Exp 6: Perform Hyperlink Analytics

Aim: Extract, Analyze and Interpret Hyperlink

Ex:

1. Consider any Website.

2. Analyze the number and quality of hyperlinks to a website.

3. Write about the importance of value of these links.

4. Analyze Internet traffic patterns sources of incoming or outgoing traffic to and from a website, Navigation, similarity between websites (any 2)

5. Hyperlink Impact Analysis (optional) – Statistics about web pages mentioning the URL of a given website

Tools: Hyperlink Analytics

1. **https://vosonlab.github.io/**

2. https://majestic.com/reports/site-explorer
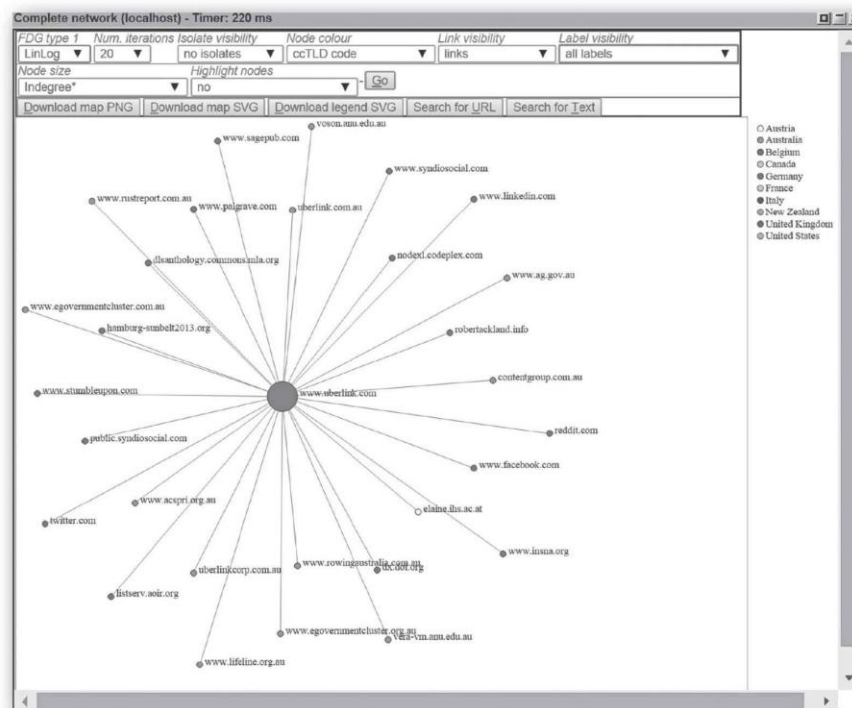
Exp 7: Perform Text Analytics

Aim: Extract, Analyze textual content of Social media platform.
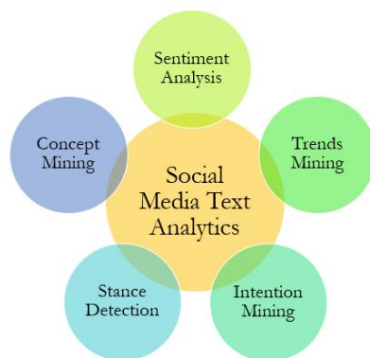
Ex:

1. Extract either static or dynamic text.

 Hint: Static - blogs, wiki content, news etc.

Dynamic – tweets, FB comments, product reviews

2. Perform any one type of text analytics.

Tools: Text Analytics Tools

Discovertext: Discovertext (http://discovertext.com/) is a powerful platform for collecting, cleaning, and analyzing text and social media data streams.
Lexalytics: Lexalytics (http://www.lexalytics.com/) is a social media text and semantic analysis tool for social media platforms, including Twitter, Facebook, blogs, etc.
Tweet Archivist: Tweet Archivist (https://www.tweetarchivist.com/) is focused on searching, archiving, analyzing, and visualizing tweets based on a search term or hashtag (#).
Twitonomy: Twitonomy (https://www.twitonomy.com/) is a Twitter analytics tool for getting detailed and visual analytics on tweets, retweets, replies, mentions, hashtags, followers, etc.
Netlytic: Netlytic (https://netlytic.org) is a cloud-based text and social network analytics platform for social media text that discovers social networks from online conversations on social media sites.
LIWC: Linguistic Inquiry and Word Count (LIWC) is a text analysis tool for analyzing emotional, cognitive, structural, and process components present in individuals' verbal and written speech samples: http://www.liwc.net/
Voyant: Voyant (http://voyant-tools.org/) is a web-based text reading and analysis. With Voyant, a body of text can be read from a file or directly exported from a website.

