



Text Mining in den Sozialwissenschaften: Grundlagen und Anwendungen zwischen qualitativer und quantitativer Diskursanalyse (German Edition)

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Die Analyse von Sprache ermöglicht Rückschlüsse auf Gesellschaft und Politik. Im Zeitalter digitaler Massenmedien liegt Sprache als maschinenlesbarer Text in einer Menge vor, die ohne Hilfsmittel nicht mehr angemessen zu bewältigen ist. Die maschinelle Auswertung von Textdaten kann in den Sozialwissenschaften, die Text bislang in der Regel qualitativ und weniger quantitativ, also sprachstatistisch, analysieren, wertvolle neue Erkenntnisse liefern. Vor diesem Hintergrund führt der Band in die Verwendung von Text Mining in den Sozialwissenschaften ein. Anhand exemplarischer Analysen eines Korpus von 3,5 Millionen Zeitungsartikeln zeigt er für konkrete Forschungsfragen, wie Text Mining angewandt werden kann.

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