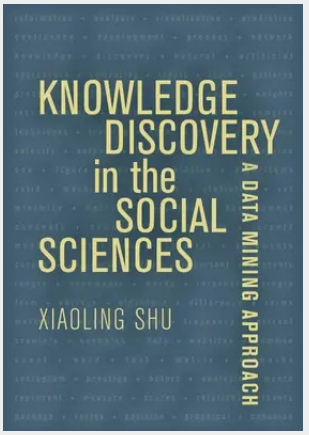
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Knowledge Discovery in the Social Sciences

A Data Mining Approach

Knowledge Discovery in the Social Sciences helps readers find valid, meaningful, and useful information. It is written for researchers and data analysts as well as students who have no prior experience in statistics or computer science. Suitable for a variety of classes—including upper-division courses for undergraduates, introductory courses for graduate students, and courses in data management and advanced statistical methods—the book guides readers in the application of data mining techniques and illustrates the significance of newly discovered knowledge. Readers will learn to: • appreciate the role of data mining in scientific research • develop an understanding of fundamental concepts of data mining and knowledge discovery • use software to carry out data mining tasks • select and assess appropriate models to ensure findings are valid and meaningful • develop basic skills in data preparation, data mining, model selection, and validation • apply concepts with end-of-chapter exercises and review summaries



144,50 €
135,05 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780520339996
Medium: Buch
ISBN: 978-0-520-33999-6
Verlag: University of California Press
Erscheinungstermin: 10.03.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Produktform: Gebunden
Gewicht: 736 g
Seiten: 264
Format (B x H): 262 x 183 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)