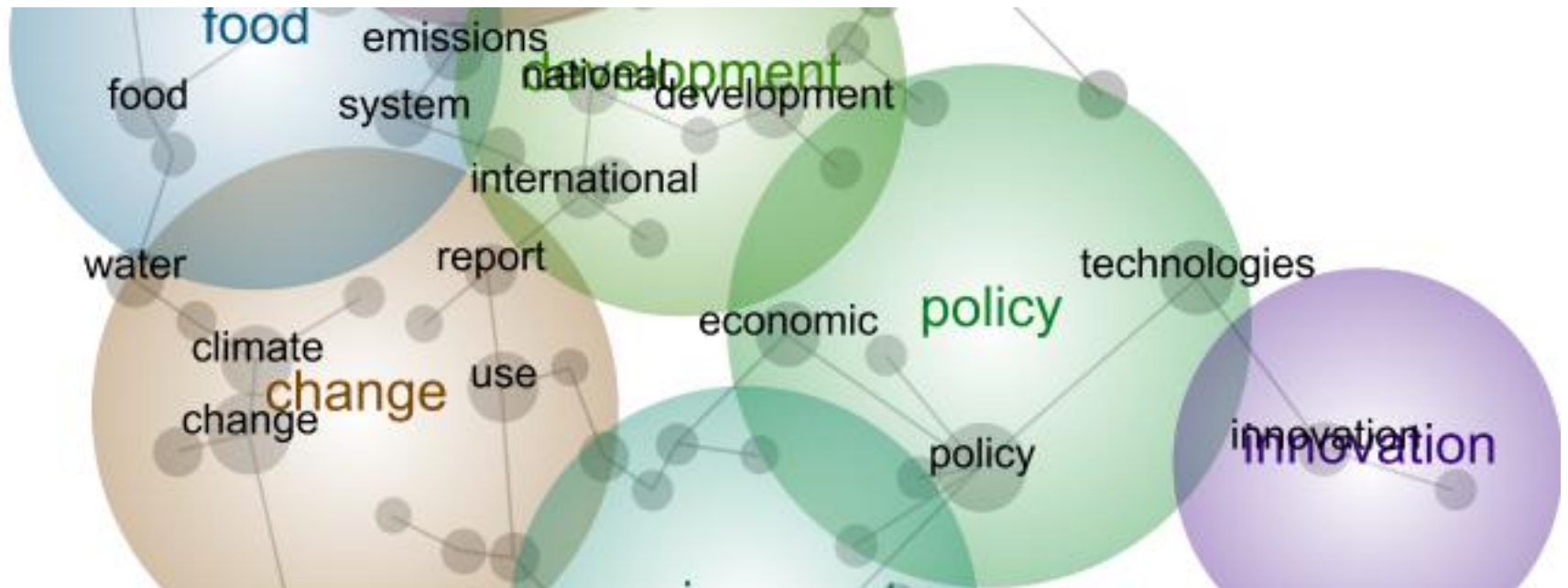


FORESIGHT AND TEXT MINING

- WIDENING THE KNOWLEDGE BASE -

Victoria Kayser

Fraunhofer ISI, TU Berlin

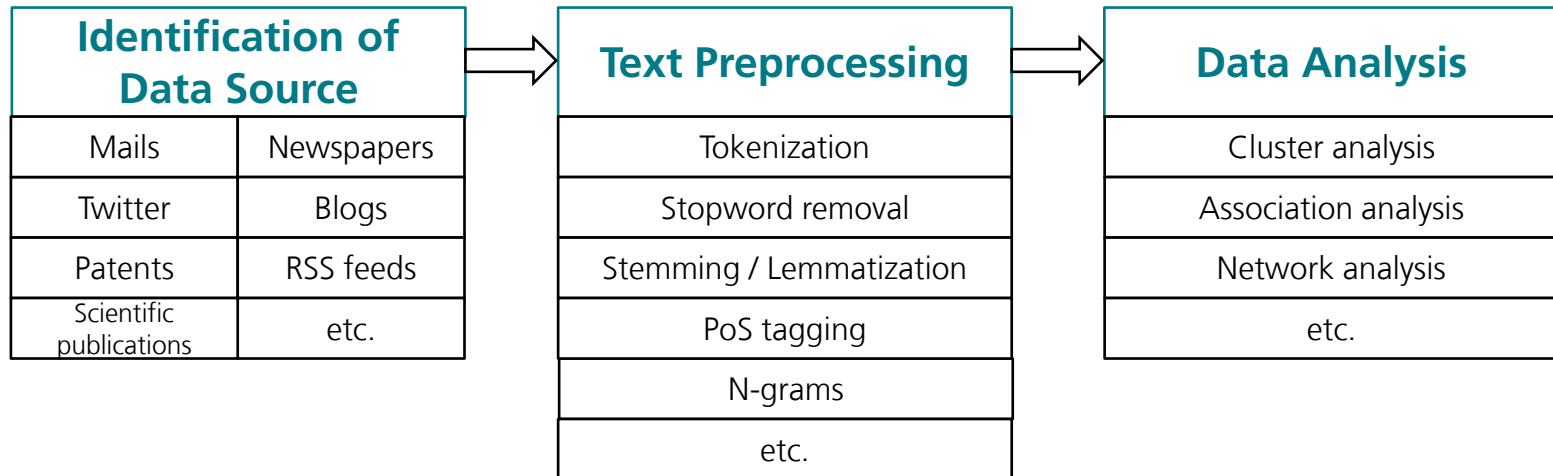


Agenda

- (Short) introduction of text mining
- Why text mining for foresight?
- How to combine both?
- Research design
