**Introduction of a text mining-based decision support technique**

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Abstract: The aim of this study is to show a text mining-based decision support technique, for in advance decision about the organization of an internationally respected qualification round of PlayStation, namely, FIFA World Cup, (FIWC) in Hungary.

Since the sales data for the game were not available – as that are trade secrets – only the popularity of some relevant search terms related to the FIFA e-football game could be measured to gain information about the market situation in connection to the FIWC event organization. The investigation focused on the 14 countries, that have already delegated competitors to the competitions till the investigated year of 2012, plus Hungary. Fortunately, there were a total of seven international, language-independent search terms, treated with the same spelling in all countries, (“Sony, PlayStation, PlayStation 4, FIFA, FIFA15, EA, EA Sports") for which relevant google trend statistics were available. Only the market situation, none of the other details, like the location of the qualification, financial background, or technical details were considered.

For the analysis, the “similarity analysis” (or also called as COCO, Component-based Object Comparison for Objectivity) technique was used, where the countries were the objects, and the search term expressions were the attributes.

The research concluded the FIFA video game is popular enough to organize the event in Hungary. In the ranking, Hungary became to be the 5th of fifteen countries, means only four countries had better frame conditions to organize the next qualification round.

This paper concludes, the Google Trend Statistic based market analysis – applied for the organization of FIFA World Cup qualification round in Hungary as an example – is an effective decision-making technique.