The goal of the Virginia Tech Text Analytics (VT-TAT) toolbox is to provide a web-based suite of text analytics tools for acquiring, transforming, and analyzing web and social media data. VT-TAT aims to enhance the accessibility and scalability of PamTAT, a functional Excel-based text analytics toolbox developed by the Pamplin College of Business, with support from Pamplin’s Center for Business Intelligence and Analytics, and Deloitte.

**Participants:** Alan Abrahams, Assistant Professor of Business Information Technology; Alan Wang, Associate Professor of Business Information Technology; Patrick Fan, Full Professor in Accounting and Information Systems; Akshay Sharma, Associate Professor of Industrial Design.

**Type:** Text analytics, Content analysis