



# University of Pretoria Yearbook 2022

## Text and behavioural analytics 725 (EKT 725)

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| <b>Qualification</b>          | Postgraduate   |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>  |
| <b>Module credits</b>         | 15.00  |
| <b>NQF Level</b>              | 08   |
| <b>Programmes</b>             | <a href="#">BComHons (Mathematical Statistics)</a><br><a href="#">BComHons (Statistics and Data Science)</a><br><a href="#">BScHons (Mathematical Statistics)</a><br><a href="#">BScHons (Statistics and Data Science)</a> |
| <b>Prerequisites</b>          | Admission to either BScHons Mathematical Statistics or BComHons Mathematical Statistics or BScHons Statistics and Data Science or BComHons Statistics and Data Science   |
| <b>Contact time</b>           | 1 lecture per week   |
| <b>Language of tuition</b>    | Module is presented in English   |
| <b>Department</b>             | Statistics   |
| <b>Period of presentation</b> | Semester 1 or Semester 2   |

### Module content

Mixtures of distributions and regressions, frequentist and Bayes estimation. Latent components, soft allocation and belongings. Applications in unstructured data, including text data. Identification and interpretation of behavioural patterns.

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