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# **Classifying Customers Using Ibm Spss Modeler V16**

**This book constitutes the**

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**proceedings of the 15th  
International Workshop on  
Knowledge Management and  
Acquisition for Intelligent Systems,  
PKAW 2018, held in Nanjing, China,  
in August 2018. The 15 full papers  
and 7 short papers included in this  
volume were carefully reviewed**

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**and selected from 51 initial submissions. They cover the methods and tools as well as the applications related to developing a knowledge base, healthcare, financial systems, and intelligent systems.**

**Each chapter of Performing Data**

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**Analysis Using IBM SPSS covers a particular statistical procedure and offers the following: an example problem or analysis goal, together with a data set; IBM SPSS analysis with step-by-step analysis setup and accompanying screen shots; and IBM SPSS output with screen**

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**shots and narrative on how to read or interpret the results of the analysis.**

**Topic editor Dr Clarissa Lin Yasuda has received honoraria from UCB Pharma. All other topic editors declare no competing interests with regards to the Research Topic**

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**subject.**

**Praise for the Second Edition: "This book will help educators understand the multidimensional process of cultural competence, and the vignettes it provides will be useful to anyone who teaches cultural competence." -- Nursing**

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**Education Perspectives Based on proven research, this textbook is a unique “how-to” for nursing faculty called upon to educate students, nurses, and other health care providers on how to provide optimal care for culturally diverse populations. It offers a systematic**

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**approach featuring ready-to-use materials for planning, implementing, and evaluating cultural competence education strategies and programs. A wealth of practical information on all aspects of culturally competent communication and treatment—in**



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**both classroom and workplace settings--is supplemented with an assessment and evaluation toolkit that can be adapted for all educational levels. The third edition is reorganized to facilitate the incorporation of cultural competence into a greater variety**

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**of environments, and provides additional examples and case studies to better illustrate content. Updated and revised information, research findings, and expanded ready-to-apply strategies and exemplars are woven throughout all chapters. New and expanded**

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**chapters address curriculum; traditional classrooms, hybrid, and online courses; and clinical settings, immersion experiences, service learning, simulation, and nursing skills lab. Included are educational activities for academic, clinical, and professional**

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**association settings. Integrated reflection boxes, easy-to-apply action steps, toolkit resource boxes, references, and discussion questions help students to fully integrate the book's content. The text fulfills Cultural Competence accreditation requirements for**

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**undergraduate nursing programs  
and for institutions trying to obtain  
Magnet Status. New to the Third  
Edition: Reorganized to address  
cultural competence in a variety of  
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apply strategies and exemplars A  
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**methods for a variety of environments, and will enable the use to assess cultural competence in a group of individuals, and a means to achieve optimal cultural competence. For more information, go to [www.springerpub.com/cctoolkit](http://www.springerpub.com/cctoolkit) .**



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**Predictive Analytics and Data  
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**The field of data mining lies at the  
confluence of predictive analytics,**

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**statistical analysis, and business intelligence. Due to the ever-increasing complexity and size of data sets and the wide range of applications in computer science, business, and health care, the process of discovering knowledge**

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**in data is more relevant than ever before. This book provides the tools needed to thrive in today's big data world. The author demonstrates how to leverage a company's existing databases to increase profits and market share,**

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**and carefully explains the most current data science methods and techniques. The reader will “learn data mining by doing data mining”. By adding chapters on data modelling preparation, imputation of missing data, and**

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**Multivariate statistical analysis,  
Discovering Knowledge in Data,  
Second Edition remains the  
eminent reference on data mining.  
The second edition of a highly  
praised, successful reference on  
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**coverage of big data applications,  
predictive analytics, and  
statistical analysis. Includes new  
chapters on Multivariate  
Statistics, Preparing to Model the  
Data, and Imputation of Missing  
Data, and an Appendix on Data**

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**Summarization and Visualization**  
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**The concept of cross-cultural perspectives in research in food is important in general and particularly so in relation to human perception in food and health. Food concepts are very different across different**

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**jurisdictions. Different markets and cultures have varying perspectives on what is considered a palatable, acceptable, or useful food or food product; in simple terms, one size does not at all in the majority of cases. Specific**

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**markets thus need targeted food design, to be successful from a myriad of perspectives. In this Special Issue anthology "Food, Health and Safety in Cross-Cultural Consumer Contexts", we bring together articles that show**

