



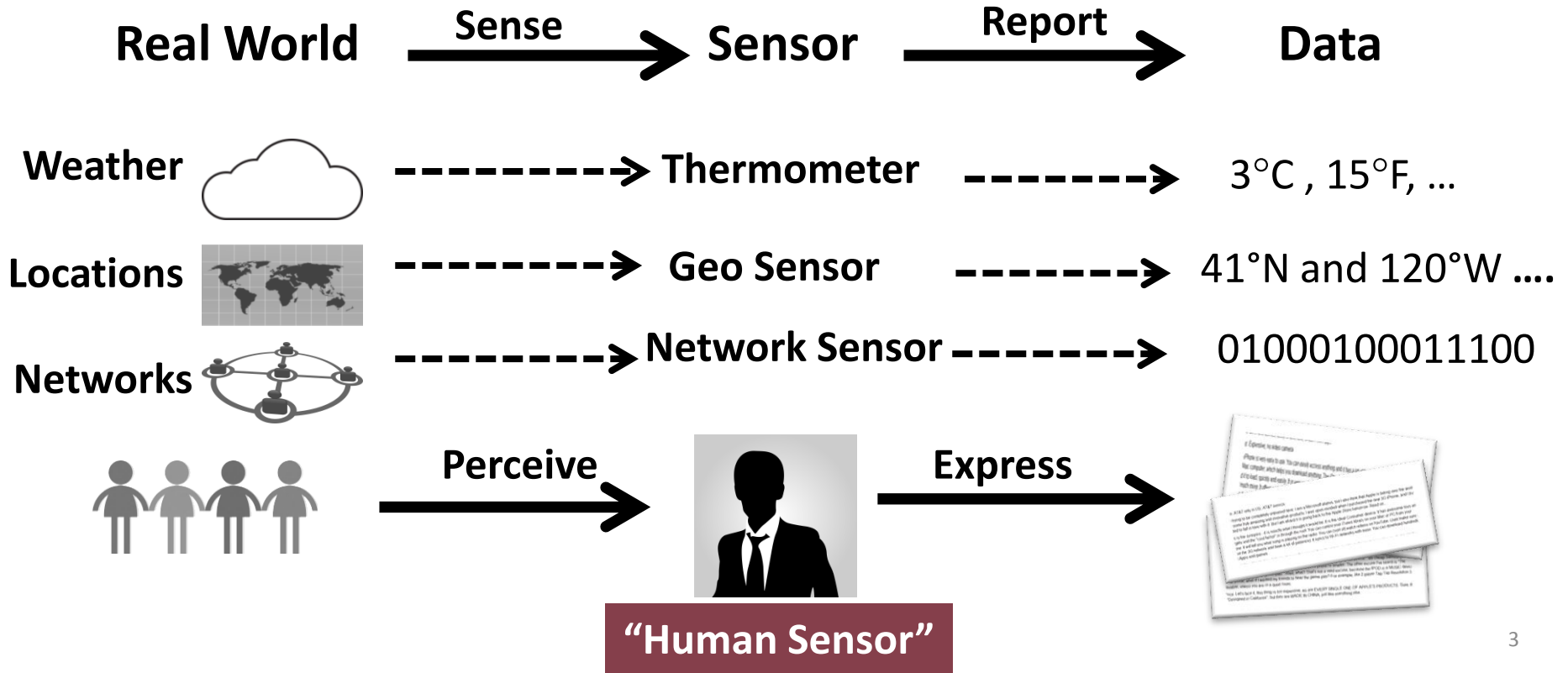
Overview Text Mining and Analytics

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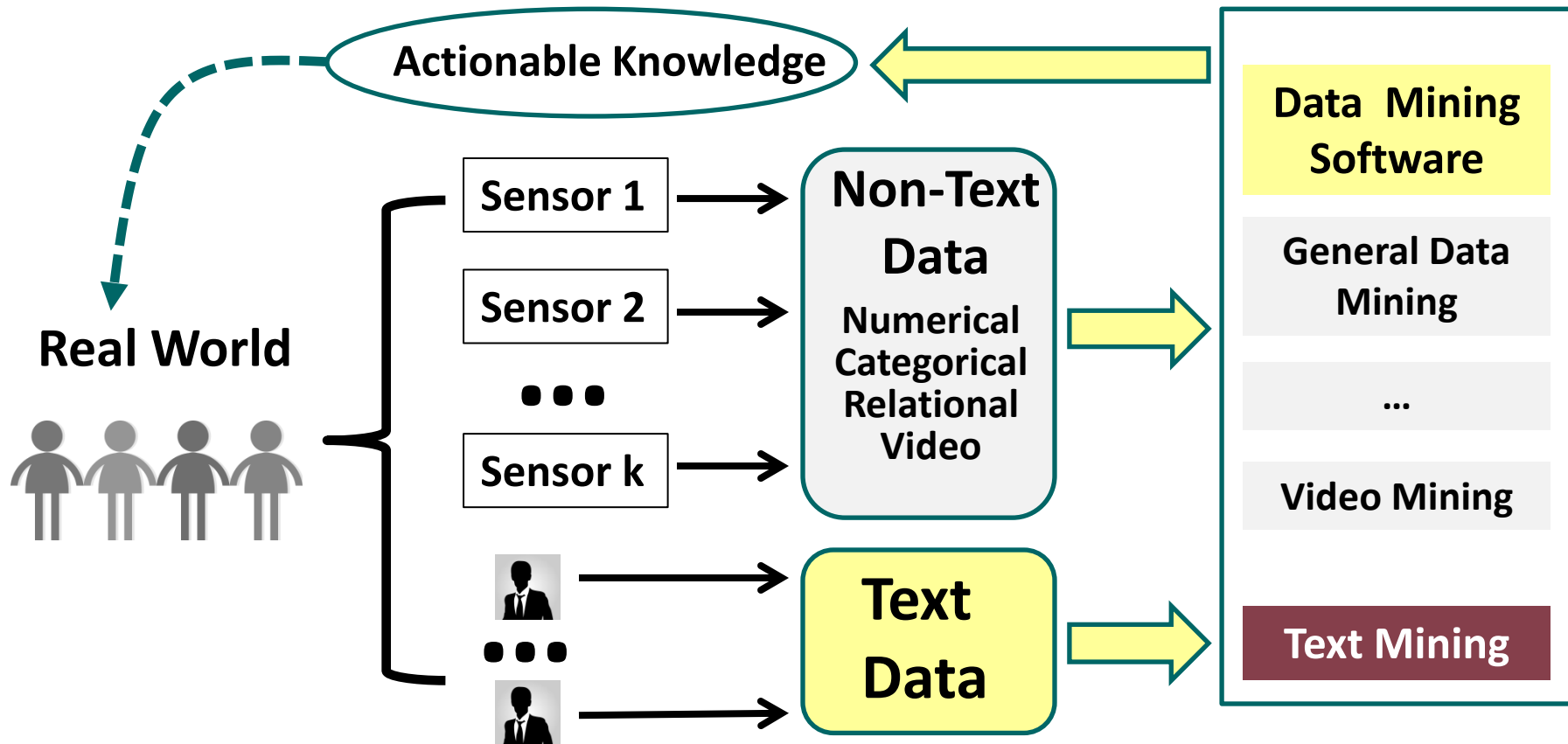
Text Mining and Analytics

- Text mining \approx Text analytics
- Turn text data into **high-quality information** or **actionable knowledge**
 - **Minimizes human effort** (on consuming text data)
 - Supplies knowledge for **optimal decision making**
- Related to **text retrieval**, which is an essential component in any text mining system
 - Text retrieval can be a preprocessor for text mining
 - Text retrieval is needed for knowledge provenance

