This week we'll see how we can use analytics to understand opinions and intelligence.

In the first lecture, we'll see how we can use Tweets on Twitter to understand sentiment and public perception.

In the second lecture, we'll discuss how IBM built a computer that could beat the best human players at Jeopardy, a popular game show.

Through these examples, we'll introduce the exciting area of text analytics, and see how we can turn words into variables to be used in our models.

Let's get started.