



## SPLIT SUMMER SCHOOL STSS2021

### COURSE: Web intelligence in event management

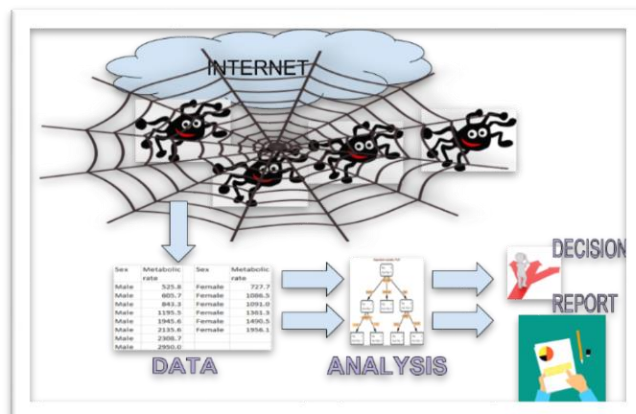
Contact person: Josip Vasilj; josip.vasilj@fesb.hr

#### 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: 30/08/2021 – 03/09/2021

Deadline for application: 01/08/2021

Confirmation of the course: 15/08/2021

Payment due by: 23/08/2021

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

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

##### Day 5

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

#### Programme lecturers:

Ph. D. Ljiljana Šerić

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

Ph. D. Maja Braović

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