Project 1
Product Research: Youtube Health Sprint

We created scripts for five evidence-based videos on mental health topics produced over five weeks in partnership with Youtube Health.

Build-up

Each video required an evidence-based script about emerging areas of mental health. We focused on recent, high-impact evidence for each video. To meet this need, we created a process guide, quality controls, and deliverables. We had **only five weeks** to complete research, script writing, revision, submission, and translation for **five videos**.

Objectives

(1) Generate primary research sources and inclusion criteria, then review and summarize research on each topic area with detail and clarity for script writers
(2) Write research guides that would be the foundation for each script
(3) Provide collaborative research integration and respond to stakeholder needs
(4) Complete each cycle in four days or less

Results

Research-based videos viewable @ CamhTV: https://www.youtube.com/@CAMHTV/videos

Project 2
Evaluating the Impact of Research Services on User Behavior

The evidence to impact collaborative team works with legislative offices and policy maker users. The team collaboratively serves partners by soliciting rapid response issues, finds related research evidence, and presents it for their users.

The team needed to **evaluate the impact** of their service: how much research evidence did partners' use in their products (policies)?

Build-Up

The team asked me to do quality assurance, checking **qualitative coding** processes for **junior coders**, and to begin to collect sheets for which codes and how often they were applied to the policies that our partners had produced.

I co-led meetings covering questions, clarifications, and reliability checks to help the team better understand the codes themselves, and the texts they were analyzing.

We used regular **team dialogues** to discover (qualitatively) which codes gave us trouble, but used data science (quantitative) to discover *why* they were troublesome.

Methods
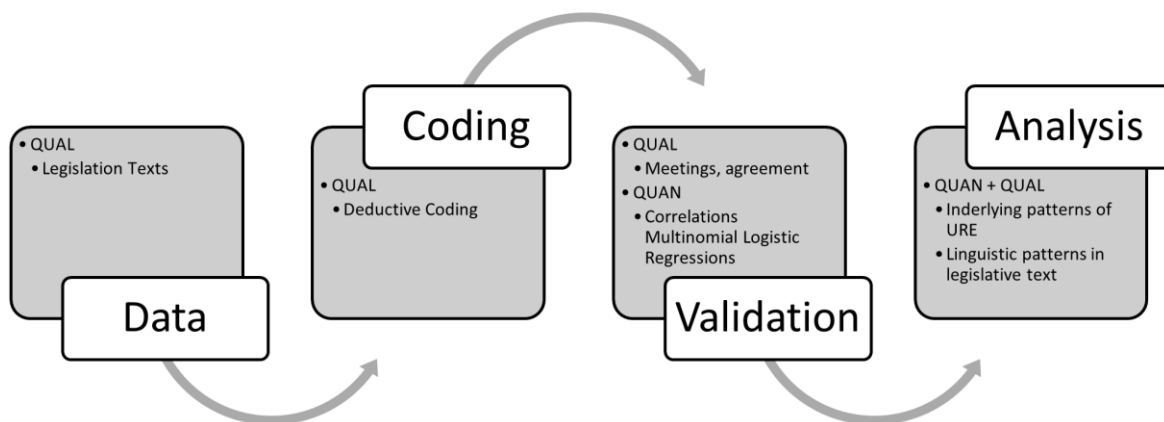
- Designed a **key item analysis** to count pre-designated key words in coded text.
- Used **Excel macros** & **Python** to collect and restructure all text data for analysis.
- Counted key words by code group (continuous variables) and **calculated correlations**.

