

Transcript for "Iconographic Tracking: Creating Visualizations Part One" by Kristina Bowers. From *Doing Digital Visual Studies: One Image, Multiple Methodologies*. <https://www.ccdigitalpress.org/book/ddvs/chapters/archive/tutorial.html>

Video number one: Metadata, Pie Chart, and Importing to Atlas ti.

In this video, I will be showing you how to organize metadata categories into a Google Sheet. I will then give a quick demonstration of how to make a pie chart using the genre category of my dataset. Note: you can make this pie chart or other charts using any metadata category. I chose to use genre in this tutorial due to the significance of genre to iconographic tracking. Last, I will show you how to import your images into Atlas ti, rename your files in Atlas ti, and add comments to those files.

Hi everybody, in this tutorial I will not be taking you through all four research phases of iconographic tracking, rather, I will focus on genre coding and visualization. To begin this process, I have gathered a sample dataset of various illustrations of the "Distracted Boyfriend" meme and entered metadata for each image into this Google Sheets document. Along Row 1 these column headers you can see these are my different categories of metadata that I have been collecting about these images. As you can see I also have on my Google Drive I've uploaded the images here and right now I just have them named numerically because that's easy for me to match up with this Google Sheet here. As we can see if we move over I have the number of the image here. This will change later but we will get to that in a little bit right now because I have such a small data set this helps me when I'm looking at the images and then entering this different metadata.

"Making a Pie Chart in Google Sheets".

In this next clip, I demonstrate how to make a pie chart showing the distribution of genre in an image data set. We're gonna go to "Insert", "Chart" and I want, so um right here you want to make sure you're in the "Setup" tab, "Chart Type": I'm gonna pick this pie chart here it's part of the suggested but I could scroll down and find it if it were not...pie chart okay? I don't want this column, um I'm looking for the genre which is the J column here so I'm gonna change the data range to "J1" to "J23" and now the label will be genre okay? Then we can go to over here to "Customize". You can change the colors, the font, I'm not gonna worry about that right now that's more aesthetics. I want the percentages to be on my little pie slices so I'm gonna choose "Percentage". As you can see you can also, we could do both, I'll keep it at percentage because now we can see percentages in all the slices and you can title your chart..."Frequency of Genre" for our title because that's what we're showing in our data set. Close the Chart Editor here and I don't want this in... just sort of in front of all my data. I'm gonna download it. You can choose these download extensions. I'll just do an image file... and I'm actually also going to move this, so here's my data sheet one down here, chart one. Now I can see it nice and big.

"Importing data into Atlas ti and How to Code slash Tag this Data According to Genre".

In this next clip, I will show you how to import your image data into Atlas ti, rename your files in Atlas ti, and add comments to those files. The next step for you would be to download or access this data analysis program called Atlas ti onto your computer and you can see the URL here atlas.ti.com or you can search it in Google. I will be accessing it through my higher education institution. So I'll go ahead and pull it up here... All right so here we go this is what you're gonna see when you open it for the first time. I'm gonna go ahead and create a new project just to show you how to upload your image files and how to do everything from step one. So we're going to click "Create New Project" here and I'm gonna name it... "Tutorial Example" just to show you. Click "Create" and because I'm using the Citrix Viewer I'm accessing this remotely using my Mac but we are looking at the Windows version of Atlas ti. So here we are we have our project open. If you've never seen Atlas before um don't worry too much again you can reference the manuals but I'm just gonna show you very simply what we need to do in terms of our coding. First step we're gonna add documents and they're gonna be files from my computer. So here's "DB Images", DB means distracted boyfriend, so I have all of them named just with number... I'm just gonna highlight all these... and upload them and if you'll notice once your images upload, they will be named the same file name as how you saved on your computer so we are gonna want to change those file names um especially in this case because we're looking at mostly remixes of a meme the image looks very similar although there are some text and image replacements that we're going to see. So I'm gonna go ahead and rename my images. As you can see I have renamed all my image files, or documents, as they're called in atlas ti. To rename a file, select the document, right click, select "Rename", and then you can put your name here. I'm going to keep this as "DB1: Original Stock photo". As you can see, I've kept the names of my images here the same. These are the titles that are on my computer, the files on my computer, as well as Google Drive and on my Google Sheet um for fidelity's sake I wanted to keep those file names the same. Once you have all of your images named in Atlas, you can also add a comment for additional information or a note to yourself about the image. As you can see, I have a comment on my first two images. You can tell both because there's this little yellow box in the corner here and when I click on both of them the comment appears in this section here. To add a comment to a document, or an image, select the document here, right click, and then select "Edit Comment".

This pop-up window will show up in this box. It looks a lot like Microsoft Word or another word processor. Simply type in your notes or your caption that you want to appear in the comments section. Some researchers use this as a note to themselves or a running log of analyses or observations in their research or you can use this space as a caption. That's what I'm doing here. You can choose to put all of the metadata categories or the most important ones to your project in Atlas ti. You simply type in this box whatever you want to be the comment... then once you're done X out of this pop-up window, make sure to click "Yes" to save it and now you can see I have a comment on all three of these and here the comment appears below.

Conclusion: I hope you enjoyed this first part of my video series accompanying the written tutorial for data visualization within the iconographic tracking method. Please see the next video for part 2. In this video, I will show you how to use a Google sheet to upload multiple

genre codes or tags simultaneously to your Atlas ti project, how to manually code directly onto image files in atlas ti, and create a more advanced data visualization using this program.