TEXT ANALYTICS IN PYTHON: FOUNDATIONS DAN METHODS IN SENTIMENT ANALYSIS

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This tutorial offers an in-depth exploration of modern text analytics methodologies using Python, designed specifically for researchers, postgraduate students, and beginners engaged in Natural Language Processing (NLP) and text mining research. Participants will develop a solid conceptual and practical foundation in extracting, processing, and analyzing unstructured textual data.

The session will cover:

- **Core Concepts in Text Analytics**: An overview of essential NLP tasks, including text preprocessing, syntactic parsing, and information retrieval, contextualized within current research trends.

- **Python for NLP Research**: Hands-on guidance in leveraging leading Python libraries such as **NLTK** and **spaCy** to efficiently manage and analyze large-scale text data.

- **Perform Sentiment Analysis on Text Data**: Learn how to develop and evaluate sentiment analysis models to classify opinions and emotional tone expressed in textual content.

This tutorial is designed for researchers, postgraduate students, and academics interested in applying computational methods to text-based data in various domains of study.

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9.00am -10.30am	**INTRODUCTION TO NLP** Overview of Natural Language Processing (NLP) Basic Text Processing Techniques
10.30am – 11.00am	Break
11.00am – 1.00pm	**INTRODUCTION TO PYTHON LIBRARIES** NLTK SpaCy **BASIC TEXT PROCESSING USING PYTHON** Tokenization Text normalization (Stemming and lemmatization) Stop word & Symbol removal Word Embedding POS tagging
1.00pm – 2.00pm	Lunch Break
2.00pm – 3.30pm	**APPLICATIONS OF TEXT PROCESSING I** Introduction to Sentiment Analysis
3.30pm – 5.00pm	**APPLICATIONS OF TEXT PROCESSING II** Hands on - Sentiment Analysis