

NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

Title: Untangling Unstructured Data on Social Media

Speaker: Ms Shen Yi, Ph.D. Candidate

Date/Time: 9 May 2017, Tuesday, 10:30 AM to 11:30 AM

Venue: Executive Classroom, COM2-04-02

Chaired by: Ms Liu Yang
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ABSTRACT:

Industry reports estimate that around 80% of data in organizations are unstructured or semi-structured. The massive growth of unstructured data is amazing and has critical implications for data warehouse, business intelligence, data analytics architecture and database design. The current main driver in the upsurge of unstructured data is social media. This seminar will introduce a few approaches to analyze the sentiment of multimedia data (i.e., the most prevalent and engaging type of unstructured data on social media), and discuss important applications of these approaches.

BIODATA:

Shen Yi is a PhD Candidate in the Department of Information Systems at the National University of Singapore. She received her Bachelor of Computing in Information Systems from the National University of Singapore in 2012. Her research interests include human-computer interaction, multi-sensory interaction, embodied interaction, and social media marketing and analytics. Her research works have been published in leading IS conferences such as International Conference on Information Systems (ICIS).

FACULTY DISCUSSANT: DR. YANG LU

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