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**the wide range of studies from  
fundamental to market  
applicability currently in focus in  
sensory and consumer science in  
food, health, and safety cross-  
cultural contexts. From the  
included perspectives, it is**

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**abundantly clear that there is a need for much knowledge related to future food design linked to cross-cultural contexts and that this will continue to be critical to the success of food transfer in global food markets.**

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**Guiding you from first principles to advanced techniques, this book uses IBM SPSS Statistics examples specific to your Politics and International Relations studies to equip you with the tools to understand key concepts in**

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**quantitative research, and use them to produce and interpret data. The book takes you through the entire research process, from choosing a research question through to writing up your findings. Key features include:**

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**Software-specific sections in each chapter to show you how to use SPSS, while mathematical equations are kept to a minimum**  
**Packed with real life examples**  
**Extensive learning features including: chapter objectives,**



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**boxed summaries, illustrations,  
exercises and end-of-chapter  
questions, suggestions of further  
reading and a glossary**

**Accompanied by a collection of  
online resources including  
datasets, exercises, multiple**

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and further reading and weblinks.  
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companion for students of Politics  
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statistical technique to analyze**

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**different types of data and build  
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that you might come across while  
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Statistics concepts with clear  
instructions, tips and tricks Who**

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**This Book Is For This book is designed for analysts and researchers who need to work with data to discover meaningful patterns but do not have the time (or inclination) to become programmers. We assume a**

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**foundational understanding of statistics such as one would learn in a basic course or two on statistical techniques and methods. What You Will Learn Install and set up SPSS to create a working environment for**

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**analytics Techniques for  
exploring data visually and  
statistically, assessing data quality  
and addressing issues related to  
missing data How to import  
different kinds of data and work  
with it Organize data for**

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**analytical purposes (create new data elements, sampling, weighting, subsetting, and restructure your data) Discover basic relationships among data elements (bivariate data patterns, differences in means,**



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**correlations) Explore multivariate relationships Leverage the offerings to draw accurate insights from your research, and benefit your decision-making In Detail SPSS Statistics is a software package used for logical**

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**batched and non-batched  
statistical analysis. Analytical  
tools such as SPSS can readily  
provide even a novice user with an  
overwhelming amount of  
information and a broad range of  
options for analyzing patterns in**

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**the data. The journey starts with installing and configuring SPSS Statistics for first use and exploring the data to understand its potential (as well as its limitations). Use the right statistical analysis technique such**

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**as regression, classification and more, and analyze your data in the best possible manner. Work with graphs and charts to visualize your findings. With this information in hand, the discovery of patterns within the**

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**data can be undertaken. Finally, the high level objective of developing predictive models that can be applied to other situations will be addressed. By the end of this book, you will have a firm understanding of the various**

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**statistical analysis techniques offered by SPSS Statistics, and be able to master its use for data analysis with ease. Style and approach Provides a practical orientation to understanding a set of data and examining the key**

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**relationships among the data elements. Shows useful visualizations to enhance understanding and interpretation. Outlines a roadmap that focuses the process so decision regarding how to proceed can be made**

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**easily.**

**Data Mining for Business  
Analytics**

**Discovering Statistics Using IBM  
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Statistics**



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## **Managing the New Customer Relationship**

**Food, Health and Safety in Cross  
Cultural Consumer Contexts**

## **Discovering Knowledge in Data**

Multivariate Data

Analysis Introduction to

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SPSS Outliers Normality

Test of Linearity Data

Transformation

Bootstrapping

Homoscedasticity

Introduction to IBM SPSS

- AMOS Multivariate

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Analysis of Variance  
(MANOVA) One Way Manova  
in SPSS Multiple  
Regression Analysis  
Binary Logistic  
Regression Factor  
Analysis Exploratory

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Factor Analysis

Confirmatory Factor

Analysis Cluster

Analysis K - Mean

Cluster Analysis

Hierarchical Cluster

Analysis Discriminant

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Analysis Correspondence

Analysis

Multidimensional Scaling

Example -

Multidimensional Scaling

(ALSCAL) Neural Network

Decision Trees Path

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Analysis Structural  
Equation Modeling  
Canonical Correlation  
Using the same  
accessible, hands-on  
approach as its best-  
selling predecessor, the

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Analysis with IBM SPSS,  
Second Edition explains  
how to apply statistical  
tests to experimental  
findings, identify the

