Sentiment Analysis and Knowledge Discovery in Contemporary Business

Part of the Advances in Business Information Systems and Analytics Book Series

Dharmendra Singh Rajput (VIT University, India), Ramjeevan Singh Thakur (Maulana Azad National Institute of Technology, India) and S. Muzamil Basha (VIT University, India)

Description:

In the era of social connectedness, people are becoming increasingly enthusiastic about interacting, sharing, and collaborating through online collaborative media. However, conducting sentiment analysis on these platforms can be challenging, especially for business professionals who are using them to collect vital data.

Sentiment Analysis and Knowledge Discovery in Contemporary Business is an essential reference source that discusses applications of sentiment analysis as well as data mining, machine learning algorithms, and big data streams in business environments. Featuring research on topics such as knowledge retrieval and knowledge updating, this book is ideally designed for business managers, academicians, business professionals, researchers, graduate-level students, and technology developers seeking current research on data collection and management to drive profit.
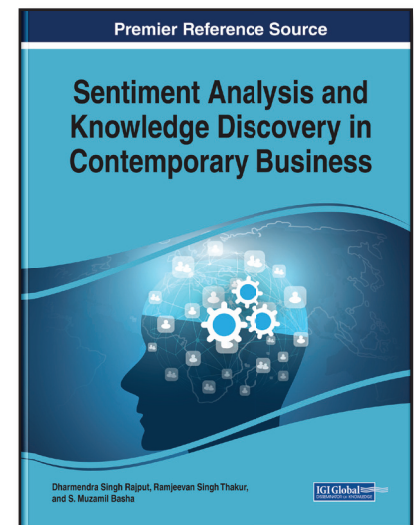
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Topics Covered:

- Data Mining
- Deep Learning
- Genetic Algorithm
- Machine Learning
- Neural Networks
- Opinion Mining
- Social Media
- Supervised Learning

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