

THE USE OF LSA IN EHEALTH EDUCATION ANALYSIS

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ABSTRACT

This research confirmed the use of latent semantic analysis in eHealth education analysis. Latent semantic analysis (LSA) is a text mining method of analyzing the relationships between a set of documents and terms. This research analyzed the comments from an eHealth education survey among young people. An integrative model of eHealth communication model was used in the study. The results showed that style, content, and quality of the online education video influenced participants' attitude towards the education. The analysis supported the research model and confirmed the results got from previous PLS-SEM analysis. Moreover, the study claims the use of LSA and text mining method could help eHealth educator and research make a further understanding of targeted research group.