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assumptions underlying  
the tests, and interpret  
the findings. This  
second edition now  
covers more topics  
A step-by-step guide to  
data mining applications



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in CRM. Following a handbook approach, this book bridges the gap between analytics and their use in everyday marketing, providing guidance on solving real

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business problems using data mining techniques. The book is organized into three parts. Part one provides a methodological roadmap, covering both the

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business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized

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acquisition, cross/  
deep/ up selling and  
retention campaigns, as  
well as effective  
customer segmentation  
schemes. In part two,  
some of the most useful

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data mining algorithms are explained in a simple and comprehensive way for business users with no technical expertise. Part three is packed with real world

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case studies which  
employ the use of three  
leading data mining  
tools: IBM SPSS Modeler,  
RapidMiner and Data  
Mining for Excel. Case  
studies from industries

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including banking,  
retail and  
telecommunications are  
presented in detail so  
as to serve as templates  
for developing similar  
applications. Key

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practical book provides  
all the necessary  
information for  
designing, setting up,  
executing and deploying  
data mining techniques  
in CRM. Effective CRM

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using Predictive  
Analytics will benefit  
data mining  
practitioners and  
consultants, data  
analysts, statisticians,  
and CRM officers. The

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book will also be useful to academics and students interested in applied data mining. Today many organizations face challenges when developing a realistic

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plan or schedule that provides the best possible balance between customer service and revenue goals.

Optimization technology has long been used to

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find the best solutions  
to complex planning and  
scheduling problems. A  
decision-support  
environment that enables  
the flexible exploration  
of all the trade-offs

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and sensitivities needs  
to provide the following  
capabilities:

Flexibility to develop  
and compare realistic  
planning and scheduling  
scenarios Quality



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sensitivity analysis and  
explanations

Collaborative planning  
and scenario sharing

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you to the IBM ILOG®  
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Manager (ODM)  
Enterprise. This  
decision-support  
application provides the  
capabilities you need to

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take full advantage of optimization technology. Applications built with IBM ILOG ODM Enterprise can help users create, compare, and understand planning or scheduling

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scenarios. They can also adjust any of the model inputs or goals, and fully understanding the binding constraints, trade-offs, sensitivities, and

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business options. This book enables business analysts, architects, and administrators to design and use their own operational decision management solution.

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Strategies to Engage the  
Social Customer and  
Build Lasting Value  
Web Information System  
Engineering -- WISE 2011  
12th International  
Conference, Sydney,

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Australia, October

13-14, 2011, Proceedings

Theory, Exercises and  
Solutions

Modelling and Simulation

in Sport and Exercise

Data Mining with SPSS

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Discover the potential applications, challenges, and opportunities of deep learning from a business perspective with technical examples. These applications include image recognition, segmentation and annotation, video processing and annotation, voice



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processing. You'll explore examples, such as video prediction with fully convolutional neural networks (FCNN) and residual neural networks (ResNets). You will also see applications of DL for controlling robotics, exploring the DeepQ learning algorithm with Monte Carlo Tree

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search (used to beat humans in the game of Go), and modeling for financial risk assessment. There will also be mention of the powerful set of algorithms called Generative Adversarial Neural networks (GANs) that can be applied for image colorization, image completion, and

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style transfer. After reading this book you will have an overview of the exciting field of deep neural networks and an understanding of most of the major applications of deep learning. The book contains some coding examples, tricks, and insights on how to train deep learning models using the

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Keras framework. What You Will Learn  
Find out about deep learning and why it is so powerful  
Work with the major algorithms available to train deep learning models  
See the major breakthroughs in terms of applications of deep learning  
Run simple examples with a selection of deep learning

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Using a conceptual, non-mathematical approach, the updated Third Edition provides full coverage of the wide

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range of multivariate topics that graduate students across the social and behavioral sciences encounter. Authors Lawrence S. Meyers, Glenn Gamst, and A. J. Guarino integrate innovative multicultural topics in examples throughout the book, which include both conceptual and practical

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coverage of: statistical techniques of data screening; multiple regression; multilevel modeling; exploratory factor analysis; discriminant analysis; structural equation modeling; structural equation modeling invariance; survival analysis; multidimensional scaling; and cluster analysis.



