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# Introduction to Social Listening

The launch of Facebook in **DATE** and Twitter in **DATE** marked the beginning of a direct access to consumer’s minds. From Internet to traditional, marketing will be shaken by these new insights coming right of the consumers’ fingertips. The strength of these companies does not only lie into their capacity to connect people together but to a certain extent in the possibility for anyone who listens to learn more about the opinion of a particular group of people.

Chiffres sur le contenu créée en ligne (tweets, posts, reveix etc)

Augmentation ? etc

What is social listening

What insisgts can be taken

limitations

## Internet and Traditional Marketing

Marketing, meaning all the activities a company must accomplish to promote and sell their product, has been done since the Antiquity with mosaic design where an artist has spent time to create advertisement campaign for fish sauce[[1]](#footnote-1). But marketing has done quite the leap since Antiquity and nowadays, it gathers four major methods being printing, broadcasting, direct mailing and phoning. Almost every company in the world use at least one of these techniques to advertise its product.

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# Lectures

# Methodology

Data Collection

Data cleaning

Sampling

Exploratory analysis

Wordcloud

Bigrams and trigrams

Sentiment analysis

Labeled word and clustering

Emoji?

# Analysis

# Conclusion

1. A personalized floor mosaic from Pompeii, Robert I. Curtis. https://www.jstor.org/stable/504744?seq=1#page\_scan\_tab\_contents [↑](#footnote-ref-1)