Help with Referencing

Whenever you need to refer the reader to the source of some information, e.g. a book/journal/academic paper/WWW address, provide a citation at that point within the main body of your report.

Example 1: ... as we are all now aware referencing is not trivial (Kendal, 2017)

Provide a reference list towards the end of your research paper (after your conclusions section but before any appendices) that contains:

- References, a list of books/journals/academic papers/URLs etc. that have been directly cited from within the report (see example citation above).
- Any material from which text, diagrams or specific ideas have been used, even if this has been presented in your own words, it must be cited within the main body of the paper and listed in the reference list. It is not enough to list this material in a bibliography.

Example 2: For Example 1, (using Harvard system) the reference list would contain the following:

Kendal S., 2017, Referencing standards, International Student Journal, Vol 55, Pages 25 – 30, Scotts Pub., ISBN 1-243567-89

This shows the authors, date published, title of paper (in single quotes), title of journal or conference (in italics), volume, page numbers, and publisher (ISBN desirable but not essential).

For further help see the following book which is available in the library:

- Cite Them Right: The Essential Guide to Referencing and Plagiarism by Richard Pears and Graham Shields

An interactive online version of this guide is available by logging into My Sunderland with your User ID and password and then clicking on Me and Library Resources.
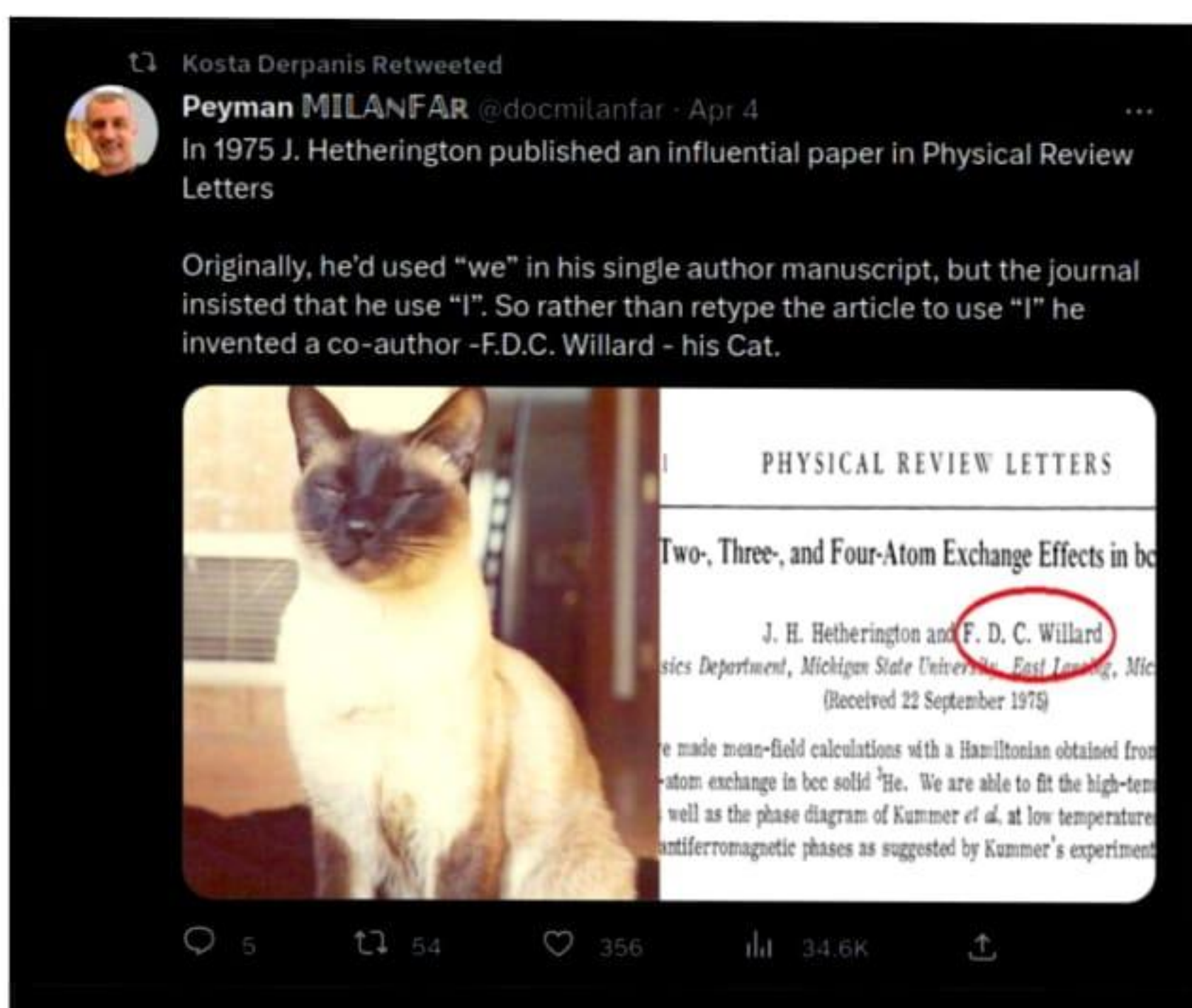
END OF ASSESSMENT BRIEF

