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Titolo	In Defense of Polemics / / by Ruth Amossy
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Disciplina	303.38
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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1: Theoretical Questions -- Chapter 1. Managing Disagreement in Democracy: For a Rhetoric of Dissent -- Chapter 2. What is Polemical Discourse? -- Part 2: The Nature of Polemical Discourse: Debating on the Place of Women In the Public Space -- Chapter 3. Discourse and Polemical Exchange: On the Burqa in France -- Chapter 4. Public Controversy in the Media: The "Exclusion" of Women from the Public Space -- Part 3: Reason, Passion and Violence -- Chapter 5. Rationality and/or Passion: Discussing Stock-Options in Times of Crisis -- Chapter 6. Verbal Violence: Its Functions and Limits. Flames in Polemical Exchanges -- Conclusion: Coexistence in Dissent. The Functions of Polemics and their Institutional Conditions of Possibility.
Sommario/riassunto	This book revisits the definition of polemical discourse and deals with its functions in the democratic sphere. It first examines theoretical questions concerning the management of disagreement in democracy and the nature of polemical discourse. Next, it analyses case studies involving such issues as the place of women in the public space, illustrated by the case of the burqa in France and public controversy in

the media on the exclusion of women from the public space. The book then explores reason, passion and violence in polemical discourse by means of cases involving confrontations between secular and ultra-orthodox circles, controversies about the Mexican Wall and fierce discussions about stock-options, and bonuses in times of financial crisis. Although polemical exchanges in the public sphere exacerbate dissent instead of resolving conflicts, they are quite frequent in the media and on the Net. How can we explain such a paradox? Most studies in argumentation avoid the question: they mainly focus on the verbal procedures leading to agreement. This focus stems from the centrality conferred upon consensus in our democratic societies, where decisions should be the result of a process of deliberation. What is then the social function of a confrontational management of dissent that does not primarily seek to achieve agreement? Is it just a sign of decadence, failure and powerlessness, or does it play a constructive role? This book answers these questions. .

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Big data, data mining, and machine learning : value creation for business leaders and practitioners

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Big data

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Management

Inglese

Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di contenuto	<p>Big Data, Data Mining, and Machine Learning; Contents; Forward; Preface; Acknowledgments; Introduction; Big Data Timeline; Why This Topic Is Relevant Now; Is Big Data a Fad?; Where Using Big Data Makes a Big Difference; Technical Issue; Work Flow Productivity; The Complexities When Data Gets Large; Part One The Computing Environment; Chapter 1 Hardware; Storage (Disk); Central Processing Unit; Graphical Processing Unit; Memory; Network; Chapter 2 Distributed Systems; Database Computing; File System Computing; Considerations; Chapter 3 Analytical Tools; Weka; Java and JVM Languages; R; Python</p> <p>SASPart Two Turning Data into Business Value; Chapter 4 Predictive Modeling; A Methodology for Building Models; sEMMA; sEMMA for the Big Data Era; Binary Classification; Multilevel Classification; Interval Prediction; Assessment of Predictive Models; Classification; Receiver Operating Characteristic; Lift; Gain; Akaike's Information Criterion; Bayesian Information Criterion; Kolmogorov&#x2010;Smirnov; Chapter 5 Common Predictive Modeling Techniques; RFM; Regression; Basic Example of Ordinary Least Squares; Assumptions of Regression Models; Additional Regression Techniques</p> <p>Applications in the Big Data EraGeneralized Linear Models; Example of a Probit GLM; Applications in the Big Data Era; Neural Networks; Basic Example of Neural Networks; Decision and Regression Trees; Support Vector Machines; Bayesian Methods Network Classification; Naive Bayes Network; Parameter Learning; Learning a Bayesian Network; Inference in Bayesian Networks; Scoring for Supervised Learning; Ensemble Methods; Chapter 6 Segmentation; Cluster Analysis; Distance Measures (Metrics); Evaluating Clustering; Number of Clusters; K-means Algorithm; Hierarchical Clustering; Profiling Clusters</p> <p>Chapter 7 Incremental Response ModelingBuilding the Response Model; Measuring the Incremental Response; Chapter 8 Time Series Data Mining; Reducing Dimensionality; Detecting Patterns; Fraud Detection; New Product Forecasting; Time Series Data Mining in Action: Nike+ FuelBand; Seasonal Analysis; Trend Analysis; Similarity Analysis; Chapter 9 Recommendation Systems; What Are Recommendation Systems?; Where Are They Used?; How Do They Work?; Baseline Model; Low&#x2010;Rank Matrix Factorization; Stochastic Gradient Descent; Alternating Least Squares; Restricted Boltzmann Machines; Contrastive Divergence</p> <p>Assessing Recommendation QualityRecommendations in Action: SAS Library; Chapter 10 Text Analytics; Information Retrieval; Content Categorization; Text Mining; Text Analytics in Action: Let's Play Jeopardy!; Information Retrieval Steps; Discovering Topics in Jeopardy! Clues; Topics from Clues Having Incorrect or Missing Answers; Discovering New Topics from Clues; Contestant Analysis: Fantasy Jeopardy!; Part Three Success Stories of Putting It All Together; Chapter 11 Case Study of a Large U.S.-Based Financial Services Company; Traditional Marketing Campaign Process</p> <p>High-Performance Marketing Solution</p>
Sommario/riassunto	With big data analytics comes big insights into profitability Big data is big business. But having the data and the computational power to process it isn't nearly enough to produce meaningful results. Big Data, Data Mining, and Machine Learning: Value Creation for Business

Leaders and Practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line. Providing an engaging, thorough overview of the current state of big data analytics and the growing trend toward high performance computin
