IT DEPARTMENT
NEWSLETTER

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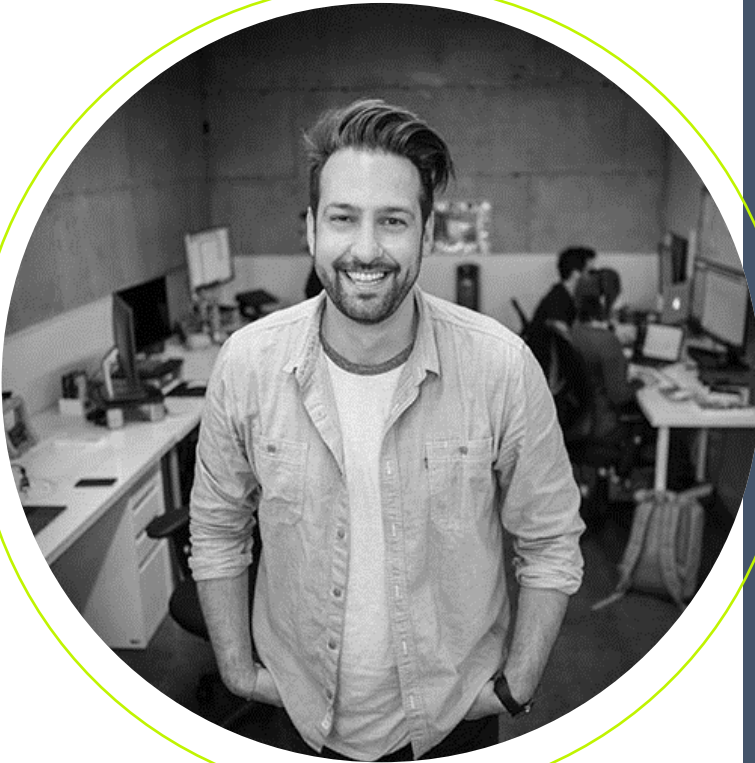
Adobe Digital Tech. Academy

11 – 13 February, 2019: Three days training on Adobe Analytics was conducted for B.Tech. Third year students of CSE/IT/ECE. Training was conducted in M203 Azim Premji block. 20 students actively participated in the training and enhanced their skills on Web Analytics. Adobe trained faculty members from CSE/IT conducted the training.

Adobe Digital Tech. Academy

9th February,2019: Adobe Spark workshop for Faculty Members at MIET under the program Adobe Digital Disha. 30 faculty members from different departments participated in the training. Adobe Spark tool foster digital literacy, and Creativity Skills. Hands-on session was conducted. The workshop was conducted by the experts for Adobe, Noida , Mr. Deevpreet & Mr. Sundeep. The event was coordinated by Dr. Nidhi Tyagi.

FACULTIES IN NEWS

साइबर सुरक्षा के बगैर भविष्य ख़तरे में

अजय कुमार (असिस्टेंट प्रोफेसर)
इनफार्मेशन टेक्नोलॉजी
विभाग, एमआईईटी, मेरठ

Intelligent IOT-leading to a smart world

Meerut. IOT has leveraged the automation standards to a new level. It has infiltrated in our day to day life in form of smart phones, smart TV, security systems, fitness tracker etc. The essence of IOT is to make information available to users anytime across all barriers. In recent reports it was inferred that IOT will unlock $11.1 billion revenues by 2022.

These IOT enabled devices have found their Applications in numerous domains medical,transportation,logistics,healthcare,agriculture,transporation,logistics,manufacturing sector etc. By means of universally connecting devices IOT has crafted the possibilities of creating a smart world for a smart living. It has improved

tenance of equipments in industries, inventory management in retail sector tracking stock deficiency, notifying customers about discounts during shopping, automation of homes and buildings by automatically switching on lights based on human presence, traffic jam detection for notifying travelers about real time traffic scenarios etc. But still IOT only deals with device interconnection that generates data which is not of much rele-

mated with cognition propel beyond human thinking and intelligence. To combine automation and cognition we can think of a situation where a person enters his room and the light automatically turns on which is automation but if it changes its luminescence based on person mood or weather it is cognition. Another interesting parameter that cognition adds to IOT is that it also analyzes emotional aspect of human behavior and turns off lights if a person goes to bed and wish to turn them off. Cognition has widened IOT domain in numerous ways by benefiting organization to save their expenditure on employees for training them into experts as it masters professional skills for decision

