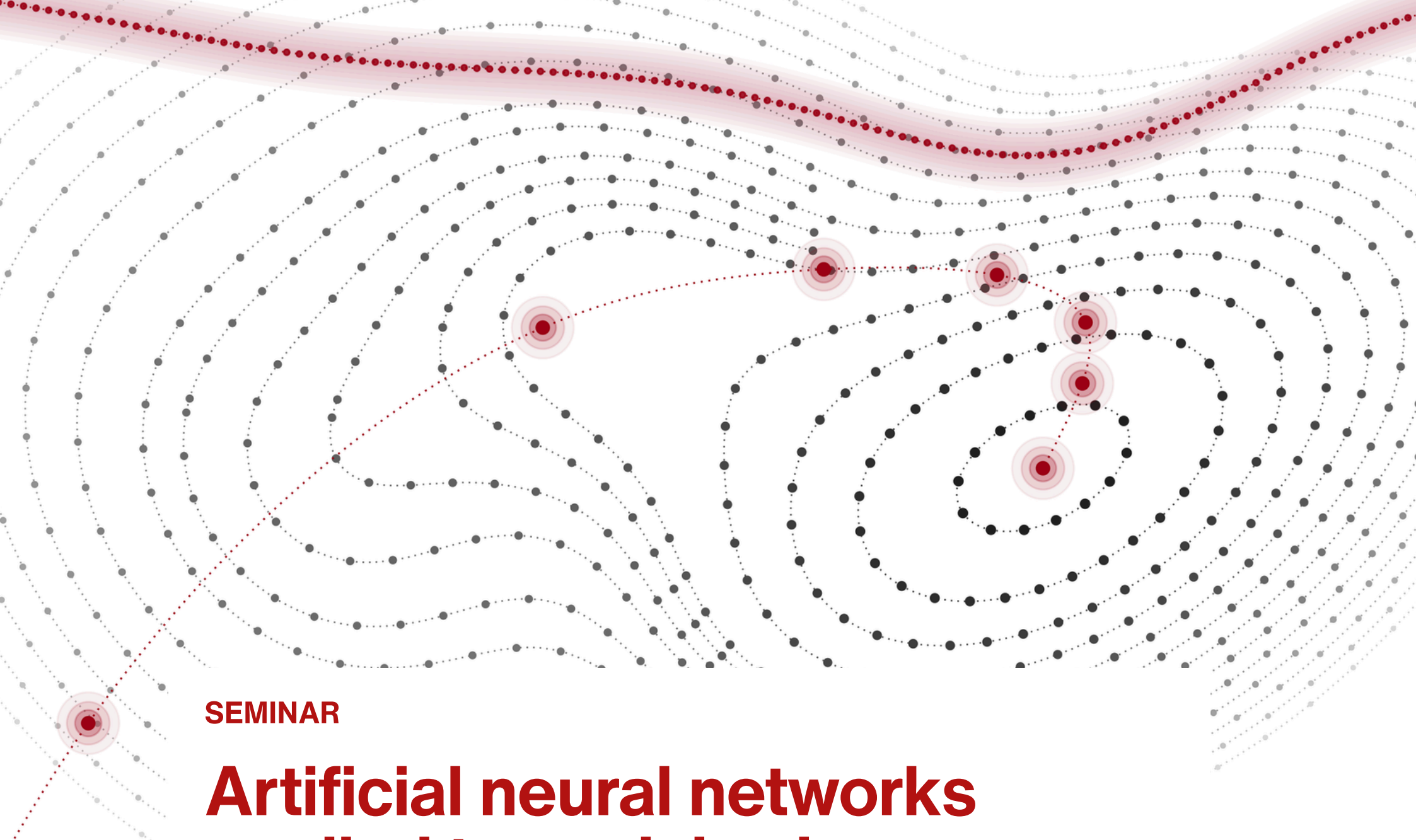




SEMINAR

Artificial neural networks applied to social sciences

by Miguel Ángel Solano Sánchez
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Thursday 28 Jan 2027, 2.30 pm

Dipartimento di Scienze Statistiche - Room Benvenuti

The seminar explains how to apply the Artificial Neural Networks (Rumelhart, McClelland, & PDP Research Group, 1986) methodology to databases, particularly in the field of social sciences, and specifically to data obtained through questionnaires, involving Likert-scale variables (Likert, 1932), constructs (Kelly, 1955) and sociodemographic profiles, generally within the field of tourism research. Typically, the input variables are those relating to the sociodemographic profile, while the output variables are the Likert scales and/or constructs (or viceversa). The model obtained allows, by customising the input values, for accurate estimates of the output values to be obtained. In this way, a specific tourist profile will show specific estimated preferences. This application may prove useful to the private sector (to tailor its offerings based on the profiles identified) as well as to public bodies involved in tourism promotion.



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