

## **Text Mining**

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Business analytics, and especially computational advertising, rely heavily upon text mining to estimate the revenue potential of websites or assess the kinds of products a consumer may want to purchase. Bag-of-words models have been surprisingly successful, but semantic content is also important. Additionally, there is often relevant information in text networks. This talk describes methods for mining text data in a network of documents.

**Key Words:** Chinese Restaurant process, computational advertising, text networks, topic models