- Two examples:
 - Roadmapping
 - Scenario planning

A short introduction to text mining

- Text Mining offers mechanisms to access textual data
- Processing of textual data into a structured format
- Application of data analysis methods

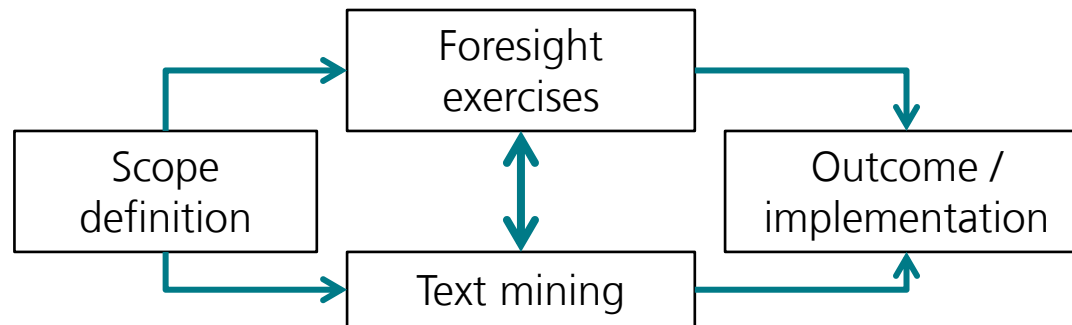


Why Text Mining for Foresight?

