



SPLIT SUMMER SCHOOL 2023

COURSE: Web intelligence in event management

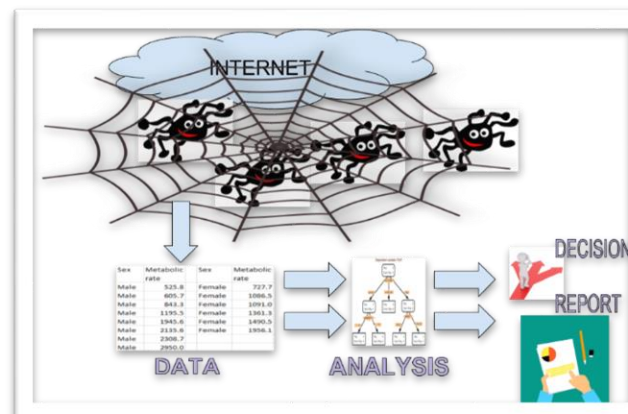
Contact person: Branimir Lela ; blela@fesb.hr

Main topics:

- Web and social media data search, scraping and analysis
- Data filtering, aggregation, visualization and analysis
- Methods for forecasting based on web and social media data
- Reporting and decision making

Programme structure:

- 5-day course
- Sample data will be provided for practice and for final presentation
- Lecture notes will be available either on-line or in printed form



Important dates:

Course dates: 05/09/2023 – 09/09/2023

Deadline for application: 01/08/2023

Confirmation of the course: 15/08/2023

Payment due by: 24/08/2023

Price of the course: 300 € (tax included)

Programme plan:

Day 1

- Introduction to World Wide Web, Internet, social media and web services (1h)
- Web crawling, scraping, query construction (2h)
- Practical exercise (2h)

Day 2

- Storing data, data formats (2h)
- Multi source data aggregation (1h)
- Practical exercise (2h)

Day 3

- Data clustering algorithms, segmentation and visualization (3h)
- Data analysis (2h)
- Practical exercise (2h)

Day 4

Programme lecturers:

Ph. D. Ljiljana Šerić

Teaching/associate professor at the University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture Department for Modelling and Intelligent Systems Split, Croatia.

Ph. D. Maja Braović

Teaching/assistant professor at the University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture Department for Modelling and Intelligent Systems Split, Croatia.

Antonia Ivanda mag.ing.comp

Research assistant at the University of Split, Faculty of Electrical Engineering, Mechanical

- Forecasting methods, linear regression, decision trees (3h)
- Practical exercise (3h)

Day 5

- Reporting, applications of web intelligence (3h)
- Final presentations and discussion (3h)

Engineering and Naval Architecture, Department
for Modelling and Intelligent System, Split,
Croatia.