عنوان مقاله:

Study of Discursive Shift in the Meaning of Doctor and Medicine between the Years 1394 and 1396 Text mining of Twitter with the focus of the death issue of Abbas Kiarostami

نویسنده:

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خلاصه مقاله:

The purpose of this research is to answer the question of what is the construct of medicine and doctors to Twitter users, and what effect the issue of the death of Abbas Kiarostami - as a result of the medical error in the treatment stages - has had on the way in which social construction works in this area. Text mining method, which is a new method that applies to deal with Big Data , was used to answer this question. Regarding the research topic, 5 time intervals were considered for data extraction. It was determined during the research that the volume of medicine and doctor related tweets increased by 7 in the time between 1394 and 1396, which is much higher than the total volume of Persian tweets. In the following, it was found that the negative symptoms, with a substantial increase, have much more referral than the increasing volume of tweets in the medical field. It was also found that the negative words, in the aftermath of Kiarostami s death, were generally linked to the term medical , and the construction of medical error sign was established at this point. Therefore, due to the death of Kiarostami as one of the most prominent personalities in the community, and the construction of their connection with medical error, medicine and doctors, they entered the public opinion of Iranian society . Also, as a result of the linkage between error , failure and mistake with medicine, certainty of doctors and medicine's sanctuary and respect has collapsed, and the connection between words with value and validity on the one hand and the medicine on the other hand, has been deneutralized

کلمات کلیدی:

×Social network, Twitter, Text mining, Kiarostami, Big Data, Medicine

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