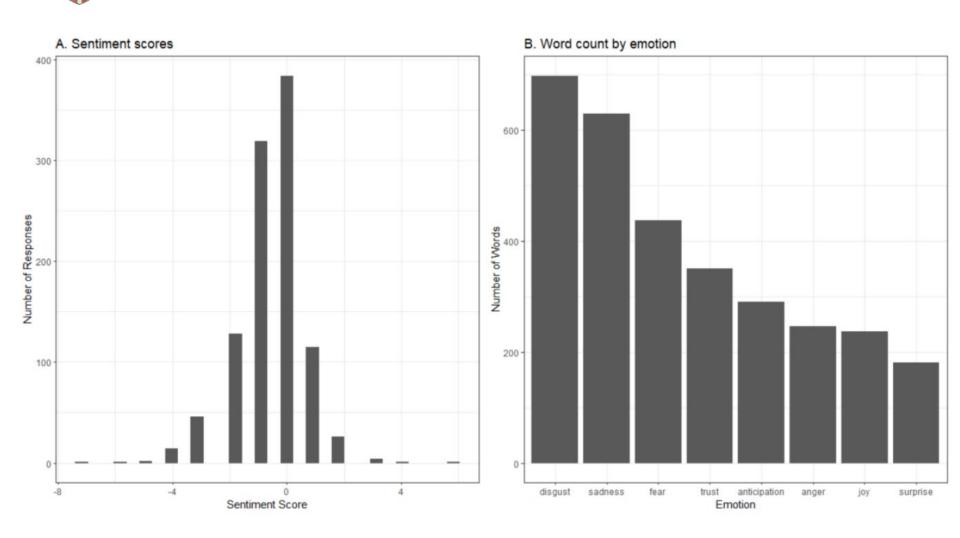
Word frequency

- May 2020: Obesity Action Coalition weight bias survey (n=1,114)
 - 26 questions (Likert and free-text)

"In your opinion, what does the American public think about people with obesity?"



Sentiment



Connect to Likert

