

Paper 498-2013

Application of Text Mining in Tweets to Analyze General Opinion about “Bing It On” Challenge by Microsoft

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ABSTRACT

Usefulness of text mining is now accepted worldwide to produce effective knowledge and valuable insights of any business. Bing It On is an online challenge offered by Microsoft allowing blind comparison of the search results by Bing and Google. Microsoft claimed that users have chosen Bing over Google nearly 2:1 times in these tests. Regarding this, there were positive, negative, and mixed reactions from the vast user group, visible in their tweets. In this research, we have collected relevant tweets using the %GetTweet macro, and applied text mining to the data set using the SAS® Text Miner® tab of SAS® Enterprise Miner™ 7.1 to summarize and portray the general public opinion about this challenge and those two giant search engines.

No paper was submitted for publication.

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