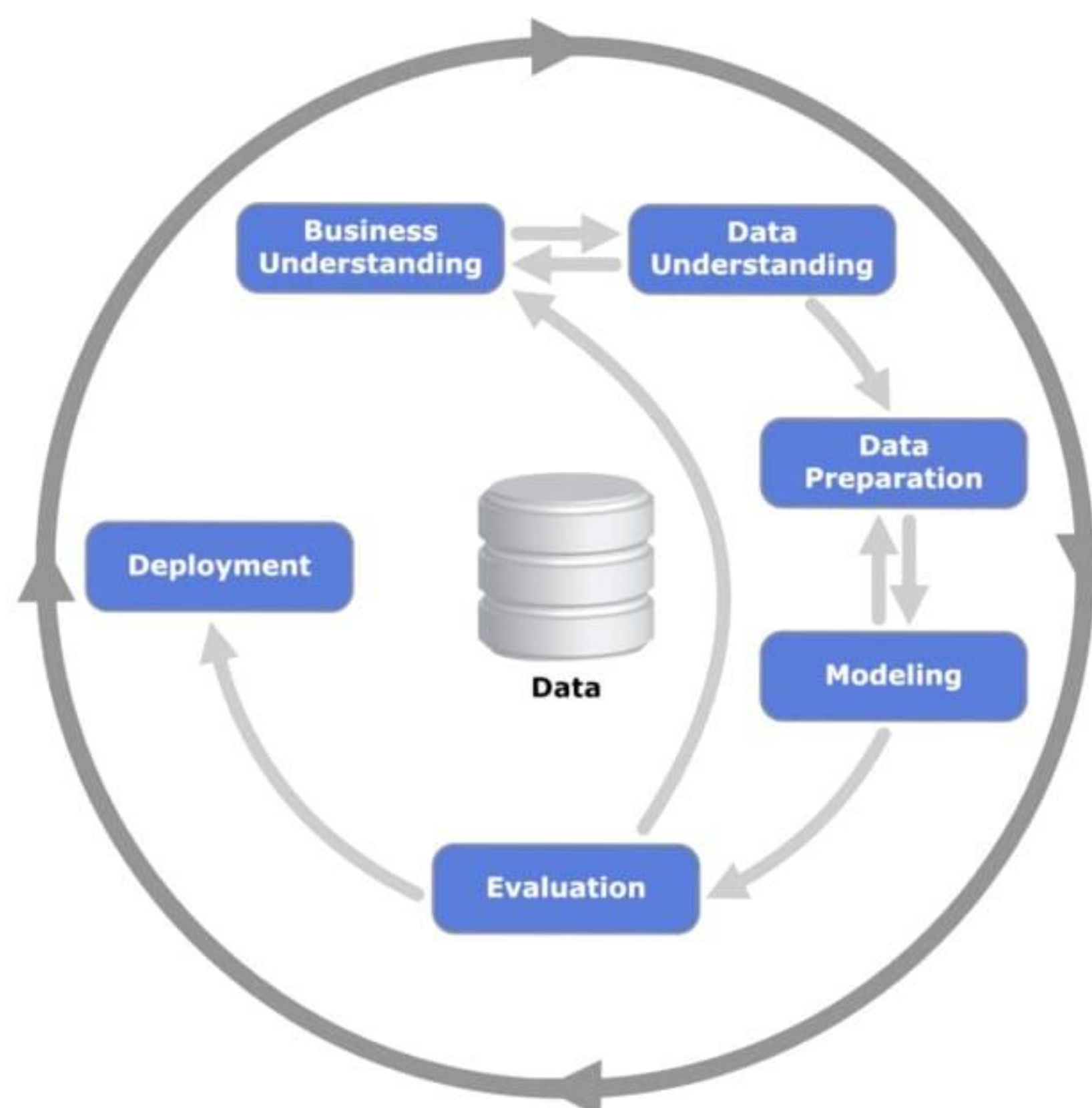Figure 1 - Example of a tweet on Social Media Platform, Twitter.

Figure 2 - The Standard CRISP-DM Data Mining Methodology.

Video Submission

As part of this assignment you will present a video presentation demonstrating an understanding of the code you have written, and explain the NLP pipeline you have developed through the use of the CRISP-DM methodology.

The presentation is a maximum of 15 minutes, any work over that length will be ignored. Use the following as a template to structure your time.

Introduction (~2 minutes)
- Briefly introduce yourself and the purpose of the video, and provide a high-level overview of the task and the main objectives.

Code Walkthrough (~5 minutes)
- Walk through the main sections of your code, highlighting key functions and methods.
- Explain how the code implements the NLP pipeline, including data preprocessing, feature extraction, model training, and evaluation.
- Emphasise any unique or innovative aspects of your code; especially if it is technical in nature and beyond the scope of taught content.

Results and Evaluation (~5 minutes)

- Present the key results of your experiments, including performance metrics for various pipeline choices and classification models.
- Explain how you evaluated the results and determined the best solution.
- Discuss any interesting findings, challenges faced, or limitations of your approach.

Future Works and Conclusion (~3 minutes)

- Discuss potential improvements and future research directions based on your experiments and findings.
- Summarise the main takeaways from your work and reiterate the significance of your chosen solution.