

A qualitative study of an animated representation of firms' operating health

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ABSTRACT

In this research, we use a qualitative approach to study the efficiency and effectiveness of a new animation which is designed to represent critical financial ratios. We find that subjects perceive color and trend easily through animation. Animation also provides a holistic view of firms' operating activities, so subjects make more sense of the ratio data than traditional static representation: tables and graphs. These findings support the quantitative analysis in the previous research, and further imply that animation can help managers make more accurate decisions on operating health.

Keywords: thematic analysis, animation, representation