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Mental health problems often debut in early childhood and may last throughout adulthood, thereby making early detection and intervention especially important. The overarching aim of the present thesis was to identify patterns of emotional and behavioural problems indicating

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mental health problems in preschool children. To facilitate the detection of such problems early on, one available screening instrument Strengths and Difficulties Questionnaire (SDQ), was validated. The development and interaction of externalising problems in preschool children were studied over

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time. Functioning and behaviour and their relations to protective and risk indicators in both environmental and personal characteristics were explored. The long-term goal was to increase knowledge about early identification of emotional and behavioural problems in preschool

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children in order to facilitate early intervention. In Study I (n=690), the subscales Hyperactivity and Conduct Problems were shown to be valid for children in the age group 1 – 3 years. A reasonable level of validity was found for the age group 4 – 5 years when using the original SDQ four-factor

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solution. The preschool teachers considered most of the SDQ items relevant and possible to rate. Based on the results of Study II (n=815), a score of  $\geq 12$  on the SDQ Total Problems Scale is recommended as a cut-off for Swedish preschool children. There were significant differences

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between boys and girls on all subscales except for the Emotional subscale. The Swedish norms for SDQ are to a large extent similar to findings from other European countries. Study III (n=195) showed that preschool children's conduct problems decrease over time. Children exhibiting more

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initial hyperactivity (at year 1) have less reduction in conduct problems over time, i.e. the more hyperactivity early in life, the more conduct problems at year 3. In Study IV (n=197), children high in engagement and social interaction function well over time, even in the presence of

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hyperactivity, while children with low engagement and interaction alone or in combination with hyperactivity and conduct problems continue to have problems. Stability was related to the existence of a larger number of protective or risk indicators respectively. Taken together, this



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thesis has shown that the SDQ can be used to identify preschool children at risk of developing mental health problems later in life.

Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making

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informed decisions based on this data is crucial to managers across industries. Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research

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and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in

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business information systems.

Transparent Data Mining for Big and  
Small Data

Examiner's Manual

Identifying Patterns of Emotional and  
Behavioural Problems in Preschool  
children

Cognitive and Psychiatric

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Comorbidities in Epilepsy: Insights  
from Neuroimaging Research  
Applied Multivariate Research  
From Conversational Bots in Customer  
Service to Medical Image Processing  
This book focuses on new and  
emerging data mining solutions  
that offer a greater level of

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transparency than existing solutions. Transparent data mining solutions with desirable properties (e.g. effective, fully automatic, scalable) are covered in the book. Experimental findings of transparent solutions are tailored to different domain

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experts, and experimental metrics for evaluating algorithmic transparency are presented. The book also discusses societal effects of black box vs. transparent approaches to data mining, as well as real-world use cases for these approaches. As

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algorithms increasingly support different aspects of modern life, a greater level of transparency is sorely needed, not least because discrimination and biases have to be avoided. With contributions from domain experts, this book provides an overview of an



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emerging area of data mining that has profound societal consequences, and provides the technical background to for readers to contribute to the field or to put existing approaches to practical use.

Despite many years of

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translational research in breast cancer, very few new biomarkers have been implemented for clinical use beyond estrogen receptor, progesterone receptor, and HER2. The main reason is that many promising biomarkers are clinically validated but lack

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analytical and clinical utility. One explanation is that proper validation of the predictive ability of the biomarker in independent datasets, and with a pre-planned statistical analysis, is not always performed. Thus, there is a need to identify new biomarkers or new

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ways to subclassify breast cancer patients that are reproducible and easy to implement in the clinical setting but, more importantly, that improve patient's outcomes. Applied Biomedical Engineering Using Artificial Intelligence and Cognitive Models focuses on the

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relationship between three different multidisciplinary branches of engineering: Biomedical Engineering, Cognitive Science and Computer Science through Artificial Intelligence models. These models will be used to study how the nervous

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system and musculoskeletal system obey movement orders from the brain, as well as the mental processes of the information during cognition when injuries and neurologic diseases are present in the human body. The interaction

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between these three areas are studied in this book with the objective of obtaining AI models on injuries and neurologic diseases of the human body, studying diseases of the brain, spine and the nerves that connect them with the musculoskeletal

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system. There are more than 600 diseases of the nervous system, including brain tumors, epilepsy, Parkinson's disease, stroke, and many others. These diseases affect the human cognitive system that sends orders from the central nervous system (CNS)



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through the peripheral nervous systems (PNS) to do tasks using the musculoskeletal system.

