

# Sentiment Analysis for Academic Research

“Finding some direction on the opinions expressed in conversations that matter.”

## A Webinar

Presented by

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Big Data is expected to play an increasingly important role in academic research. As an entrée to the analysis of Big Data, Sentiment Analysis is widely used in the social media arena to extract information from content on the Internet, including texts, tweets, blogs, news articles, reviews etc. which would otherwise be unmanageable. This approach to analysis allows the researcher to extract full value from interactions in conversations, product reviews on forums and other websites (where there are thousands, if not hundreds of thousands of data points) which could not be done by manual processing.

Sentiment Analysis allows the researcher to understand feelings that are being expressed. Performing textual analysis of informants' opinions can be a useful tool for academic research. A typical usage of Sentiment Analysis is to compare customers' opinions on different brands, compare information received from a range of informants, or predict movements in the stock market. Thus, sentiment analysis can help a researcher determine whether a piece of text should be regarded, for example as positive, negative, or neutral. This webinar will allow participants to be able to understand the importance of Sentiment Analysis, investigate where and how it is used to perform research, consider some software options that can be used to perform this type of analysis, and get some advice to organize their work.

### Webinar content includes

- The Big Data phenomenon, Sentiment Analysis as the entre to Big Data, Big Data's increasing role in academic research. The conceptualization of Sentiment Analysis.
- In what contexts are Sentiment Analysis most effective?
- Conceptual underpinning and definitions required to understand the functioning of Sentiment Analysis.
- Who does sentiment analysis achieve? What do you need to be successful with Sentiment Analysis? Software options to consider.
- How to get the most from this technique?
- What process is required to organize a project of sentiment analysis?

***This webinar delivers practical useful information which can be put to immediate use. It is relevant to academics from most Faculties, Departments and Schools.***

- The webinar will be held on **Wednesday 12 January 2022**, and it will run to **GMT time** using **Zoom**. The Zoom Room will open at **1:45 pm (GMT)** and the event will begin at **2:00 pm** and will finish at **4:00 pm (GMT)**. The attendance fee is **£30**.

To reserve a place on the webinar, please see: [https://shop.academic-conferences.org/?ec\\_store=webinars](https://shop.academic-conferences.org/?ec_store=webinars) and for further information contact: [louise@academic-conferences.org](mailto:louise@academic-conferences.org)



**Dr Christine Bernadas** is associate professor in Information Systems at Normandy Business School. She has a Ph.D. in International Business Management (two majors: Management of Information Systems and International Business). She has written in a number of scientific articles published in proceedings and in journals including Long Range Planning, International Journal of Technology Management, International Journal of Enterprise Information Systems or Journal of Enterprise Information Management. Her main research interest is in the usage of technologies in various environments.