Quiz - Chapter 5

Due Mar 2 at 11:59pm   **Points** 100   **Questions** 21

Available Feb 16 at 12am - Mar 2 at 11:59pm 15 days   **Time Limit** 42 Minutes

This quiz was locked Mar 2 at 11:59pm.

Attempt History

	Attempt	**Time**	**Score**
LATEST	[Attempt 1](#)	42 minutes	90 out of 100

Score for this quiz: **90** out of 100
Submitted Mar 2 at 11:38pm
This attempt took 42 minutes.

Question 1   4 / 4 pts

Companies understand that when their product goes "viral," the content of the online conversations about their product does not matter, only the volume of conversations.

○ True

Correct!   ◉ False

Question 2   4 / 4 pts

Regional accents present challenges for natural language processing.

Correct!   ◉ True

○ False

Question 3

4 / 4 pts

In sentiment analysis, it is hard to classify some subjects such as news as good or bad, but easier to classify others, e.g., movie reviews, in the same way.

Correct!

- ⦿ True

- ○ False

Question 4

4 / 4 pts

In sentiment analysis, sentiment suggests a transient, temporary opinion reflective of one's feelings.

- ○ True

Correct!

- ⦿ False

Question 5

4 / 4 pts

In the Tito's Vodka case study, trends in cocktails were studied to create a quarterly recipe for customers.

Correct!

- ⦿ True

- ○ False

Question 6

5 / 5 pts

In the Wimbledon case study, the tournament used data for each match in real time to highlight

- ⦿ significant events.

- ○ winners and losers.

- ○ advertiser content.

- ○ player histories.

Question 7

5 / 5 pts

Which of the following statements about Web site conversion statistics is FALSE?

- ○ The conversion rate is the number of people who take action divided by the number of visitors.

- ○ Analyzing exit rates can tell you why visitors left your Web site.

- ⦿ Visitors who begin a purchase on most Web sites must complete it.

- ○ Web site visitors can be classed as either new or returning.

Question 8

5 / 5 pts

Sentiment analysis projects require a lexicon for use. If a project in English is undertaken, you must generally make sure to

Correct!

- ◉ use an English lexicon appropriate to the project at your discretion.

- ○ use any general English lexicon.

- ○ create an English lexicon for the project.

- ○ use only the single, approved English lexicon.

Question 9

5 / 5 pts

In the research literature case study, the researchers analyzing academic papers extracted information from which source?

Correct!

- ◉ the paper abstract

- ○ the main body of the paper

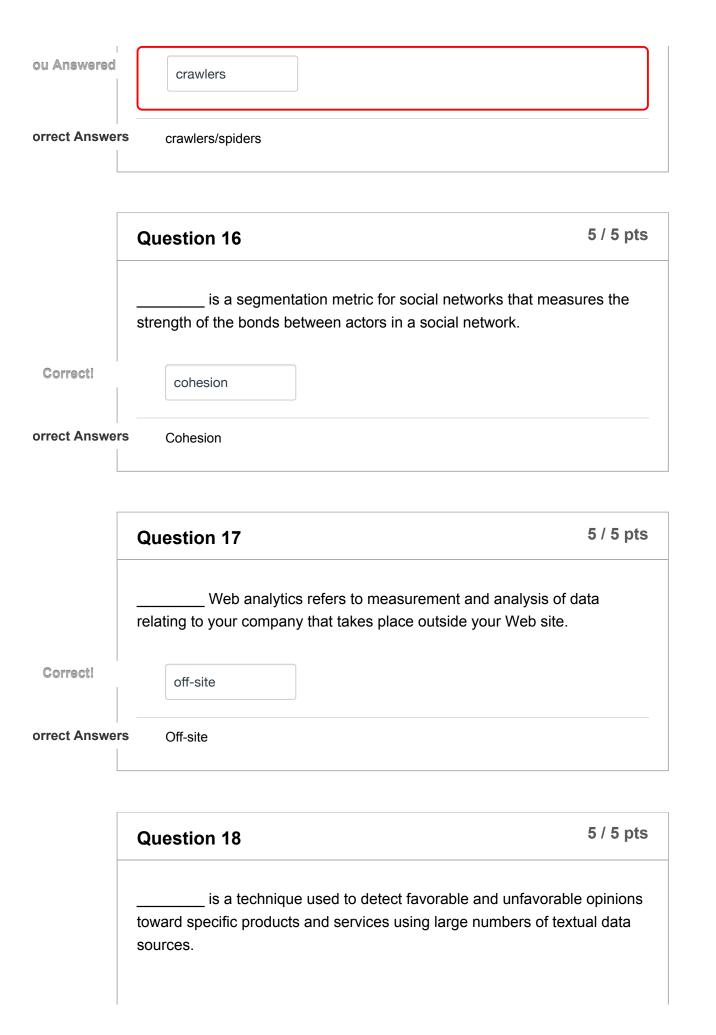- ○ the paper keywords

- ○ the paper references

Question 10

5 / 5 pts

What does Web content mining involve?

- ○ analyzing the universal resource locator in Web pages

- ○ analyzing the pattern of visits to a Web site

○ analyzing the unstructured content of Web pages

○ analyzing the PageRank and other metadata of a Web page

Question 11   5 / 5 pts

Natural language processing (NLP) is associated with which of the following areas?

○ artificial intelligence

◉ all of these

○ text mining

○ computational linguistics

Question 12   5 / 5 pts

Breaking up a Web page into its components to identify worthy words/terms and indexing them using a set of rules is called

○ preprocessing the documents.

○ document analysis.

◉ parsing the documents.

○ creating the term-by-document matrix.

Question 13

5 / 5 pts

What do voice of the market (VOM) applications of sentiment analysis do?

○ They examine the stock market for trends.

○ They examine employee sentiment in the organization.

Correct!

◉ They examine customer sentiment at the aggregate level.

○ They examine the "market of ideas" in politics.

Question 14

5 / 5 pts

In the Mining for Lies case study, a text based deception-detection method used by Fuller and others in 2008 was based on a process known as _____, which relies on elements of data and text mining techniques.

Correct!

message feature mining

orrect Answers

message feature mining

message feature mining

Question 15

5 / 5 pts

Web _____ are used to automatically read through the contents of Web sites.

crawlers

crawlers/spiders

Question 16

5 / 5 pts

_____ is a segmentation metric for social networks that measures the strength of the bonds between actors in a social network.

Correct!

cohesion

Cohesion

Question 17

5 / 5 pts

_____ Web analytics refers to measurement and analysis of data relating to your company that takes place outside your Web site.

Correct!

off-site

Off-site

Question 18

5 / 5 pts

_____ is a technique used to detect favorable and unfavorable opinions toward specific products and services using large numbers of textual data sources.

sentiment analysis

Sentiment analysis

Question 19

0 / 5 pts

In the Lotte.com retail case, the company deployed SAS for Customer Experience Analytics to better understand the quality of customer traffic on their Web site, classify order rates, and see which _____ had the most visitors.

channels

Question 20

5 / 5 pts

_____ statistics help you understand whether your specific marketing objective for a Web page is being achieved.

conversion

Conversion

Question 21

0 / 5 pts

At a very high level, the text mining process can be broken down into three consecutive tasks, the first of which is to establish the _____.

orrect Answers   Corpus

Quiz Score: **90** out of 100