



Semester : \_\_\_\_\_

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## APPLICATIONS FOR TEXT MINING:

### Analyzing open-ended survey responses:

- \* In review research, it is not unusual to include a variety of open-ended questions related to the topic under analysis.
- \* The idea is to allow respondents to state their "views" or opinions without restricting them to particular dimensions or a particular response format.
- \* This may give up insights into customers views and opinions that might otherwise not be revealed when relying exclusively on structured questionnaires designed by "experts". For example, you may find out a certain set of words or terms that are frequently used by respondents to express the advantages and disadvantages of a product or service, telling common misconceptions or confusion regarding the items in the study.

### Automatic processing of messages, emails etc:

- \* One more familiar application is to assist in the automatic classifications of texts. For example, it is possible to "filter" out automatically most unwanted "junk email" based on certain terms or words that are not likely to appear in valid messages, but instead recognize unwanted electronic mail.
- \* In this way, such messages are automatically be deleted. Such automatic systems for categorizing electronic





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messages can also be useful in applications where messages want to be routed to the most suitable department or agency.

Analyzing warranty or insurance claims, diagnostic interviews etc:

\* In some business domains, the most of the informations is gathered in open-ended, textual form.  
For example, when you take your automobile to a service station for repairs, normally, the employee will write some remarks about the problems that you report and what you believe desired to be fixed.

\* Such remarks are collected electronically, hence those types of descriptions are available readymade for the purpose of input into text-mining techniques. This data can further be neatly brokened to, for example, identifying general group of issues and complaints on products, etc. In the same manner, in the medical field, complete descriptions by patients regarding the related symptoms may become useful clues for the purpose of actual medical diagnosis.



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### Investigating competitors by crawling their web sites :

\* One more type of possibly very helpful application is to automatically process the contents of web pages in a particular domain.

\* For instance, you can go to a webpage, and start "crawling" the links you locate there to process all web pages that are referenced.

\* In this way, you can automatically obtain a list of terms and documents accessible at that site, and therefore rapidly determine the most important terms and features that are illustrated.