module03-analyzing-text-content-natural-language-processing-30pct/index.qmd

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overview of module 3 (ca 3x3 hours work)

lesson 3.1 read, clean, describe text content

- **video lecture:**
- different types of NLP, ai-aided NLU, pos, ner, lemma
- text content features are associated with, causes cognitive effects
- text as unstructured data, unit of analysis
- text sampling and types of text pdf, html, text, languages (en/se)
- explain three levels of text analysis, quantitative analysis
- 3 levels: descriptive, explorative, inferential
- **computer lab:** read text into dataframe, text cleaning, stopword removal
- **computer lab:** describe text stats (NLTK)
- **prepare quiz:**
- which of these word is a NLTK stopword

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lesson 3.2 use ai to infer tokens and entities

- **video lecture:**
- different types of NLP, ai-aided NLU, pos, ner, lemma
- text content features are associated with, causes cognitive effects
- explain three levels of text analysis, quantitative analysis
- 3 levels: descriptive, explorative, inferential
- tokenization, normalization, sentence level named entity recognition
- **computer lab:** sentence and word tokenization, dataframe data structure
- **computer lab:** inferential analysis of text using spacy ai models
- **prepare quiz:**

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lesson 3.3 summarize and visualize tabular data

- **video lecture:**
- different types of NLP, ai-aided NLU, pos, ner, lemma
- text content features are associated with, causes cognitive effects
- open science methods, reproducibility, transparency, collaboration, github
- plug in your own text content data in this course module
- interate through module 3, lessons 1-3
- next steps, compare sustainability communication by organizations, vectorization
- **computer lab:** low-code ai-aided summarize in google colab
- **computer lab:** low-code ai-aided visualize in google colab, content word frequency
- **prepare quiz:**