Sample Case Study:

FlyerTalk.com, is a company that specializes in products and services for frequent travelers. The website features chat boards and discussions about the latest travel information and loyalty programs for airlines and hotels.

FlyerTalk.com wanted to analyze the large amount of customer feedback and opinions expressed on their website.
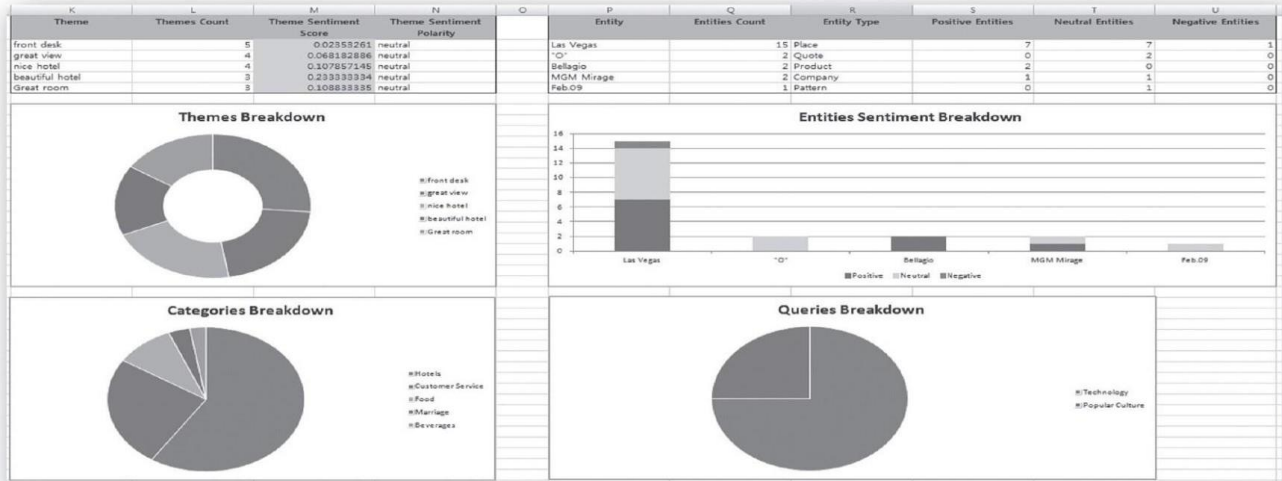
They used the SPSS software for analysis

Data collection involved using web scraping techniques to crawl and scrape the website for specific information, and store and screen scrape the data into a structured format.

Text coding and categorization involved assigning codes and categories to the data to make it easier to analyze.

Finally, text mining and visualization involved using statistical analysis and visual representation of the data to draw insights and conclusions.

Sample report:

Theme	Themes Count	Theme Sentiment Score	Theme Sentiment Polarity		Entity	Entities Count	Entity Type	Positive Entities	Neutral Entities	Negative Entities
front desk	5	0.02353261	neutral		Las Vegas	15	Place	7	7	1
great view	4	0.068182886	neutral		"O"	2	Quote	0	2	0
nice hotel	4	0.107857145	neutral		Bellagio	2	Product	2	0	0
beautiful hotel	3	0.253333334	neutral		MGM Mirage	2	Company	1	1	0
Great room	3	0.108833335	neutral		Feb.09	1	Pattern	0	1	0

Themes Breakdown

front desk; great view; nice hotel; beautiful hotel; Great room

Entities Sentiment Breakdown

Las Vegas, "O", Bellagio, MGM Mirage, Feb.09 — Positive, Neutral, Negative

Categories Breakdown

Hotels; Customer Service; Food; Marriage; Beverages

Queries Breakdown

Technology; Popular Culture

Exp 8: Perform Action Analytics

Aim: Analyze likes, mentions of a product, idea or service.

Ex:

1. Facebook likes

   Twitter mentions (analyze any one).

2. Measure the popularity or influence of that on social media.

Tools: Action Analytics

Hootsuite: manages social media presence across popular networks, offers various plans including free, pro, and enterprise versions

SocialMediaMineR: retrieves information about popularity and reach of URLs on social media, including shares, likes, tweets, pins, and hits on various platforms.http://cran.r-project.org/web/packages/SocialMediaMineR/index.html

Lithium: provides a range of products and services for social media management, including analytics, marketing, and crowd-sourcing

Google Analytics: tracks and analyzes website traffic, can also be used for blog and wiki analytics

Facebook Insights: helps Facebook page owners understand and analyze trends in user growth and demographics

Klout: measures influence across social media channels based on interactions with posts, scores influence on scale from 1-100

Action Analytics Summary Hint:

Topsy: focuses on social media, especially multimedia sites and blogs, similar to Icerocket and Social Mention

Tweetreach: measures number of impressions and reach of hashtags

Kred: measures influence of a Twitter account

Hashtagify: measures influence of hashtags

Twtrland: social intelligence research tool for analyzing and visualizing social footprints

Tweetstats: graphs Twitter stats including tweets per hour, tweets per month, tweet timelines, and reply statistics using user name.

