

Textual analysis with VOSviewer



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OVERVIEW

This seminar will provide the basic understanding of textual analysis with the application of the VOSviewer software tool for text mining using the natural language processing algorithms.

VOSviewer can be used to analyze the structure and the content of corporate documents distributed to the stakeholders (e.g. annual reports), to find out the importance of discussed topics and the co-occurrence links between relevant terms.

1

Laboratory on Research Methods for Business
Department of Business Administration



LEARNING OBJECTIVES

After taking this seminar, the participants will acquire the following knowledge and skills:

- Basic understanding of scientific approaches to conduct textual analysis and text mining.
- Data extraction techniques from corporate reports and other sources of information.
- Creating maps based on network data (e.g. terms, keywords, publications, journals).
- Visualizing and exploring maps.
- Cluster and co-occurrence analysis of terms.



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LECTURER

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DATE AND PLACE

22nd June 2022, h. 9:00-13:00

Room 2.13, Department of Business
Administration (2nd floor)
Polo Santa Marta - Verona



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ENROLLMENT

Within 17th June 2022 by filling out the form available here:

<https://limesurvey.univr.it/index.php/711698?lang=en>