

## Module-3

### SMText, Action, Hyperlink Analytics

#### ⇒ SM text Analytics :-

- SM text Analytics is a technique for extracting & analyzing Business insights from the textual content of SM platforms.
- It can be used to understand emotions & sentiment expressed in user generated content of brand or product.
- Text analytics has roots in various field such as data mining & NLP.
- It is useful for quickly & accurately understanding the vast volume of SM content generated by user.
- Approximately 80% of data in organization is textual, Making text analytics an important tool for Business intelligence

#### Type of SM text

- ① Dynamic text
- ② static text

- ② Dynamic text: It's real time, user generated text - that expresses an opinion about content or information on SM.
- It is typically shorter in length & diverse in nature, & is often updated or deleted frequently.
  - ex - tweets, fb comments, product review,
  - It is often related to Social, Political, economic, personal, cultural or business issues & express the view & feeling of user.
  - Understanding dynamic text can provide valuable insight into the thought & opinions of SM user

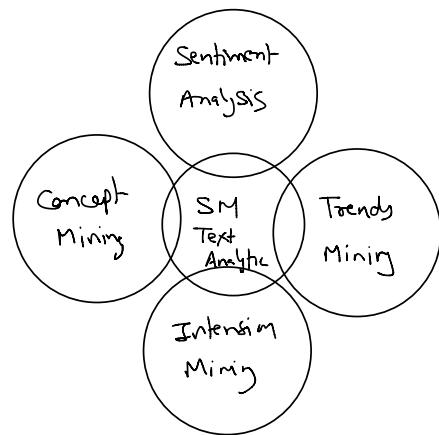
- (1) tweet
  - (2) comment
  - (3) discussion
  - (4) conversation
  - (5) review
- (1) Tweet - 140 character msg posted by twitter user. Tweet can contain text, image, video, or links to other of the website.  
- Tweets can also include #, Hashtags is used to tag Keyword or topic within tweets, are organically created by Twitter user as a way to categorize msg.
- (2) Comment :- Comments are sentence (usually short) that express opinion about content or information posted on SM.  
Most comments are just text, but they can also include image, video or links to other website.
- (3) Discussion :- It takes the form of a text or written conversation or discussion about particular topic, product or service.  
Discussion between SM user take place on Internet forum. It is like tree structure.
- (4) Conversation :- It is called a chat on SM is the instantaneous exchange of short written msg. b/w 2 user / or other people.
- (5) Review :- It is an important evaluation of a product or service by the customer or expert. They can take both long & short forms. customer reviews tend to be shorter than formal expert review.

# Static text :- Static SM text is typically longer in length & updated or deleted less frequently.

Ex- Wiki Content, blog pages, word document, corporate reports  
Emails, news transcripts.

- The purpose of static text is often to inform, educate & elaborate on a topic.
- static text can provide valuable insights & information for business & organization

## # Purpose of text Analysis



1) Sentiment Analysis :- It involve categorizing SM text as +ve, negative neutral, It is often used to understand how customer feels about a product, Service or issue

- Tool like Semantia use algo to identify sentiment bearing phrases in text & assign them a score based on logarithmic scale.
- scores are then combined to determine the overall sentiment of document or sentence.
- It can provide valuable insights into the emotions & opinion of SM user.

2) Intension Mining :- It involve discovering user intention (such as desire, wish, or intention to buy) from NL Social Media text.

- Companies can use intension Mining to identify potential customer & serice existing customer who have issue with a product.  
ex - Buy, purchase, quit phrases.
- 3) Trends Mining :- It also known as predictive analytics, use large amount of historical & real time SM data to predict future events. It involve identifying pattern & trends in SM data to improve product serice, or customer satisfaction. Technique used in Trends Mining include ML, Data Mining & SN Analysis.
- 4) Concept Mining :- It is a method for extracting ideas & concept from document . It is used to classify, cluster, & rank them ideas.  
It is different from text Mining , which focuses on extracting specific information rather than broader idea & concept.  
- ex. document that can be analysed using Concept-Mining  
Include Social Media text, web page, & news transcript

