

1. Record Nr.	UNINA9910788152303321
Autore	Attewell Paul A. <1949->
Titolo	Data mining for the social sciences : an introduction / / Paul Attewell and David B. Monaghan
Pubbl/distr/stampa	Oakland, California : , : University of California Press, , 2015 ©2015
ISBN	0-520-28098-9 0-520-96059-9
Descrizione fisica	1 online resource (265 p.)
Disciplina	006.3/12
Soggetti	Social sciences - Data processing Social sciences - Statistical methods Data mining
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- CONTENTS -- ACKNOWLEDGMENTS -- 1. WHAT IS DATA MINING? -- 2. CONTRASTS WITH THE CONVENTIONAL STATISTICAL APPROACH -- 3. SOME GENERAL STRATEGIES USED IN DATA MINING -- 4. IMPORTANT STAGES IN A DATA MINING PROJECT -- 5. PREPARING TRAINING AND TEST DATASETS -- 6. VARIABLE SELECTION TOOLS -- 7. CREATING NEW VARIABLES -- 8. EXTRACTING VARIABLES -- 9. CLASSIFIERS -- 10. CLASSIFICATION TREES -- 11. NEURAL NETWORKS -- 12. CLUSTERING -- 13. LATENT CLASS ANALYSIS AND MIXTURE MODELS -- 14. ASSOCIATION RULES -- CONCLUSION. Where Next? -- BIBLIOGRAPHY -- NOTES -- INDEX
Sommario/riassunto	We live in a world of big data: the amount of information collected on human behavior each day is staggering, and exponentially greater than at any time in the past. Additionally, powerful algorithms are capable of churning through seas of data to uncover patterns. Providing a simple and accessible introduction to data mining, Paul Attewell and David B. Monaghan discuss how data mining substantially differs from conventional statistical modeling familiar to most social scientists. The authors also empower social scientists to tap into these new resources and incorporate data mining methodologies in their analytical toolkits.

Data Mining for the Social Sciences demystifies the process by describing the diverse set of techniques available, discussing the strengths and weaknesses of various approaches, and giving practical demonstrations of how to carry out analyses using tools in various statistical software packages.

---