Course Code & Title	**LISS379 Text Mining and Analysis**		
Convenor(s)	Dr Ilias Danatzis, Senior Lecturer in Marketing Analytics, King's Business School		
Institution	King's College London	**Department**	LISS DTP
Academic Year	2023-24	**Term**	Spring
Number of Sessions	2	**Length of Session(s)**	7 hours
Day, Date		**Start : End**	**Room Location**
Tuesday 27th February 2024 Tuesday 5th March 2024		09:00-16:00 09:00-16:00	~~Bush House (S)3.01~~ ~~Bush House (S)3.01~~ WATERLOO FWB 2.48
Enrolment Link:	Available to book on SkillsForge, click to log in and register: https://training.kcl.ac.uk/kcl/#he/dev/eventDetails,;em,providerCode=LISS,providerOrgAlias=kcl,number		

Course Overview:

Business scholars and practitioners alike would acknowledge that it has become increasingly difficult to gather primary data from organisations and individuals. Yet the online environment of the 21st century provides business researchers and with masses of rich data in a vast array of other formats. The greatest challenge is to make sense of this mass of data. In most cases attempting to do this manually simply does not work, thus, we need to rely on more advanced methods of automatic text analysis to make sense of these data. This short course will introduce and increase researchers' awareness of the power of large amounts of text data and computational methods to find patterns in large text data. This course is designed as a general introductory level course for PhD researchers who are interested in applying text mining and analysis to their research programmes. This course will introduce the concepts and methods of text mining technologies rooted from machine learning, natural language processing, and statistics. Advanced programming skills are not required in this class, but basic statistics skills are required. This course will also showcase suitable software tools available to business scholars and practitioners today in theory and lab sessions and will require students to propose their own unique research project that utilises text mining and analysis tools.

Learning Outcomes:

After this course, students will be able to:

- Comprehend the relevance of text data and the value of automated text analysis
- Understand the basic idea, functions, applications, and steps of text analysis process
- Appreciate different approaches to text mining and analysis (structured and unstructured)
- Develop an understanding how text mining and analysis ca be used for research purposes
- Examine application papers from various research fields of business
- Appreciate how to conduct automated text analysis using suitable software

Indicative Topic List:

- Introduction to text mining and analysis
- The text mining and analysis process

- Structured and unstructured text mining approaches
- Gathering data from online sources
- Generating business insights through automated text analysis

Assessment:
- Attendance and participation

Prerequisites: Some basic statistical knowledge would be advantageous.

Number of students: 15