

TUTORIALS INFORMATION

Modeling Using Text and Network Analysis

Time Slot: 1100 - 1230

Speaker: Justin Lane, Post-Doctoral Fellow

Abstract

This workshop will present two text analysis techniques that can be used to analyze raw texts drawn from online and real-world sources. This can include interviews, online social network data, books, news reports, and transcripts. The first technique analyzes texts for their psychometric properties. This utilizes a software program known as LIWC, which codes texts using psychometrically validated measurements drawn from human populations. This allows us to understand emotional and social aspects of a text that may not be accessible from other forms of text analysis. The second technique covers semantic network analysis. This technique quantifies texts based on the relationships between concepts in the text, resulting in quantified network based schemas that represent the text; these networks can be analyzed and compared in order to understand the importance of concepts in the text or how different datasets are related. The presentation will introduce the necessary concepts and software that is available through simple hands on training. The goal is not immediate expertise, but providing the necessary knowledge to experiment start using these techniques for your own analyses. The presentation will also provide examples and use cases.