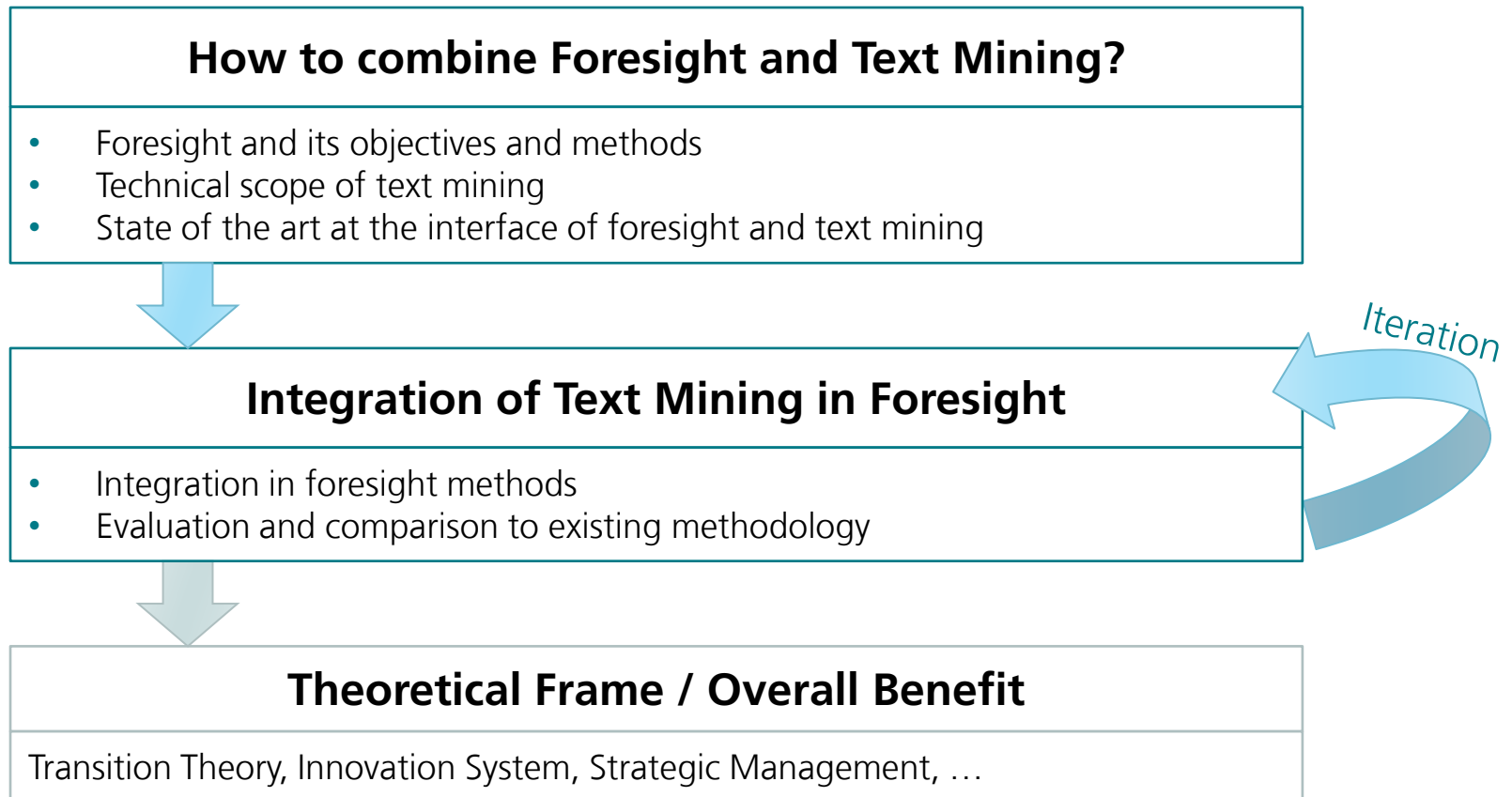
- Actual foresight „shortcomings“
 - No (systematic) use of „new“ data sources
 - Data analysis for social needs / user aspects / market pull?
 - Qualitative orientation of foresight and reliance on expert opinion
- Objectives of this work
 - Extend the existing foresight methodology
 - Access further data sources for foresight
 - Balance the strength of qualitative and quantitative methods

