

# Revolutionizing Medicine and Marketing through Text Analysis

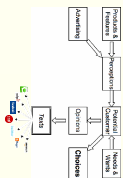
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Linguistic Cognition Laboratory



Lots of text

Reputation/Brand Monitoring



Understanding people...

What are they thinking?

What do they want?

What will they buy?

Extract sentiment expressions

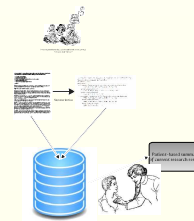
Great	On average people like me
Amazing	Good for me
Love	It's a great product
Dislike	The product is not as good as I thought
Disappointed	I was expecting a better product
Dislike	I don't like it
Dislike	I don't like it

Text analysis to the rescue!



Evidence-Based Medicine

Patient care should be based on the latest research evidence.



Identify Entities	Identify Quantities
1. Identify the entities in the text.	1. Identify the quantities in the text.
2. Extract the entities from the text.	2. Extract the quantities from the text.
3. Classify the entities into categories.	3. Classify the quantities into categories.
4. Store the entities in a database.	4. Store the quantities in a database.

Cluster and Classify