

Workshop on:

TEXT MINING AND THE WEB: PRACTICAL METHODS AND APPROACHES TO THE ANALYSIS OF UNSTRUCTURED DATA.

Organized by:

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Abstract:

The identification, collection and analysis unstructured data from web-based sources presents both an opportunity and a challenge to individuals, organizations and institutions that use the internet as a source for primary and secondary data to support decision making. A key area of interest is the applicability and utility of social media data to in decision making related to product development and customer preference. Of particular interest are data related collected from social media sources related to health and nutrition. In this workshop we will discuss practical methods and approaches in the application of Text Analytics to explore and analyze unstructured, web sourced data.

Workshop Summary

- Introduction to the analysis of unstructured data
- Survey of methods and approaches in the analysis of unstructured data
 - Information Retrieval
 - Text Mining
 - Semantic Analysis
- Overview and demonstration of relevant use cases.

References