



opinion mining

sentiment analysis

social computing

social media in marketing

text mining

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The primary focus for Dr. Yu is in the areas of information retrieval, machine learning and natural language processing. Her research activities have made significant advances in developing text mining methods, especially emotion and opinion analysis approaches, to support data-driven scholarship in humanities and social science research. In addition, Dr. Yu applies text classification methods to commercial applications such as monitoring corporate reputation on the Internet, tracking customer feedback in social media and identifying political opinions in public debates. Dr. Yu is an advisor on the information representation and retrieval concentration for the Linguistics Studies Program and a collaborator in the Center for Natural Language Processing at Syracuse University. Dr. Yu has teamed up with literary scholars, political scientists and business analysts on various interdisciplinary projects.

Education:

Postdoctoral fellow, Kellogg School of Management, Northwestern University
2006 Ph.D. Library and Information Science, University of Illinois at Urbana-Champaign
1999 M.E. Computer Science, Institute of Computing Technology, Chinese Academy of Sciences
1996 B.E. Computer Science, University of Science and Technology of China

Recent Research Projects:

IMLS Early Career Award: Citation Opinion Retrieval and Analysis (CORA): An Automated Plug-in Tool for Digital Libraries. PI: Yu, B.

This project aims to visualize medical instructions by engaging consumers in large-scale participatory design using a Pictionary-like social mobile drawing game and Natural Language Processing techniques. Our goal is to build a large repository of medical pictographs that are designed and evaluated by consumers themselves (In development).

Typology of Social Media Marketing Messages: A Social Networking Website Perspective. The Harrah Hospitality Research Center. PI: Kwok, L. and Yu, B.

Interdisciplinary collaboration to identify various marketing strategies that hospitality companies employ in social media and evaluate their effectiveness based on customer feedback.

Recent Scholarship:

Yu, B. (2014). **“Language and gender in Congressional speech.”** *Literary and Linguistic Computing*, 29(1): 118-132.

Yu, B. (2013). **“Automated citation sentiment analysis: what can we learn from biomedical researchers.”** *Proceedings of the American Society for Information Science and Technology*, 50(1): 1-9.

Kwok, L. and Yu, B. (2013). **“Spreading social media messages on Facebook: An analysis of the restaurant industry.”** *Cornell Hospitality Quarterly*, 54: 84-94.



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