How to form an intersection

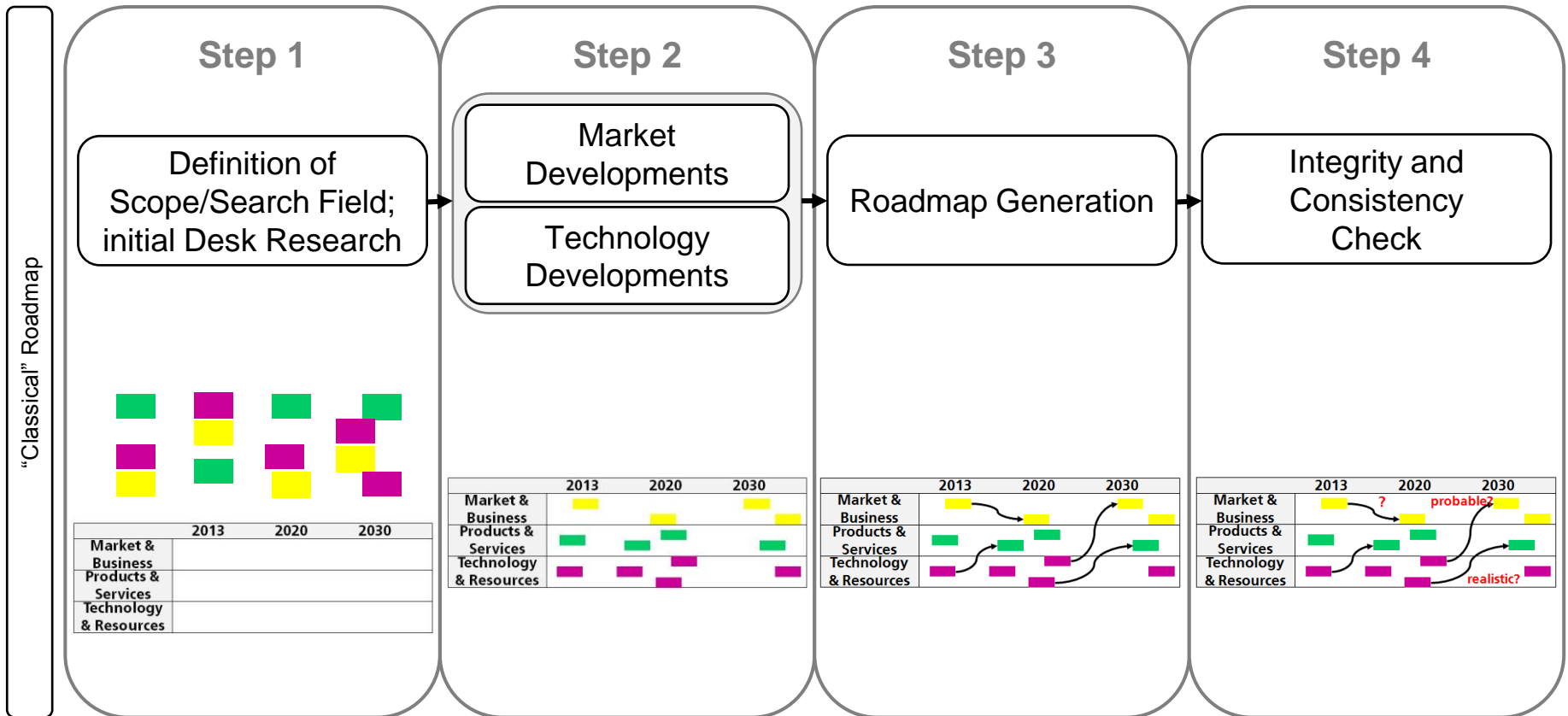
- Text Mining at no point as own foresight methodology
- „Supportive“ function for foresight exercises
- Various possibilities for new implementations (e.g. acceptance research; scenario planning)



