

Centre for Ageing and Healthcare Management Research Methodology Workshop

- Date** : 30 May 2019 (Thursday)
Time : 2:30 pm to 4:30 pm
Venue : Room 1202, PolyU Hung Hom Bay Campus
Topic : **A Taste of Classification Techniques –
A Data Mining Workshop for Beginners**

Limited Seats!
First-come,
First Serve

Abstract:

Data Mining is an emerging field of interest. However, this field is often perceived to be highly statistical and can only be understood by data scientists and computer scientists. This workshop aims to unravel the mystery in the field and introduce the basic concepts and applications of classification techniques to beginners who do not have any statistical or technical background. The session will start with a general introduction of a range of commonly-used classification techniques, including Classification Tree, Logistic Regression, Artificial Neural Network and Market-basket Analysis. These techniques will be presented in layman terms. The introduction is followed by hands-on practice for participants to get a taste of some techniques (e.g. Classification Trees and Logistic Regression). Readily-prepared code of R Studio (a statistical software) will be provided to participants to try out these techniques. The facilitator will explain how to evaluate the effectiveness of them and how these techniques can be adapted in different contexts. The session will conclude with some tips and recommendations for starting a project in the field.

Facilitator: Dr. Dennis FOUNG

English Language Centre

The Hong Kong Polytechnic University

Dennis Fong is a Teaching Fellow at the English Language Centre of The Hong Kong Polytechnic University. He holds a doctorate in language education and has been teaching English to different tertiary students in Hong Kong. Having a keen interest in computer-assisted language learning, he coordinated the design and development of various language learning platforms. Other than CALL, his research interest includes learning analytics, motivation, classroom discourse, and teacher behaviors. He is the facilitator of his university's Community of Practice on Learning Analytics (LA), and encourages the use of LA to evaluate online learning.



Moderator: Dr. Kelvin LO

Founding Member, CAHMR

School of Professional Education and Executive Development

The Hong Kong Polytechnic University



Drinks will be provided at the workshop

Kindly make the reservation with Mr. Tommy NG at kctng@speed-polyu.edu.hk
on or before **27 May 2019 (Monday)**

The Methodology Workshop was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: UGC/IDS24/18)

All staff are
welcome!