Tentative Schedule (updated on Oct 15):


<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>HW/Project due</th>
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</table>
| 1 (9/10) | Overview/Intro to Text Mining and Analytics.  
- (TMA ch.1) Introduction to Text Analytics | |
| 2 (9/17) | Document Representation.  
- (TMA ch.3, 5) Importing Data into SAS Text Miner | HW#1 due |
| 3 (9/24) | Document Search, Retrieval.  
- (TMA ch.3) Importing Data into SAS Text Miner, (ch.4) Parsing & Extracting Features, (ch.5) Data Transformation | |
| 4 (10/1) | Text Clustering.  
- (TMA ch.6) Document Clustering & Topic Extraction | HW#2 due |
| 5 (10/8) | Topic Extraction, Text Categorization.  
- (TMA ch.7) Content Management | Midterm Project Proposal due (10/11 Sun) |
| 6 (10/15) | Sentiment Analysis.  
- (TMA Case Study 3) Features-Based Sentiment Analysis of Customer Reviews.  
**Guest Speaker** -- on Big Data + Text Mining; Hadoop + Network. | HW#3 due (10/18 Sun) |
| 7 (10/22) | Power of Text in Analytics.  
- (TMA Case Study 5) Enhancing Predictive Models Using Textual Data  
**Midterm Project Presentations**  
- Presentations by students on their project | Midterm Project due (10/25 Sun) |
| 8 (10/29) | More NLP and ML in Text Mining  
- Other NLP and ML concepts, such as n-grams, local context.  
**Guest Speaker** -- on NLP. | Final Project Proposal due |
| 9 (11/5) | More NLP and ML in Text Mining (cont.)  
- Experiment with various parameters of NLP features in SAS Text Miner.  
**Guest Speaker** – on practical applications of Text Mining and Analytics. | HW#4 due |
| 10 (11/12) | Final Project Presentations | Final Project Presentation due |
| 11 (11/19) | | Final Project Documentation + Peer-review due |

- **Midterm project** will be a self-experimentation of SAS Enterprise Miner. Each student will choose some functionalities of the software to experiment, and feed in his/her own data to obtain and analyze results.
Final project will be either an independent project or a participation in the Text Classification competition (using a restaurant review corpus). A project consists of these parts:

1. Project proposal – a short write-up of an idea for the project. Each student will make a brief presentation of his/her idea to the class and receive feedback. Then the instructor will give the final approval with possible revisions. Students cannot proceed without the instructor approval.

2. Project presentation – a poster, to be presented in the class on the 10th week. Online students should create a video. Also students review at least 4 other posters during the poster session.

3. Documentation + Peer-review – A documentation and reflection of your work, plus comments on the work and posters which you peer-reviewed.