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COURSE OUTLINE

Social Media Analytics in R

Course Overview

The Social Media Analytics in R course is a beginner-to-intermediate level course designed as a drive into one of the most important and dynamic data mining concepts. This course will discuss approaches of collecting data from text messages, social media sites and blogs, and evaluating those data to make business decisions. The course leverages the open-source programming language R. R has gained tremendous popularity for data processing and statistical analysis.

Intended Audience

This Social Media Analytics in R course is intended for individuals, data analysts, data scientists, and researchers who are interested in gaining insights from today's vast amounts of unstructured data.

Prerequisites

Participants should have a basic understanding of R and RStudio. Both R and RStudio must be downloaded onto the participants laptops and can be obtained at:

www.r-project.org   www.rstudio.com

Learning Objective

- Explore the many categories of social media data and how individual behavior changes across sites
- Explore visualize and communicate various aspects of unstructured social media data
- Review the stages of text mining-information retrieval and information extraction-from both traditional and new social media
  - Word cloud and clustering analysis
  - Context-based analysis
  - Sentiment analysis
  - Tweet extraction
- Practice extracting data from websites and social media sites to perform text mining techniques
- Discuss applications in Public Health and how social media analytics present opportunities for innovation

For scheduling and/or assistance call us at: 678.432.0218

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