Article Review: Text Analytics to Support Sense-Making in Social Media: A Language-Action

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Abbas, Zhou, Deng, & Zhang (2018) focus on ways to use a language-action perspective (LAP) to address issues that hinder sense-making in online discourse. According to the authors, although social media technologies have created many opportunities for businesses, they have limitations that prevent people from interpreting their experiences and creating meaning about them. The fact that the current analytics concentrate on the sematic language component and the presence of incoherent and intertwined conversations make it hard for individuals to make sense of their shared experiences. This paper intends to review the article "Text Analytics to Support Sense-Making in Social Media: A Language-Action" and discuss ways in which the concepts and ideologies can be applied in the fashion sector.

Summary and Theme of the Article

The primary theme of the article is the application of text analytics concepts, such as LAP principles, to offer solutions to the sense-making challenges associated with social media technologies. The authors suggest that employing the LAP-based text analytics model can help to make online conversations and discussions more meaningful and significant. For example, using such a framework can increase consistency and logicality and improve the interpretation of actions in online discussions (Abbas et al., 2018). Since there are limited studies on text analytics, the researchers utilized the design science technique to address the main research problem and communicate the key idea. The authors of the article reveal that the LAP framework is capable of ameliorating sense-making and can enhance the usefulness of a system and usability during the task monitoring process as compared to the existing text analytics in social media.

Text Analytics to Improve Sense-Making in Social Media

The article points out that, although social media technologies present excellent opportunities for organizations to leverage, it is difficult to derive meaningful and understandable information from the online discourse. For instance, firms in the fashion sector use social networking sites, such as blogs, Facebook, Pinterest, and Twitter, to carry out market research and create brand awareness. They utilize such platforms to gather unstructured data about such topics as customer needs, preferences, consumer behavior, and current market trends. Conversely, the rising volume of datasets makes it difficult for organizations to create meaningful insights because it challenges the cognitive abilities of text analysts (Li, North, & Luther, n.d.). However, the emergence of algorithms and statistical models creates opportunities for organizations to enhance sense-making in big data. For this reason, expert analysts require text analytics to make sense of information and opinions gathered from social media users and use them as inputs for decision-making and supporting other business-related processes.

Organizations can use text analytics tools, such as the LAP model, to make unstructured data meaningful and address the challenges that inhibit sense-making in online discourse. People can use many linguistic techniques to carry out tasks easily and obtain structured data from social media texts, thanks to the presence of text mining tools (Salloum, Al-Emran, Monem, & Shaalan, 2017). However, people need algorithms that are capable of learning and comprehending the interactions, intents, and actions of individuals participating in social media discussions. For instance, it is paramount for analysts to employ LAP methods when focusing on conversations, which mirror and maintain the positions and contributions of different social media users (Jones, 2010). They can also utilize text analytics to conceptualize actions carried out through the use of modern communication patterns (Umapathy, 2009). Utilizing such

perspectives enhances sense-making and helps people to perform tasks together by supporting communication among them.

The article also posits that organizations that use LAP techniques can complement semantic analysis to improve sense-making. This approach can make content more meaningful by disentangling conversations, examining the association between two threads on social media platforms, and inferring the speech acts components within web forums. For instance, a fashion company may need to analyze sentiments, suggestions, ideas, and questions in discussion forums to measure client opinions, feedback, and customer reviews about its products and services. Besides, speech act categories, such as directives and assertive, may define the actions of social media users. For instance, they make it easy for one to understand when beta users ask questions about items, advise someone, request for something, express propositions, and make suggestions (Simon & Dejica-Cartis, 2015). For this reason, fashion brands may need to use such classifications when analyzing written adverts and texts and choosing the directions to provide during the marketing process. Besides, such components as coherence analysis, untangling conversations, and speech act categorizations can be integrated to enhance sense-making abilities by offering and improving the depiction of coherence relations and communication activities by using the speech act systems (Abbas et al., 2018). Thus, LAP-based principles enable businesses to understand the actions of customers, identify how people express themselves, and comprehend the insights of social media users, which they use to make informed decisions.

Furthermore, applying LAP perspectives add values to a business, as revealed by the article. For example, using LTAS systems to monitor teams on social media enables firms to improve in terms of issue identification capabilities that end up creating substantial value (Abbas et al., 2018). Text analytics also helps fashion companies to collect insights from discussion

threads on social media, which function as inputs for conducting business operations and developing effective product strategy. Therefore, integrating pragmatic perspectives into social media analytics systems is valuable because it enhances the sense-making capabilities of online text.

Conclusion

The emergence of LAP techniques has helped people and organizations to make online discussions more meaningful. Entities can use LAP principles to develop text analytics tools for improving sense-making. Besides, analytical technologies that contribute to better sense-making in online discourse compose of progressively essential efforts for providing an understanding that creates a pathway for reasoning and making decisions in a business. Thus, pragmatic views based on conversations and actions can complement semantic perspectives, thereby facilitating the conversion of unstructured text content into meaningful information.

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