How to proceed: Research Design

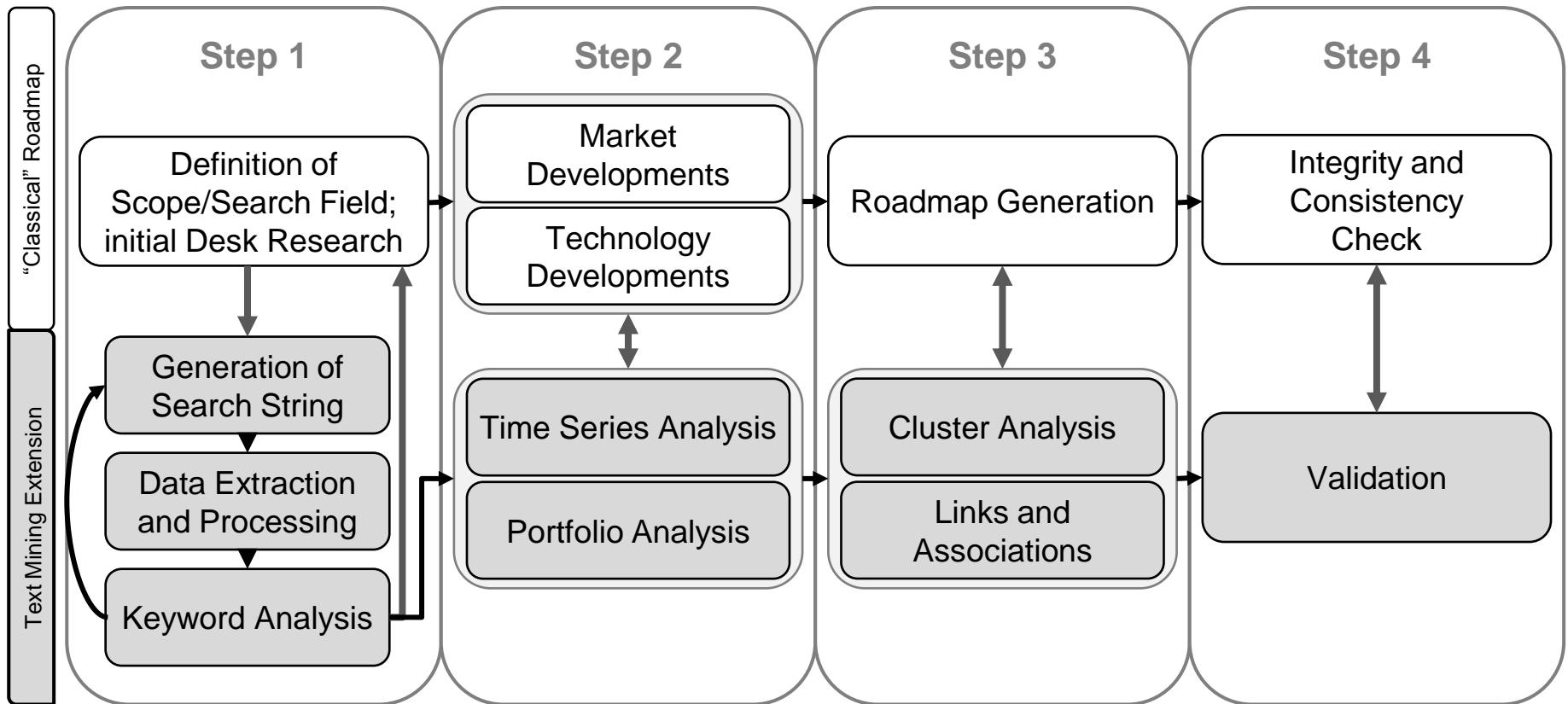


First example: Technology Roadmapping

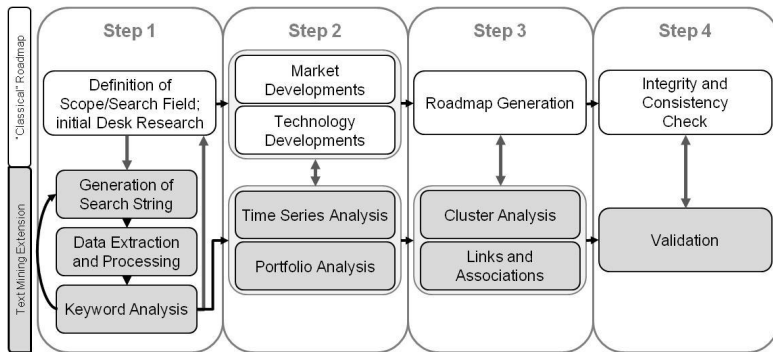


Kayser et al. (2014): "TEXT MINING FOR TECHNOLOGY ROADMAPPING — THE STRATEGIC VALUE OF INFORMATION."
International Journal of Innovation Management 18, no. 03

