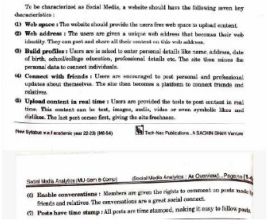
SMA UT1

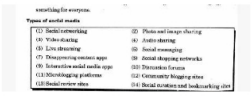
2 Marks

Q.1 What are core characteristics of social media?

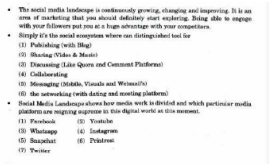
(Learn only the name of the characteristics. No need to learn the content of it.)



Q.2 What are types of social media?



Q.3 What is social media landscape?



Q.4 Social media vs traditional business analytics

(Learn any of the 4 points)

Social Media Analytics	**Business Analytics**
Semistructured and unstructured data	Structured data
Data is not analytical friendly	Data is analytical friendly
Real-time data	Mostly historical data
Public data	Private data
Stored in third-party databases	Stored in business-owned databases
Boundary-less data (i.e., Boundary within the Internet)	Bound within the business intranet

Data is high volume	Data is medium to high volume
Highly diverse data	Uniform data
Data is widely shared over the Internet	Data is only shared within organizations
More sharing creates greater value/impact	Less sharing creates more value
No business control over data	Tightly controlled by business
Socialized data	Bureaucratic data
Data is informal in nature	Data is formal in nature

Q.5 Challenges to social media analytics

High Velocity

High Volume

High Diverse - Social media users and the content they generate are extremely diverse,multilingual, and vary across time and space.

Not every tweet, like, or user is worth looking at.

Unstructuredness as a challenge

Q.6 Tools for social media analytics

Layer of social media	Example of tools
Text	Discover text Lexalytics
Actions	Lithium Google analytics
Network	NodeXL MentionMapp
Mobile	Countly Google mobile analytics
Location	Trendsmap Esri maps

Hyperlinks	Webometrics Analyst VOSON
Research engines	Google Trends

Q.7 What is nodes and edges.

- A node refers to an individual,organization, or group that is represented by a point in the network.
- A node is connected to other nodes by lines or edges, which represent relationships or connections between the nodes.
- These connections can be based on various factors, such as friendships, familial relationships, shared interests, or professional connections.

Q.8 What is degree distribution.

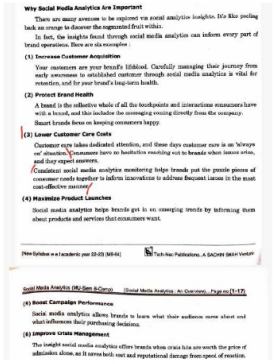
- Degree distribution is a way to describe the distribution of degrees among the nodes in a network.
- To create a degree distribution, the degree of each node in the network is calculated.
- The next step is to count how many nodes have each degree and create a table or chart to display this information.
- A bar graph is a common way to display a degree distribution, with the x-axis showing the degree and the y-axis indicating the number of nodes with that degree.

Q.9 Describe density of connected network.

- Density describes how connected a network is.
- It is a statistic comparing the number of edges that exist in a network to the number of edges that could possibly exist.
- Consider the following two networks, which both have the same number of nodes.
- Network (a) has very few edges while
- Network (b) has numerous edges among the same number of nodes.
- Network (b) has higher density.

5 marks

Q.10 Need for social media analytics



Why Social Media Analytics Are Important

There are many reasons to be enticed via social analytics insights. It's like peeling back an orange to discover the segmented fruit within.

In fact, the insights found through social media analytics can inform every part of brand operations. Here are six examples:

(1) Increase Customer Acquisition

Your customers are your brand's lifeblood. Carefully managing their journey from early awareness to established customer through social media analytics is vital for retention, and for your brand's long-term health.

(2) Protect Brand Health

A brand is the reflective whole of all the touchpoints and interactions consumers have with a brand, and this includes the messaging coming directly from the company.

Smart brands focus on keeping consumers happy.

(3) Lower Customer Care Costs

Customer care takes dedicated attention, and these days customer care is an 'always on' situation. Consumers have no hesitation reaching out to brands when issues arise, and they expect answers.

Consistent social media analytics monitoring helps brands put the puzzle pieces of consumer needs together to inform innovations to address frequent issues in the most cost-effective manner.

(4) Maximize Product Launches

Social media analytics helps brands get in on emerging trends by informing them about products and services that consumers want.

