

Joint Conference on Research on Text Analytics

Jul 4, 2023, Universität Mannheim (Aula)

10:00 – 10:30	Registration and coffee	
10:30 – 10:45	Welcome	
10:45 – 11:30	How and Why to Deal with Human Label Variation in NLP	<i>Barbara Plank</i> (Professor of AI and Computational Linguistics, Ludwig-Maximilians-University Munich)
11:30 – 12:15	Natural Language Processing in Marketing and Business Research	<i>Mark Heitmann</i> (Professor of Marketing & Customer Insight, University of Hamburg)
12:15 – 12:25	Group photo	
12:25 – 13:30	Lunch	
13:30 – 14:00	Text+ – Concept and benefits for empirical researchers	<i>Erhard Hinrichs</i> (Professor for General and Computational Linguistics, University of Tübingen and Leibniz-Institut für Deutsche Sprache)
14:00 – 14:30	BERD@NFDI – Concept and benefits for empirical researchers	<i>Florian Stahl</i> (Professor of Quantitative Marketing and Consumer Analytics, University of Mannheim)
14:30 – 15:00	Coffee break	

15:00 – 15:35	To be clear: Ambiguity in multi-modal digital ads can be a double-edged sword	<i>Jochen Hartmann</i> (Professor of Digital Marketing, Technical University Munich)
15:35 – 16:10	Sentiment Analysis with Active Learning	<i>Gerhard Heyer</i> (Professor of Automatic Language Processing, Saxonian Academy of Sciences and Humanities)
16:10 – 16:45	Harmful or Helpful? Using Text Analytics to Understand the Effects of Platform Interventions	<i>Florian Pethig</i> (Assistant Professor in Information Systems, University of Mannheim)
16:45 – 17:20	Automatic Detection of Offensive Language	<i>Heike Zinsmeister</i> (Professor of German Linguistics, University of Hamburg)
17:30 – 18:30	Panel discussion – Path forward for Text+ and BERD@NFDI	<u>Moderators:</u> <i>Peter Leinen</i> (Deutsche Nationalbibliothek) and <i>Marc Fischer</i> (University of Cologne) <u>Panellist:</u> <i>Siham El Kihal</i> (Frankfurt School of Finance & Management), <i>Jochen Hartmann</i> (Technical University of Munich), <i>Andreas Witt</i> (Leibniz-Institut für Deutsche Sprache, Mannheim) <i>Barbara Plank</i> (Ludwig-Maximilians-University Munich)
18:30 – 18:40	Closing	
18:45 – 21:00	Get together with dinner	