Website Analyzer - Similarweb.com

Go to the SimilarWeb website (https://www.similarweb.com/) and enter the URL of the website you want to analyze in the search bar.

Select the "Overview" tab to view the website's traffic and engagement data.

Scroll down to the "Top Websites" section to view the top websites in the same industry or category as the website you entered.

You can also use the "Category Rank" feature to view the website's ranking among all websites in a specific category or industry.

To compare the performance of multiple websites, use the "Compare Websites" feature. Simply enter the URLs of the websites you want to compare and click "Go." This will display a comparison chart showing the traffic and engagement metrics for each website.

You can also use the "Traffic Sources" and "Audience Insights" tabs to view more detailed information about the website's traffic and audience demographics.

Exp 9: Perform location Analytics.

(B) Aim: Mine the location of the people, data and resources and visualize them.

Ex:

1. Use Geo-located twitter data to study any city- like maps of a city, its dynamics or any business data about a product, services and recommend.

2. Use Tweepsmap to geo-locate your followers by state, city, etc and try advertise and analyze, send alerts, navigate to find address etc.

Tools: Location Analytics

Google Fusion Tables is a web service for geo-tagging, storing, sharing, querying, and visualizing tabular business data on Google Maps.

Agos is a platform for geo-tagging and reporting that helps communities address climate change and disaster risk reduction.

Tweepsmap maps Twitter followers by location.

Trendsmap is a real-time tool that maps the latest trends from Twitter.

Followerwonk is a tool for performing basic Twitter analytics such as analyzing followers, location, and tweeting patterns.

Esri's GIS software is used for mapping, visualizing, questioning, analyzing, and interpreting data to understand relationships, patterns, and trends.

Exp 10: Analyze how Individual / Organization use Social Media and Social media privacy policies.

Aim: Analyze anyone Individual or Organization/Business usage on different platforms and privacy policy settings.

Parameters to be analyzed:

Broadcast /Sending Information

Request/ Feedback Input

Conversation Interaction

Hint for Anaysis:

Who is doing the posting?

Who are the target audience members?

Why is the audience engaged in social media with the organization?

What type of content or interaction is the audience interested in?

What are the goals of the user? Which of the three interaction methods above are they using?

How is the user using social media?

Do the user's actions support the goals?

Case Study 1:

Choose a popular current issue of public debate (a bill under consideration, an election, or a political issue). Search Twitter for posts about that issue.

What opinions are you able to find? Summarize them.

Is one opinion dominating the others?

Do you find a lot of content repeated? Perhaps one or two tweets that are repeated by many accounts? Does this appear suspicious, or is there a reason for it?

Case Study 2:

Choose any Company /organization of your choice. Analyze its usage of SM

Ex:- Blendtec, a manufacturer of high-end blenders , Zappos customer service

Case Study 3 :

Find Any company as an example of Social Media Failure and analyze the cause of failure

Case Study 4:

Find a company that has undertaken a viral marketing campaign over social media.

What is the essence of the campaign?

What metrics can you use to measure it (number of views, fans, likes, etc.)?

Is the campaign ongoing, or did it run for a fixed amount of time?

Are any statistics available to indicate the success of the campaign? If so, what are they?

Case Study 5:

Come up with five companies or brands you interact with regularly. For example, the companies could be a beverage bottler, restaurant, clothing brand, or technology company. For each of the five, find all the social media accounts you can. These will usually include a Facebook page, often a Twitter or YouTube account, and they may be present in many other types of social media.

List each company and their social media accounts.

Find as many counts for each social media account as described in the section on measuring success.

How often does the company interact on their social network site? Is it many times a day, a few times a week, or never?

What kind of interaction is the company doing? Broadcast, request for input, direct interaction, or a combination? Provide an example of each.

Assess the company's social media strategy. Are they doing well and why? Could they do better, why would that be better, and how should they do it?

Find a major company offering customer service on Twitter. Search Twitter to find the 10 most recent customer service interactions they have had.

Case Study 6:

Choose two social media websites. Pull up their privacy policies and answer the following questions for each.

What information will be collected about you?

How much of that information is really necessary for you to use the site? Are they asking for more than they need?

Do you have access to all the information stored about you?

How will your information be shared with third parties?

Can your data be sold?

Are you allowed to permanently delete your data from the system?