EBA5004 – New Media And Sentiment Analysis (Executive/ MTech)

- **Lectures:** 4 days (9:00 am to 5:00 pm)

- **This course includes**
  - WSQ assessment

- **This course is aligned to the NICF competency units for IT-DIT-5001-1.1. This is to design statistical and computational models, and spearhead the applications of algorithms and modelling techniques to new domains.**

Course Pre-requisites

- **Course Pre-requisites/Assumed Knowledge & Skills:**
  - NICF - Text Analytics course
  - Intermediate knowledge of python
  - Foundational knowledge in statistics at the level of "NICF - Statistics Bootcamp Using R" is strongly recommended

Part of the Practical Language Processing certificate

Course Objectives/ Learning Outcome

This is a intermediate course to new media and sentiment mining. It is applicable for data scientists and quantitative analysts who are interested in extending their knowledge in text analytics. The course objectives are:

- Develop an overview understanding of sentiment mining practical usage in industry

- Evaluation and analysis of sentiment classification algorithms

- Analyze sentiment results at entity and aspect level to extract granular level relationships

- Design and evaluate sentiment analytics real-use projects in consumer and financial domains and communicate the decision via data visualization

- Awareness of recent advances in sentiment mining (advanced NLP)

Course Schedule (note the actual schedule may differ slightly)

Schedule	Topics	Remarks
Day 1	• Course Introduction • Overview of new media and sentiment mining • Sentiment mining practical aspects • Entity and aspect mining • Workshop on building a sentiment engine	Group exercise
Day 2	• Feature engineering for sentiment mining • Supervised learning algorithms for sentiment mining • Workshop II on supervised learning algorithms	
Day 3	• Entity and aspect mining (cont'd) • Recent advances in sentiment mining • Workshop on entities and aspect mining	
Day 4	• Applications of sentiment in customer analytics • Applications of sentiment in financial analytics • Workshop on financial sentiment for trading	Individual quiz

MTech (Only) Course Assessment

- **Assessment Method:** (with PLP certificate)

  o Continual assessment (50%)

  o Examination (50%)

  The course materials are placed in the LumiNUS folder and also for students to upload materials into it.