

You are invited to a virtual seminar hosted by ICCSSA
on
7 June 2022 from 15:00 -16:00

GUEST SPEAKER:
Dr. Hanjo Odendaal



Hanjo Odendaal holds a PhD in Economics from the University of Stellenbosch where his doctoral thesis focussed on exploring the media-economic nexus. The research consisted of constructing a novel economic index which characterized the sentiment towards the current economic climate in news articles using machine learning and sentometric techniques. Hanjo leads the advanced data analytics and statistical modelling aspects of the work at 71point4. He is passionate about exploring different methodologies to collect, analyse and productionize new and alternative data sets. Recent projects include analysing large transactional datasets from an inter-bank switch in Nigeria, analysing mobile money transactional data in Rwanda and working closely with the Bureau for Economic Research (BER) to productionize the work from his thesis.

Title: A media derived sentiment indicator for South Africa

In this talk he will provide a succinct overview of the tools, techniques and infrastructure currently being utilized in the exciting field of Sentometrics (portmanteau of sentiment analysis and econometrics). Examples will showcase that most modern day applications and research papers still rely heavily on statistical methods familiar to most "traditional" statisticians and that inference remains top of the agenda for this field in its infancy.

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