

## Evaluation of M19.2 LEADER measure in Segobriga: Text mining results

### Sources

Use of Text Mining (TM) to address the implementation of M19.2 LEADER measure in Segobriga was investigated by creating a Curated Reading List in Semex totaling 74 documents. The pictures below show the results of polarity scope for “Topics” with no other active filters.

### Results

The scores can be displayed in four intervals (0.1, 0.25, 0.5, 1) and range from -1 to 1. The lower the score, the more negative the sentiment and vice versa. It’s interesting that in polarity interval 1 and in polarity interval 0.1, the sentiment is mainly positive, as the majority are in the 0.0 to 0.1 category. From the top topics there is a strong emphasis on rural development and programs development. It is also remarkable that although rural environment is another topic with a high score, some related topics as natural heritage, natural parks or natural monuments are the ones with the highest proportion of negative sentiment. Therefore, it can be deduced that the environment is a very important issue but with a wide room for improvement. Also to be noticed is that “health” is another negative topic, due to insufficient sanitary services in the area.

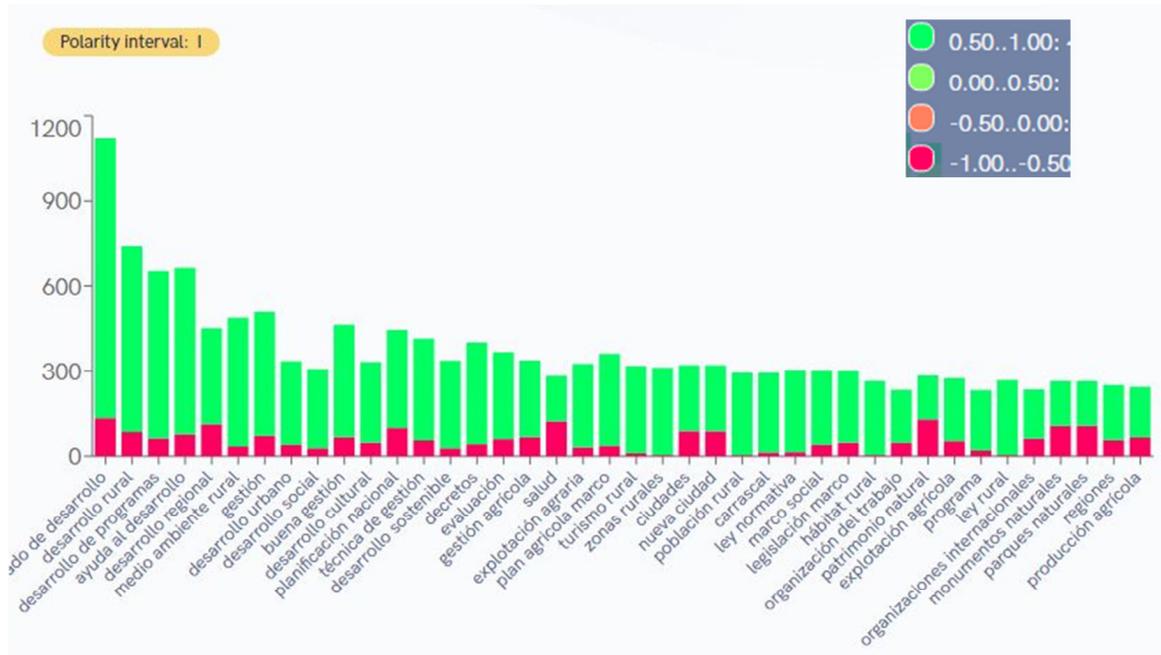


Figure 1. Polarity Scope of Topics with no location limits – number of hits on vertical & topics on horizontal axis. Polarity interval 1

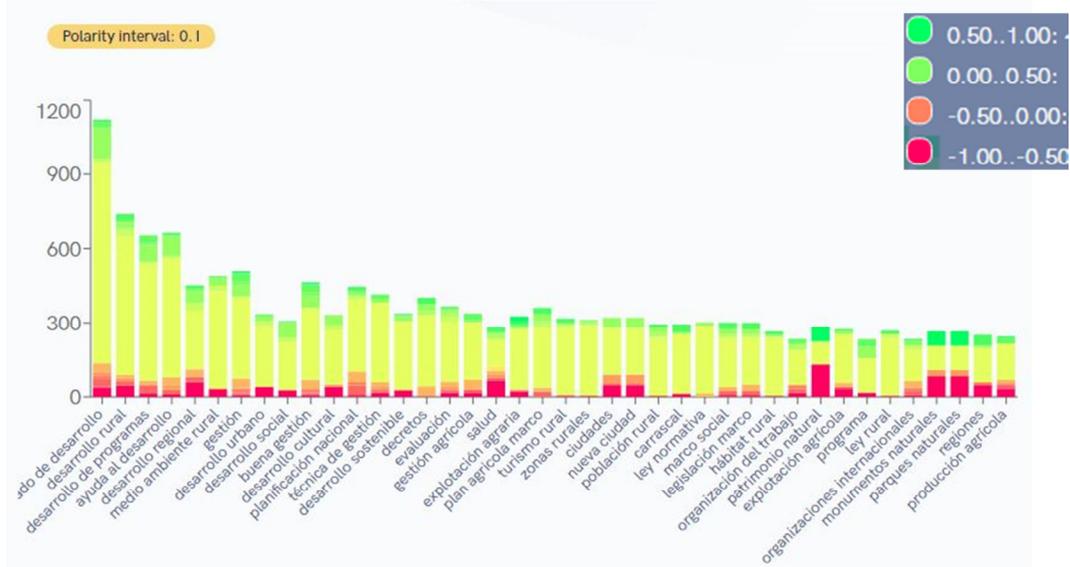


Figure 2. Polarity Scope of Topics with no location limits – number of hits on vertical & topics on horizontal axis. Polarity interval 0.1

When studying the semantic relationships between keyword, the main associations with rural development are environment and tourism, which are the two key issues identified in the evaluation and which are needed to drive a sustainable and competitive development of the area.

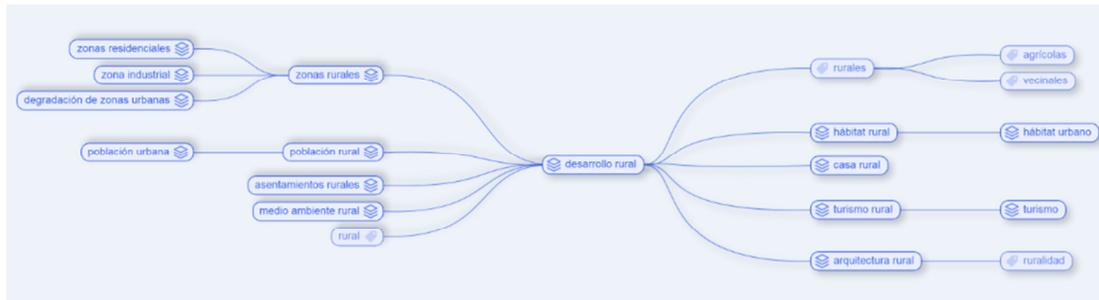


Figure 3. Topic semantic relationships

**Conclusion**

The topics and keywords identified through text mining confirm that LEADER is key for Segobriga’s development and that environment and tourism are the most important values to be boosted, in order to achieved sustainable growth.