First example: Technology Roadmapping

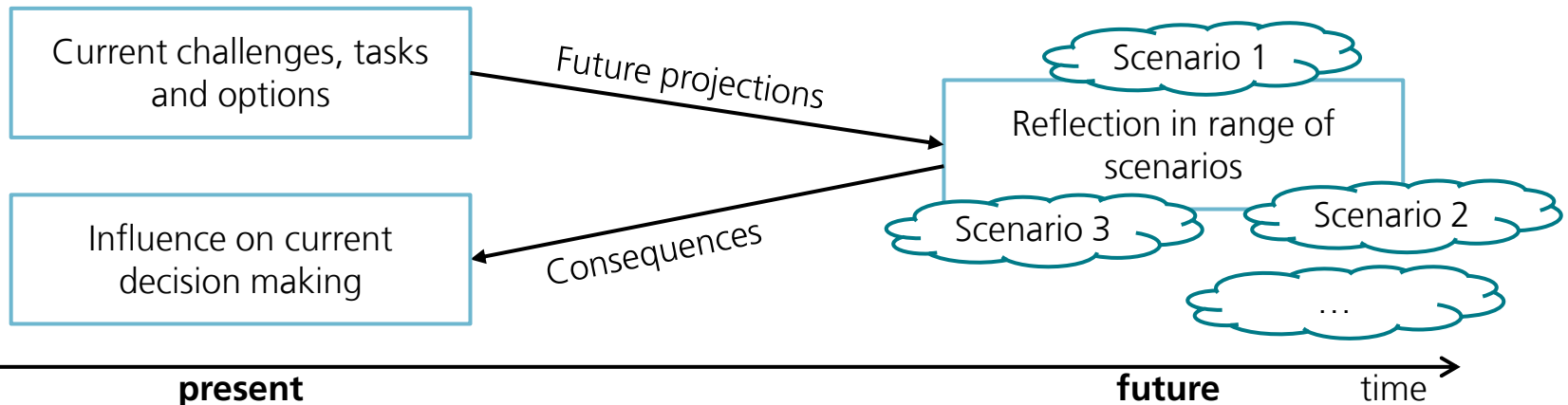
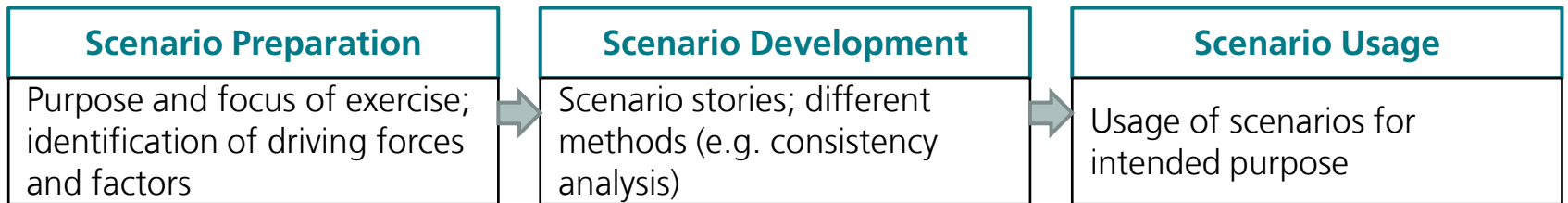