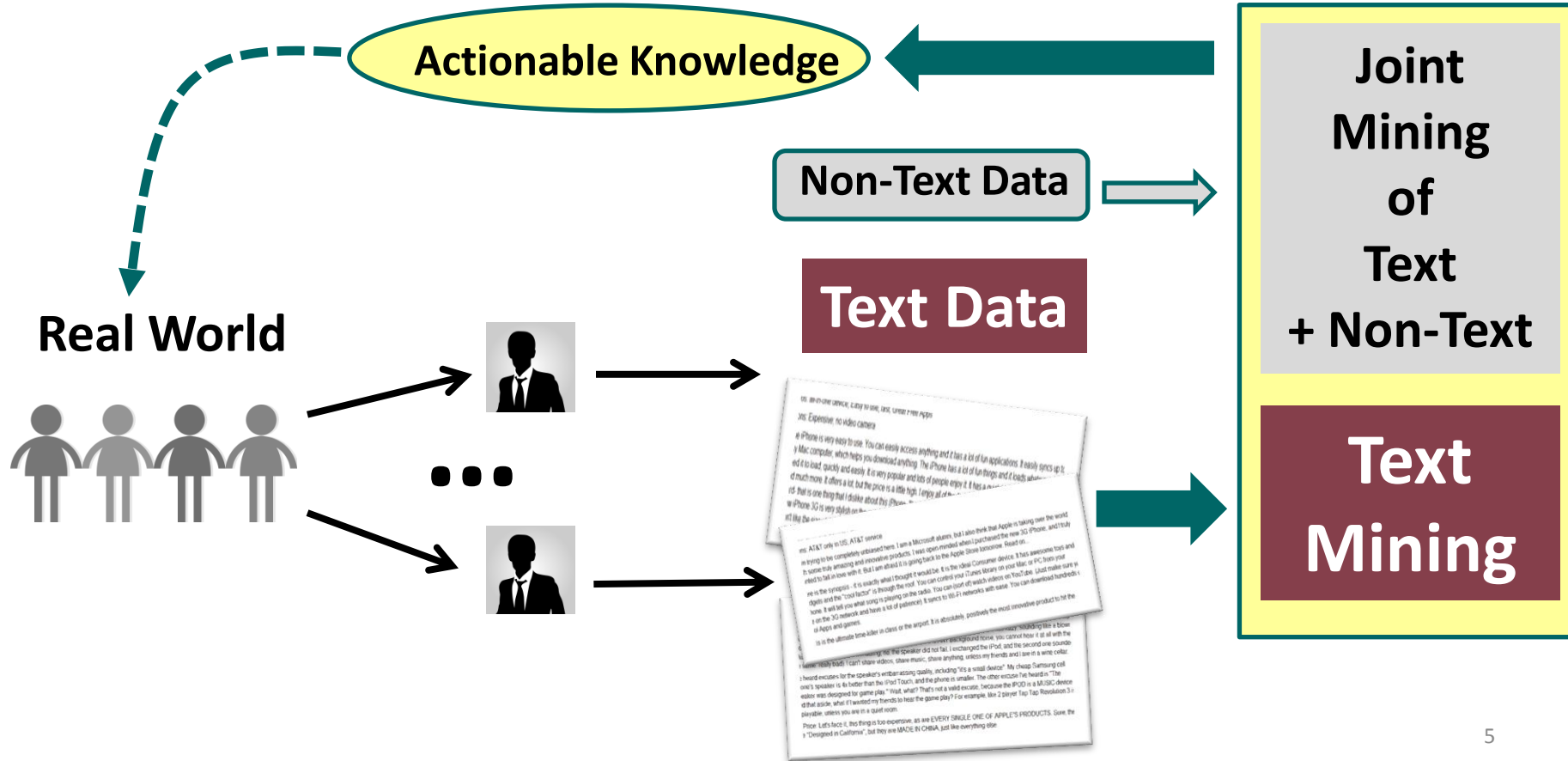
Text vs. Non-Text Data: Humans as Subjective “Sensors”



