Sairam INSTITUTIONS

AIMS

AICTE SPONSORED

TWO WEEKS

FACULTY DEVELOPMENT PROGRAM (WINTER)
ON

OPINION MINING – AN INSIGHT INTO SOCIAL MEDIA AND CUSTOMER SERVICE

5th – 20th December 2019

Convenor

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MJF.LN. LEO MUTHU
Founder Chairman - Sairam Institutions

We build a better nation through quality education.

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SAI RAM INSTITUTE OF MANAGEMENT STUDIES SIMS
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SAI RAM INSTITUTE OF TECHNOLOGY
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www.sairamgroup.in

Sri SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

ABOUT SIMS

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category, Career 360 Magazine has rated SIMS as one of the Top 100 B-Schools in India for 2018. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

THEME OF FDP

Opinion mining in social media is nowadays an important parameter of social media marketing. Digital media giants such as Google and Face book developed and employed their own tools for that purpose. These tools are based on publicly available software libraries and tools such as Word2Vec (or Doc2Vec) and fasttext, which emphasize topic modeling and extract low-level features using deep learning approaches. So far, researchers have focused their efforts on opinion mining and especially on sentiment analysis of tweets. This trend reflects the availability of the Twitter API that simplifies automatic data (tweet) collection and testing of the proposed algorithms in real situations. However, if we are really interested in realistic opinion mining we should consider mining opinions from social media platforms such as Face book and Instagram, which are far more popular among everyday people. This FDP enhances the skill on various kinds of low-level features, including those extracted through deep learning, as in fasttext and Doc2Vec. The data extract for sentiment analysis is obtained from the tweets and Face book comments on commercial products. In addition to that the program also compares several machine learning methods for the creation of sentiment analysis models. The conclusion would be to allowing people to annotate (a small portion of) data, that would allow effective artificial intelligence tools to be developed using the "learning by example paradigm."

PROGRAM OBJECTIVE

- To imbibe the fundamental concepts of Opinion mining.
- To apply the tools & techniques of Opinion mining.
- To provide world-class customer service by identifying and addressing key issues.
- To optimize Social Media marketing campaign
- To drive product development in new and emerging markets

TOPICS TO BE COVERED

- Opinion Mining (Sentiment Analysis)
- Crowd sourcing and Crowd tagging
- Social Media Analytics Basics
- Twitter data extraction
- Social Media Metrics
- Social Network Analysis
- Tracking and Reporting: Google Analytics
- Use of programming language R in R Studio development environment, Weka, Gephi and Social Network Analysis Tool with datasets
- Text Analytics
- Issues & Challenges

PROGRAM OUTCOME

The programme will equip individuals / firms to access the wealth of unstructured opinion data – across social media and elsewhere for their professional growth. Text analysis with the power of artificial intelligence will overlay and refine the crowd-based analysis. The world of opinion mining is set to change the way governments and business conduct research, make decisions which will enhance the profitability based on those decisions.

TARGET GROUP

Academicians, Research scholars, Business Managers, business analysts, data mining professionals, business executives, entrepreneurs, independent practitioners in companies/ private or public organizations who want to gain insight into social media analysis.

CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on successful completion of the program.

REGISTRATION FEES

No Registration fees (Since it's an AICTE Sponsored Program)

BOARDING & LODGING

Limited accommodation is available in the college campus (Hostel) at free of cost for faculty members for first cum first serve basis.

TRAVEL AND ALLOWANCES

Reimbursement of travel expenses will be made as per AICTE guidelines. TA will be provided to outstation participants on submission of necessary documents.

IMPORTANT DATES

Last Date for Registration : 30.11.2019
Notification of Acceptance : 01.12.2019

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REGISTRATION FORM

NAME (IN CAPITAL)   :
(For Certificate Purpose)

DESIGNATION   :

INSTITUTION /ORGANIZATION :

CONTACT ADDRESS   :

STATE   :

PHONE & MOBILE   :

PERSONAL E-MAIL   :

DD AMOUNT   : Rs.   DATE:

DD NUMBER   :

BANK   :

Note: Fee non refundable after registration.

SIGNATURE (with date):