

# GLOBAL FORUM ON URBAN & REGIONAL RESILIENCE

Spring 2016 Seminar Series

*Thursday, March 3<sup>rd</sup> | 3:30 PM*

*\*\*\* RECEPTION TO FOLLOW\*\*\**



## TEXT ANALYTICS:

### SOFTWARE, CASE STUDIES, & APPLICATIONS TO RESILIENCE RESEARCH

*by:*

*Dr. Alan S. Abrahams, Associate Professor BIT*

*&*

*Rich Gruss, PhD Candidate BIT, and Lead Developer, Math Emporium*

In this session, we will present Pamplin's proprietary text analytics software: Pamplin Text Analytics Toolbox for Excel (PamTAT), and Pamplin's large-scale web-based collaborative tagging tool (PamTag). We will talk about the application of these tools to defect discovery from online reviews, with case studies such as safety surveillance in the toy industry, and service level surveillance in the hotel and airline industries. Finally, we will consider possible applications to resilience research, such as detecting and categorizing service interruptions and service restoration from large volumes of textual consumer postings, and invite audience members to brainstorm research questions and collaborative project opportunities.

**LOCATION:** Global Forum Conference Room, Suite 312, Kent Square

**OR CONNECT ONLINE:** <https://vtgfurr.adobeconnect.com/abrahams/>