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MILANO, 21.11.2018

THE ROLE OF NATURAL LANGUAGE PROCESSING IN MARKETING: THE BRIGHT AND THE DARK SIDES

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Text is a ubiquitous data source: advertisements, quarterly reports, online reviews, social media, compliance documents... Every day, several additional gigabyte of text are created - a largely untapped source for business intelligence and analytics. In order to extract useful information from text, we need specialized tools. Natural language processing (NLP), a subfield of AI, provides these tools, both for exploration and prediction.
In this talk, I will give a brief introduction of NLP and the methodology it provides, and present several business-relevant applications, from reputation monitoring via sentiment analysis, methods for large-scale marketing insights and ad-placement, to customer service with chat bots. I will conclude with a review of potential limitations and caveats, especially concerning ethical issues of big data use and AI.

What is NLP and how can it benefit my business?
What kind of textual data sources are available?
What are the technical and ethical limitations of big data approaches?
What kind of insights can we gather from text?

Speaker:
DIRK HOVY, Associate Professor of Computer Science, Bocconi University

Cocktail will follow.

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