- **Collaborated** with data analyst to conduct and interpret regressions (discriminant function analysis, multinomial logistic regression)

```python
# -*- coding: utf-8 -*-
"""
Created on Wed Mar 31 at 10:00 2021

@author: bdiaz
"""

import nltk
import string
import glob
import re

from nltk import *

achg = ['demonstration','demonstrate','demonstrated','demonstrates','evaluation',
        'evaluate','evaluated','evaluates','framework','frameworks',
        'rigorous','rigorously']
aclg = ['ineffective','qualitative',]
cahg = ['correlation','correlate','correlated','correlates','risk','significance',
        'significant','significantly']
calg = ['study','studied','studies','sufficient','sufficiently']
kghg = ['analysis','analyze','analyzed','analyzes','collect','collected','collects',
        'data','dissemination','disseminate','disseminated','disseminates',
        'practices','promising','researcher','research',
        'researched','researches']
kglg = ['design','designed','designs','review','reviewed','reviews']
pslg = ['effective','inform','informed','informs',]
sthg = ['comparison','compare','compares','compared','control','controls','controlled',
        'finding','findings','find','finds','found','rate','show','showed','shows']
stlg = ['statistic','statistically','statistics']
implw = ['implementation']
implg = ['implement','implemented','implements']

def keyext():
    out = open("C:/Users/bdiaz/Documents/Python Scripts/code_analysis/results/resultsigimpl.txt", "a")
    for filename in glob.glob("C:/Users/bdiaz/Documents/Python Scripts/code_analysis/excerpts/ac/*.txt"):
        achgc = 0
        aclgc = 0
        cahgc = 0
        calgc = 0
```

Results

(1) Research Report: "Use of research evidence in U.S. federal policymaking: A reflexive report on intra-stage mixed methods." (Under Review at *Evaluation and Program Planning*)

(2) Our quantitative analysis indicated that explicit uses of research were reliably associated with certain codes, while implicit uses were reliably associated with others.

(3) We thus had two different, reliable measures to evaluate the impact of the service for users, based on their own implementation.

(4) We used mixed methods research (MMR) to **constantly recalibrate** as a team, and to evaluate the **impact of our services on user behavior**.

Project 3
Foundational Research: Emotion and Identity

A series of interviews and observations to understand older adult health services provided in rural Pennsylvania. I explored methods, theory, and social history to create foundational research **for future projects and directions**.

Build-up

I **cultivated relationships** with director-level stakeholders of older adult health services throughout the state of Pennsylvania (n = 8), their case managers (n = 6) to learn about their services, clients, and the experiences directly from them.

Initial observation: Agents expressed personal values through emotional language, supplying unique insight into the conflicting **needs they prioritize** from moment to moment.

Objectives

(1) Conduct repeated **ethnographic observations** of health service agencies, including 30 to 45-minute semi-structured **interviews** with directors and managers (n = 29).
(2) Learn about what it means to be a health services agent and rural person, and how they express **pain points**, successes, and goals between both roles.
(3) Learn how their emotions color and convey their personal experience to **empathize** and better feel what they feel, see, and hear.

Results

(1) Scientific Article: "Evaluative affect in the social practice of institutional identity: Making a case for connotative inversion."
    https://doi.org/10.1016/j.langcom.2020.05.004
(2) A method for collecting interview and survey data, and organizing them for qualitative emotion analysis (see Framework).
(3) Refined model for emotion and its expression in interaction to better understand people and what matters to them.

Framework

A discourse analysis frame to capture **emotion displays in social interaction**. I devised these diagraphs expose and discuss consistent patterns of affective practice, where speakers produce stances that highlight their **emotional experience**. I focus on connotative inversion: a **switch in evaluation** by one speaker on one topic **over time** (line #).

Table 1
Diagraph of excerpt 1.

#	Subject	Pos/Eval	Object	Valence
28	my heritage	was like way beyond	my cousins and siblings	Positive
29	I	was fortunate to have had	that experience	Positive
32	I	it was great	stayed with my grandparents	Positive
33	It	was a fantastic	Experience	Positive
77	Their	sense of	dignity and purpose	Positive

Table 2
Diagraph of excerpt 3.

#	Subject	Pos/Eval	Object	Valence
339	dustbowl era of West Texas	a rough, rough	Situation	Negative
354	those kids	maintain	a sense of dignity	Positive
355	[the story taught]	don't get despondent	over problems	Positive
356	[the story taught]	don't demand	that life be perfect	Positive
357	[the story taught]	Maintain	your face	Positive
357	[the story taught]	Maintain	a sense of humor	Positive
357	[the story taught]	Persevere		Positive
358	that's	taught me	the story	Positive

Table 3
Diagraph of excerpt 4.

#	Subject	Pos/Eval	Object	Valence
456	Nobody	wants to give up	the house	Negative
457	Nobody	wants to get	assistance from our offices	Negative
458	the state	can come take	the place, state recovery	Negative
459	They're	resistant, hesitant	to accept help	Negative
460	That's what's	creating pressure	on the next generation	Negative
466	The pressure	is just huge		Negative
466	Family	Breakdown	over that	Negative