Analysis Support System of Open-ended Questionnaires Based on Atypical and Typical Opinions Classification

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Abstract: This paper proposes a support system for analyzing answers to open-ended questions supplied by users as mobile game content evaluation when they unsubscribe the services. The answers include useful, unexpected opinions (atypical opinions) and expected opinions (typical opinions). It is inefficient to read them all during analysis. Therefore, we propose a support system for analysis of questionnaire data related to unsubscribing. The main function of the support system is classifying the answers into typical opinions and atypical opinions, and presenting them with user interfaces. In order to grasp user tendency, typical opinions are presented as a graph showing the number of transitions. Atypical opinions are presented as cards placement on 2-dimensional plane in order to grasp opinion groups with their content.

Keywords: Classification system, natural language processing, typical pattern, questionnaire