These actions can be detected by many Bioinstruments (Biomedical Instruments) and cognitive device data, allowing us to apply AI using Machine Learning-Deep Learning-

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Cognitive Computing models through algorithms to analyze, detect, classify, and forecast the process of various illnesses, diseases, and injuries of the human body. Applied Biomedical Engineering Using Artificial Intelligence and Cognitive Models

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provides readers with the study of injuries, illness, and neurological diseases of the human body through Artificial Intelligence using Machine Learning (ML), Deep Learning (DL) and Cognitive Computing (CC) models based on algorithms developed with

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MATLAB® and IBM Watson®.  
Provides an introduction to  
Cognitive science, cognitive  
computing and human cognitive  
relation to help in the solution of  
AI Biomedical engineering  
problems Explain different  
Artificial Intelligence (AI) including

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evolutionary algorithms to emulate natural evolution, reinforced learning, Artificial Neural Network (ANN) type and cognitive learning and to obtain many AI models for Biomedical Engineering problems Includes coverage of the evolution

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Artificial Intelligence through  
Machine Learning (ML), Deep  
Learning (DL), Cognitive  
Computing (CC) using MATLAB®  
as a programming language with  
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toolboxes, and AI based  
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that can be detected through the static, kinetics and kinematics, and natural body language data and medical imaging techniques applying AI using ML-DL-CC algorithms with the objective of obtaining appropriate conclusions to create solutions that improve



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Understand the basics of data mining and familiarize yourself with Modeler's visual programming interface Import data into Modeler and learn how to properly declare metadata Obtain summary statistics and audit the quality of your data

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insights from your data. With almost 25 years of history, Modeler is the most established and comprehensive Data Mining workbench available. Since it is popular in corporate settings, widely available in university settings, and highly compatible

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throughout, this intentionally short and focused book sticks to the essentials. The authors have drawn upon their decades of teaching thousands of new users, to choose those aspects of Modeler that you should learn first, so that you get off to a good

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start using proven best practices. This book provides an overview of various popular data modeling techniques and presents a detailed case study of how to use CHAID, a decision tree model. Assessing a model's performance is as important as building it; this

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examples that help demystify complex mathematical algorithms and computer programs, it also features a variety of exercises and solutions, as well as an accompanying website with data sets and SPSS Modeler streams. While intended for students, the simplicity of the Modeler makes the book useful for

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together with 7 demo papers were carefully reviewed and selected from 96 submissions. The papers contained in these proceedings address challenging issues in software services, Web application engineering and modelling, Web search, social networks, Web semantics, and

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book is divided into three main parts: the first part discusses the theoretical and legal aspects of consumers' behaviour, analysing the government's role in regulating consumer behaviour and the role of the European Union. The second part then examines organisational strategies, such as

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omni-channel retailing and branding products. And lastly, the third part describes consumer behaviours in the context of individual products and services, from coffee to energy.

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activity and sport on physical and mental well-being, with a particular focus on practical implications, innovation, tools, and technique. This Special Issue, “ Health Promotion in Children and Adolescents through Sport and Physical Activities ” addresses pediatric exercise

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determinants and how we can help practitioners better manage these concerns in their patients. Authors were invited to submit letters, original research papers, case studies, meta-analyses, and systematic reviews.

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***appendix. Examples of various types of categorical outcomes demonstrate how to set up each model and interpret the output. Extended examples***

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*illustrate the logic of  
model development,  
interpretation of  
output, the context of  
the research questions,  
and the steps around  
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*book opens with a review  
of multilevel with  
categorical outcomes,  
followed by a chapter on  
IBM SPSS data management  
techniques to facilitate  
working with multilevel*



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*and longitudinal data sets. Chapters 3 and 4 detail the basics of the single-level and multilevel generalized linear model for various types of categorical*

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***outcomes. These chapters review underlying concepts to assist with trouble-shooting common programming and modeling problems. Next population-average and***

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***unit-specific***

***longitudinal models for  
investigating individual  
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***authors' highly  
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***this book can also be  
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Principal Analyst,Forrester

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Research Inc., Cambridge, MA

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disciplines. In addition to sharing theoretical and methodological findings, the book shows how to apply the proposed methods to a variety of problems -- e.g. in consumer behavior, decision-making, marketing data and social

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network structures. Both methodological aspects and applications to a wide range of areas such as economics, behavioral science, marketing science, management science and the social sciences are covered.

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Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and

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National Tsing Hua University,  
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teaching in business analytics, with  
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authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written multiple journal articles and is the

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developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel,

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Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard

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University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

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