

# Introduction to Digital Text Analysis

Doctoral seminar

Faculty of Tourism and Hospitality Management, University of Rijeka

## Seminar instructor

Ivan Zupic (Email: [i.zupic@gold.ac.uk](mailto:i.zupic@gold.ac.uk))

Institute of Management Studies, Goldsmiths, University of London

## Seminar summary

Tourism and hospitality management researchers are increasingly using digital methods for analysing text. Methods like topic modeling and sentiment analysis have started to proliferate in recent years, yet their use is still in its infancy. The seminar will introduce these cutting-edge methods and equip participants with skills to start their own text analysis projects. Participants will gain conceptual and technical skills necessary to conduct digital text analysis on any kind of textual data: social media, archives, online databases... The workshop will be conducted as part lecture and part hands-on workshop. Participants will have an opportunity to apply text analysis methods on given datasets.

Participants are advised to install R Studio on their laptops before the seminar.

Readings will be given before seminar start.

## Learning objectives

Participants who successfully complete the seminar should be able to:

1. Demonstrate an understanding of various text analysis methods and the goals of their application.
2. Understand the approaches to data collection, cleaning and shaping for input into text analysis methods.
3. Apply topic modeling on text data.
4. Apply sentiment analysis on text data.
5. Critically assess the validity and reliability issues in text analysis.

## Seminar schedule

Friday 10 May	10.30 – 14.30	The landscape of text analysis methods Data collection and cleaning Workshop: Applying Topic modeling methods
Saturday 11 May	10.30 – 14.30	Workshop: Applying Sentiment analysis methods Reliability and validity issues Publishing text analysis research