Kayser et al. (2014): "TEXT MINING FOR TECHNOLOGY ROADMAPPING — THE STRATEGIC VALUE OF INFORMATION."
International Journal of Innovation Management 18, no. 03



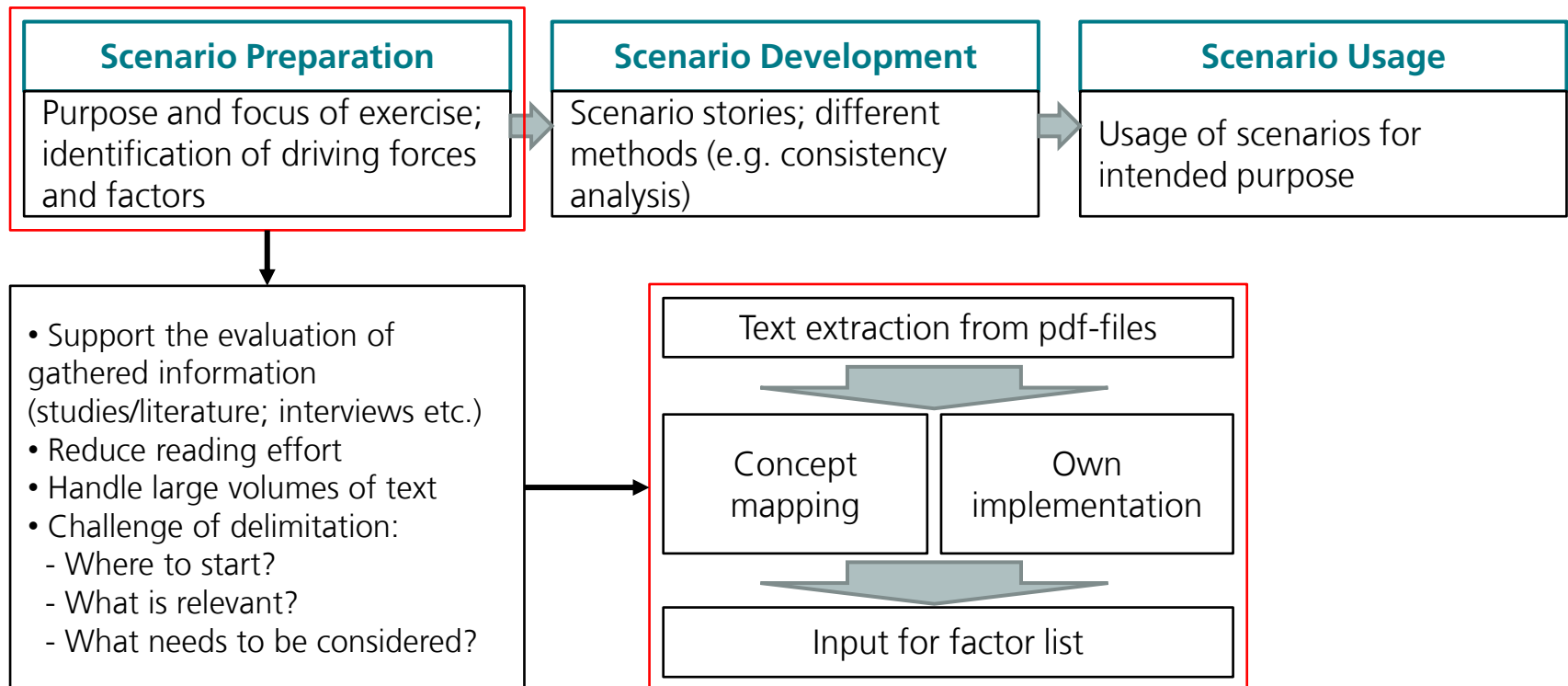
Second example: Scenario planning

- Scenarios describe different future situations
- Illustrate possible, plausible and consistent future developments



Second example: Scenario planning

- Scenarios describe different future situations
- Illustrate possible, plausible and consistent future developments



Thank you for your attention!

