

Text Analytics

Hani Safadi



UNIVERSITY OF
GEORGIA



What does this mean?

Time flies like an arrow



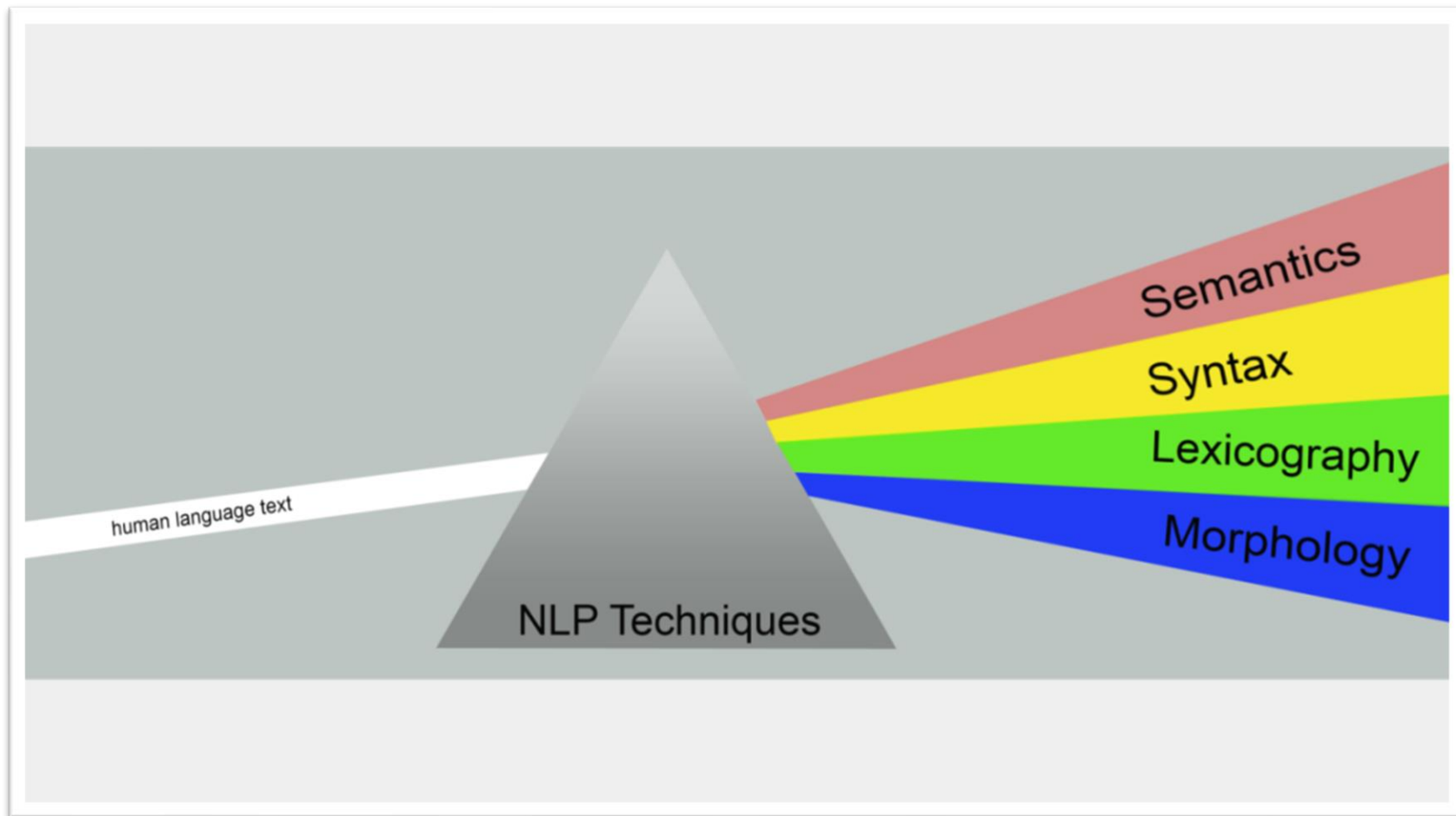


Now?

Time flies like an arrow; fruit
flies like a banana



Processing textual content



Language Use

Prism Model for Natural Language Process / Computational Linguistics

Phonology: Speech Sounds

Morphology: Sub-words (Readability)

Lexicography: Words (Type, #)

Syntax: Combining Words (Prototypicality)

Semantics: Meaning (Sentiment)

Discourse: Conversation (Turn-taking)

Dialogue: Structured Discourse (Genre)



Text analytics pipeline