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Sentiment Analysis – Upcoming Research Area

In Computer Science, Sentiment Analysis is one of the rapid growing research areas, making it challenging to keep record of all the enterprise in the area. In India's world, India is regarded as digital India as we are highly dependent on the digital form of data. Our large part of communication is text based whether it is on social media, websites, blogs, forums etc. So, we need to analyze that data to understand people's emotions or feelings, known as sentiment analysis.

Sentiment Analysis is a family of data mining which assess the leaning of people's opinion using text analysis, computational linguistics and Natural Language Processing (NLP). They are used to extricate and examine individual's information from the web. The analyzed data measure the people sentiments towards a particular product and unveil the contextual polarity of the information, whether he/she is feeling positive, negative or neutral. Technologies are much faster than human beings in responding to events and even process vast amount of information without any weariness. Generally, in eruptive markets, people

reacts more vigorously to negative news and less vigorously to positive news. It finds wide application in the electronic commerce, marketing, politics and research.

Sentiment Analysis focusses to identify the attitude of the speaker, writer in context to some product or topic or the complete contextual polarity of a topic. To extricate sentiments automatically, there exist two main approaches. First is Lexicon based approach, it includes assessing inclination for a document from the concrete orientation of words or phrases in the document. Another approach is the text classification approach, it includes constructing classifiers from stamped instances of sentences specially a supervised classification task. This approach can also be regarded as a machine-learning approach and includes feature extraction, feature weighing schemes, feature selection and machine learning methods.

"Humans can typically create one or two good models a week; machine learning can create thousands of models a week." Sentiment Analysis or Opinion Mining is very important

to classify different taxonomies as it is a very main tool for categorizing datasets on a broad scale. For example, in bloom's taxonomy, the clusters are formed to analyse the level of understanding. Moreover, it is highly significant to improve customer service, if we are able to analyse the sentiments of people regarding a particular tweet whether it is a product, software, company etc.

Sentiment analysis plays a vital role in crisis management too. Keeping a constant watch on what is happening around us also helps us to mitigate the damage. If the customer complaint is not managed fast enough, the communication can go viral which may finally lead to huge crisis.

In its study, numbers of scientific gaps are yet not covered. Some are discussed here; one is thatthe opinion word, multilingual, sarcasm, detection of spam and fake comments are not properly identified. Second is that there are certain issues regarding multilingual text refining and domain knowledge integration. Third is that an implicit sentiment is usually conveyed through some neutral words,

making judgement of its sentiment polarity is difficult. For example, sentence like "Item as described. ", which frequently appears in positive reviews, consists of only neutral words. Last but not least is the limitation of Hybrid sentiment classification approach are with lot of noise (irrelevant words) are assigned a neutral score because the method failed to detect sentiments

SWATI SHARMA
ASST. PROFESSOR, IT DEPTT
MIET, MEERUT
Photo Swati

Certificate of Participation

SAP University Alliances

Train the Trainer Workshop

This is to Certify that
SHEENAM GOEL

Has successfully attended the SAP Business Intelligence and SAP Fiori Workshop from April 29 –May 04, 2019 at Meerut Institute of Engineering & Technology, Meerut India

Rahul Sachdev
Head, SAP University
Alliances India
Subcontinent

Prof Ramesh Behl
Director, International Management
Institute, Bhubaneswar

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Prof Ramesh Behl
Director, International Management
Institute, Bhubaneswar

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Certificate of Participation

This certificate is awarded to

Manmeet Kaur (ID No. 2018024066) from MEERUT INSTITUTE OF
ENGINEERING AND TECHNOLOGY

Who has successfully scored 1.11 percent in IPTSE 2018-19 and 1283 rank at All
India Level

(Intellectual Property Talent Search Examination)

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Mohd Nahid Alam
Deputy Director, ASSOCHAM

Dr Sheetal Chopra
General Manager - IPR Advocacy, Ericsson