

Individual Assignment 3: Social network analysis of a communication network

Objectives: The goal of this assignment is to apply social network analysis (SNA) techniques to analyze social media discourse about a particular event, company, product, or service in order to:

- identify key influencers (both individual and organizational accounts), and
- determine how to use this information to improve the products/services under examination.

Software: Any program(s) discussed in the class

Data source: Use dataset(s) collected for Assignment 1 or 2

What to submit:

- 1) 5-page report saved as a PDF
- 2) Dataset saved as a **zipped** CSV file

Main Steps:

In the report, discuss methodology (what tools did you use to create, analyze, and visualize networks from social media), results, and implications (how your results can be used to improve the products/services/campaign under examination).

Make sure to include at least 3 representative network visualizations to support your discussion of the results.

General Guidelines:

- There will be a 5% deduction for any submission not matching the required format specification listed below
- Your report should be word-processed, **single spaced**. The pages should be numbered. Please use Times New Roman 12-point size, with standard margins of 1"
- Any references should be formatted using the APA style (<http://www.apastyle.org/>)
- Your report is due at 23:59 on the due date, as specified on D2L, and must be submitted electronically via D2L
 - There will be a 5% per day deduction for late assignments (including weekends)
- Please submit your report as a PDF file. Microsoft Word and Google Docs both allow you to export your document as a PDF
- The submission file must be named as follows: Assignment#_LastName_FirstName.pdf
 - For example, Assignment3_Saiphoo_Alyssa.pdf
- Each written report should include the cover page (available on the class website).