Data Mining Methods for the Content Analyst: An Introduction to the Computational Analysis of Content (Routledge Communication Series)

Kalev Leetaru

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With continuous advancements and an increase in user popularity, data mining technologies serve as an invaluable resource for researchers across a wide range of disciplines in the humanities and social sciences. In this comprehensive guide, author and research scientist Kalev Leetaru introduces the approaches, strategies, and methodologies of current data mining techniques, offering insights for new and experienced users alike.

Designed as an instructive reference to computer-based analysis approaches, each chapter of this resource explains a set of core concepts and analytical data mining strategies, along with detailed examples and steps relating to current data mining practices. Every technique is considered with regard to context, theory of operation and methodological concerns, and focuses on the capabilities and strengths relating to these technologies. In addressing critical methodologies and approaches to automated analytical techniques, this work provides an essential overview to a broad innovative field.

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