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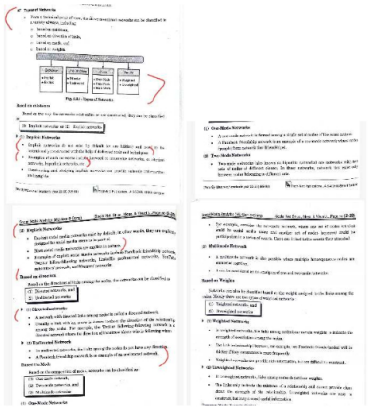
(5) Boost Campaign Performance

Social media analytics allows brands to learn what their audience cares about and what influences their purchasing decisions.

(6) Improve Crisis Management

The insights social media analytics offers brands when crisis hits are worth the price of admission alone, as it saves both cost and reputational damage from speed of reaction.

Q.11 Types of networks



Q12. Types of social media text and Explain purpose of text analytics.

Types of Social Media Text

Depending on nature of social media text , it can be classified as

Static Text

Dynamic Text

Static Text

- The purpose of static text is often to inform, educate, and elaborate on a topic.
- Static social media text is typically longer in length and updated or deleted less frequently.
- Examples of static text include wiki content, blog pages, Word documents, corporate reports, emails, and news transcripts.

Dynamic Text

- Dynamic text is real-time, user-generated text that expresses an opinion about content or information on social media

- It is typically shorter in length and diverse in nature, and is often updated or deleted frequently.
- Examples of dynamic text include tweets, Facebook comments, and product reviews.

Purpose of Text Analytics

Sentiment Analysis
Sentiment analysis involves categorizing social media text as positive, negative, or neutral. It is often used to understand how customers feel about a product, service, or issue.

Intention Mining
Intention mining involves discovering users' intentions (such as desire, wish, or intention to buy) from

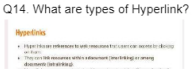
natural language social media text.

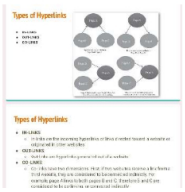
Trends Mining
Trends mining, also known as predictive analytics, uses large amounts of historical and real-time social media data to predict future events.
It involves identifying patterns and trends in social media data to improve products, services, or customer satisfaction.

Concept Mining
Concept mining is a method for extracting ideas and concepts from documents.
It is used to classify, cluster, and rank these ideas.

Q13. What is action analytics and What are common social media actions?

Q14. What are types of Hyperlink?





Q15. Explain 7 layer of Social analytics

Figure 2. Seven layers of social media analytics

Social media analytics involves analyzing data from seven layers:
1.Text: This includes the content of social media posts, such as comments, tweets, blog posts, and Facebook status updates. It is used to understand user sentiments and identify emerging themes and topics.

2. Networks: This includes the connections between users and the relationships between them, such as followers and friends on social media.

3. Actions: This includes the actions taken by users on social media, such as likes, comments, shares, and other interactions. It is used to measure popularity, influence, and prediction in social media.

4. Mobile: This includes data related to the use of social media on mobile devices, such as the type of device used, the operating system, and the location of the user.

5. Hyperlinks: This includes the links between social media posts and other websites, as well as the content of those linked websites. It is used to reveal Internet traffic patterns and sources of incoming or outgoing traffic.

6. Location: This includes data on the geographical location of users and the location-specific content they engage with on social media. It is used to mine and map the locations of social media users, content, and data.

7. Search engines: This includes data on how users find and access social media content through search engines, It is used to analyze historical search data for trends analysis

Q16. Social media analytics cycle

Social Media Analytics Lifecycle

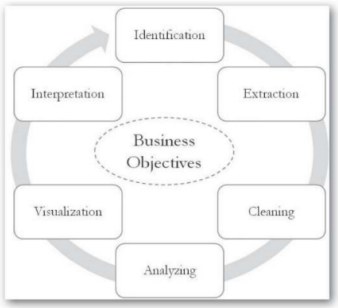


Figure 3. Social media analytics cycle

Step1 - Identification
The identification stage of social media analytics involves finding the right sources of data to analyze in order to gain valuable business insights.

Step2 - Extraction
The extraction stage of social media analytics involves using appropriate methods and tools to gather data from identified sources. This can include manual data collection for small-scale data and automated extraction using APIs (application programming interfaces) for larger data sets.

Step3 - Cleaning
The cleaning step in social media analytics involves removing unwanted data from the collected data set.
This can involve processes such as coding, filtering, clustering, and natural language processing to remove irrelevant data.

Step 4- Analyzing
The analyzing stage of social media analytics involves using clean data to identify valuable insights for the business.

The approach and techniques used will depend on the type of data being analyzed and the tools and algorithms employed

Step 5 - Visualization
The visualization step in social media analytics involves creating visual representations of the results of the analysis
Visualization can help reveal hidden patterns, relationships, and trends in complex and large data sets

Step 6 : Interpretation
Interpret and translate analytics results into a meaningful business problem.
Two strategies or approaches used are:
1) Producing easily consumable analytical results and
2) Improving analytics consumption capabilities

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