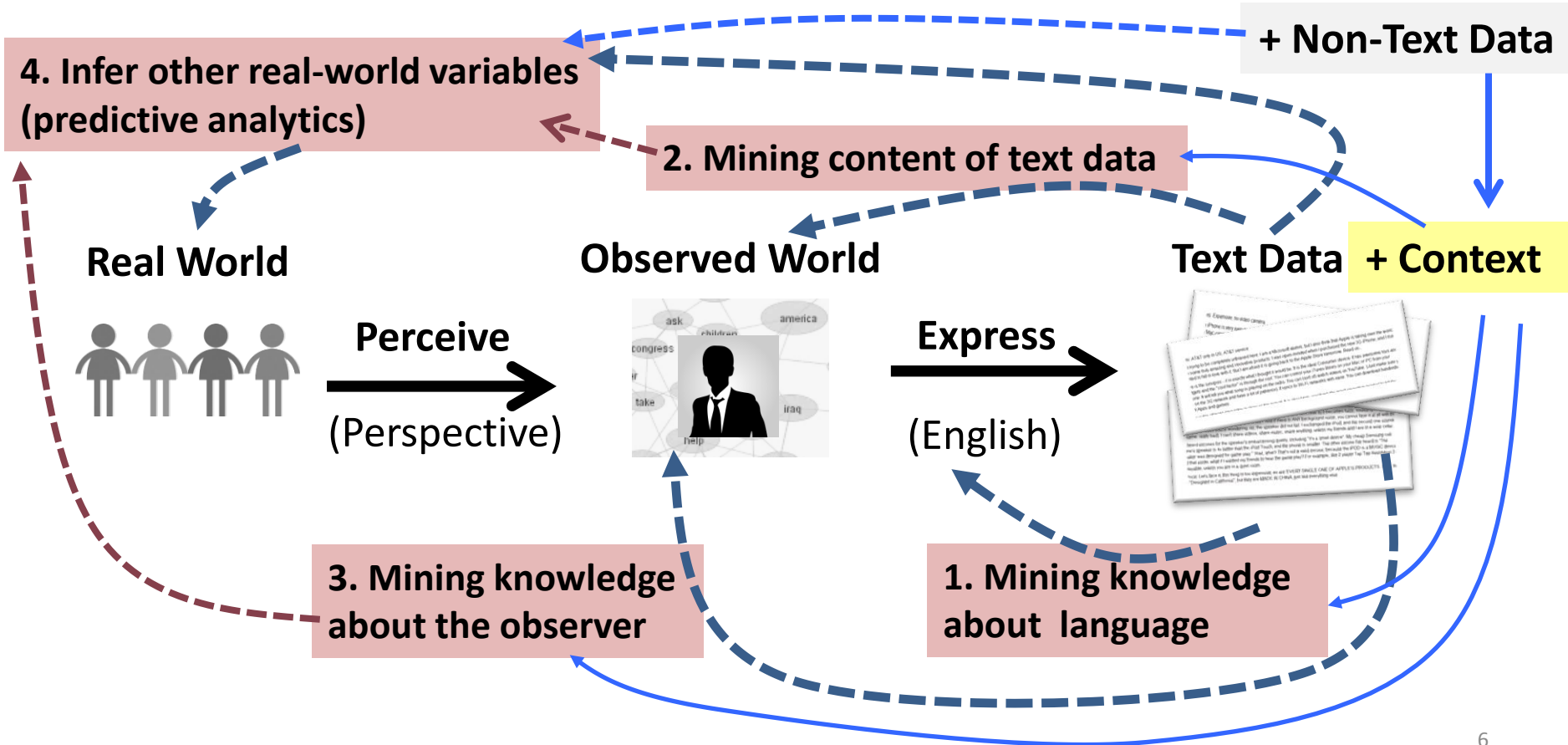
The General Problem of Data Mining



The Problem of Text Mining



Landscape of Text Mining and Analytics



Topics Covered in This Course

