



# SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

RESEARCH WITH IMPACT

## Unstructured Data Analytics (Text, Image, Audio, and Video) as a Research Method for Business Scholars

### PRESENTER:

Dr Moji Barari

Lecturer in Marketing at the University of  
Newcastle and Associate Editor at the  
*International Journal of Consumer Studies*

DATE: Friday 29 August 2025

TIME: 11:00am – 12:00pm

MEETING DETAILS: Learning Studio 78 Level 7, 1PSQ  
& Zoom Online (Meeting ID: 818 7019 3174,  
Password: 323402)



RSVP: COB, Friday 22 August 2025

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### ABSTRACT:

Unstructured data—ranging from text and images to audio and video—now constitutes the majority of business-relevant information. This seminar introduces unstructured data analytics as a research method, offering a conceptual overview of recent methodological advancements (e.g., machine learning) and their application in academic research across business disciplines. Participants will explore an unstructured data analytics toolbox that includes techniques such as text mining, image recognition, speech analysis, and video mining, supported by illustrative examples. The session also provides an overview of data sources, tools for data management and analysis, and approaches to working with unstructured data—including both supervised and unsupervised machine learning methods. No coding experience is required, as the focus is on providing practical direction for scholars seeking to incorporate these techniques into broader research designs.

## **BIOGRAPHY:**

Dr Moji Barari is a Lecturer in Marketing at the University of Newcastle and an Associate Editor at the *International Journal of Consumer Studies*. He holds a PhD in Marketing and a Master of Data Science. His research bridges marketing and data science, focusing on marketing communication, and unstructured data analytics. Moji has published widely in leading journals such as the *Journal of the Academy of Marketing Science*, *Journal of Advertising*, and *European Journal of Marketing*, and has industry experience as a data scientist in the international education sector.