

	Excellent (100%)	Good (75%)	Minimal (50%)	Unsatisfactory (0%)
Case Study Setting				
1.1) Artist description (2 marks)	Detailed description of artist/band; extensive use of the Spotify API; used other sources; detailed analysis of prevalent features; multiple plots/visualisations	Detailed description of artist/band; multiple queries to Spotify API; used other sources; analysis of one prevalent feature; one plot/visualisation	Description of artist/band; minimal queries to Spotify API; used other sources; analysis of one prevalent feature; no plot/visualisation	One or more requirements of 'Minimal' not fulfilled
1.2) Purpose of social media analytics (1 mark)	All addressed comprehensively and in-depth: How do you want to improve the popularity? How can social media analytics help you achieve it? What kind of social media data do you want to analyse? What is your hypothesis (expectation) about the analysis outcome?	All addressed in detail: How do you want to improve the popularity? How can social media analytics help you achieve it? What kind of social media data do you want to analyse? What is your hypothesis (expectation) about the analysis outcome?	All addressed: How do you want to improve the popularity? How can social media analytics help you achieve it? What kind of social media data do you want to analyse? What is your hypothesis (expectation) about the analysis outcome?	One or more requirements of 'Minimal' not fulfilled
Data Selection & Exploration				
1.3) Data retrieval (0.5 mark)	Relevant data retrieved; exhaustive search strategy; detailed explanation	Relevant data retrieved; multiple search terms; detailed explanation	Relevant data retrieved; minimum number of search terms; explanation	One or more requirements of 'Minimal' not fulfilled
1.4) Top 5 users (1 mark)	Top 5 listed; detailed analysis of commonalities; plot/vis	Top 5 listed; analysis of commonalities	Top 5 listed; minimal analysis of commonalities	One or more requirements of 'Minimal' not fulfilled
1.5) Top 10 terms (0.5 mark)	Top 10 listed; detailed explanation; plot/vis	Top 10 listed; explanation	Top 10 listed; minimal explanation	One or more requirements of 'Minimal' not fulfilled

1.6) Retweets/accounts (1 mark)	Correct calculation; detailed explanation; plot/vis	Correct calculation; explanation	Calculation with minimal errors; minimal explanation	One or more requirements of 'Minimal' not fulfilled
1.7) Spotify related artists (1 mark)	Identified related artists/bands; correct graph creation; detailed explanation; aesthetic plot/vis	Identified related artists/bands; correct graph creation; explanation; plot/vis	Identified related artists/bands; minimal errors in graph creation; explanation	One or more requirements of 'Minimal' not fulfilled
2.1) YouTube views/likes (1 mark)	Correct calculation; used loop / data structure for processing multiple videos at once; detailed explanation; plot/vis	Correct calculation; used loop / data structure for processing multiple videos at once; explanation	Calculation with minimal errors; minimal explanation	One or more requirements of 'Minimal' not fulfilled

Text Pre-Processing

2.2) Pre-processing & term-document matrix & top 10 terms (1 mark)	Correct TD matrix; identified top 10 terms; detailed comparison; plot/vis	Correct TD matrix; identified top 10 terms; comparison	TD matrix with minimal errors; identified top 10 terms; comparison without explanation	One or more requirements of 'Minimal' not fulfilled
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Social Network Analysis

2.3) Centrality analysis (3.5 marks)	Correct degree, betweenness, and closeness analysis; correct scores; performed for multiple related artists; performed on multiple datasets (e.g., one Twitter dataset and one YouTube dataset; two Twitter datasets; or one dataset for your artist and one dataset for a related artist); detailed comparison; plot/vis	Correct degree, betweenness, and closeness analysis; correct scores; performed for multiple related artists; comparison	Minimal errors in degree, betweenness, and closeness analysis; minimal errors in scores; performed for one related artist; comparison	One or more requirements of 'Minimal' not fulfilled
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2.4) Community analysis (3.5 marks)	Correct infomap, Girvan-Newman, and Louvain analysis; performed for multiple related artists; performed on multiple datasets (e.g., one Twitter dataset and one YouTube dataset; two Twitter datasets; or one dataset for your artist and one dataset for a related artist); detailed comparison; multiple plots/visualisations	Correct infomap, Girvan-Newman, and Louvain analysis; performed for multiple related artists; comparison; plot/vis	Minimal errors in infomap, Girvan-Newman, and Louvain analysis; performed for one related artist; comparison	One or more requirements of 'Minimal' not fulfilled
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Machine Learning Models

3.1) k-means (1.5 marks)	Correct clustering results; good choice of user; detailed justification; detailed explanation of results; aesthetic plot/vis	Correct clustering results; good choice of user; justification; explanation of results; plot/vis	Minimal errors in clustering results; reasonable choice of user; minimal justification; minimal explanation of results; plot/vis	One or more requirements of 'Minimal' not fulfilled
3.2) Decision tree (1.5 marks)	Correct decision tree results; detailed performance evaluation; plot/vis	Correct decision tree results; performance evaluation	Minimal errors in decision tree results; minimal performance evaluation	One or more requirements of 'Minimal' not fulfilled
3.3) Sentiment analysis (2 marks)	Correct sentiment analysis; multiple search terms; detailed explanation; multiple plots/visualisations	Correct sentiment analysis; explanation; plot/vis	Minimal errors in sentiment analysis; minimal explanation	One or more requirements of 'Minimal' not fulfilled
3.4) Topic modelling (2 marks)	Correct topic modelling; multiple search terms; detailed explanation; plot/vis	Correct topic modelling; explanation; plot/vis	Minimal errors in topic modelling; minimal explanation	One or more requirements of 'Minimal' not fulfilled

Visualisation

3.5) RStudio plot (0.5 mark)	Correct plot; at least 5 different map points; detailed explanation	Correct plot; explanation	Minimal errors in plot; minimal explanation	One or more requirements of 'Minimal' not fulfilled
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3.6) Tableau map (1 mark)	Correct plot; at least 2 other attributes; detailed explanation	Correct plot; 1 other attribute; explanation	Minimal errors in plot; 1 other attribute; minimal explanation	One or more requirements of 'Minimal' not fulfilled
3.7) Dashboard (1.5 marks)	Aesthetic and functional dashboard; 4 or more charts; detailed explanation	Aesthetic and functional dashboard; 3 charts; explanation	Functional dashboard; 2 charts; minimal explanation	One or more requirements of 'Minimal' not fulfilled

Evaluation

3.8) Findings (2 marks)	Detailed description of findings; summary plots/visualisations	Good description of findings	Minimal description of findings	One or more requirements of 'Minimal' not fulfilled
3.9) Suggested actions (1 mark)	Several ideas for improvement; detailed description	Several ideas for improvement with description	1-2 ideas for improvement; brief description	One or more requirements of 'Minimal' not fulfilled
3.10) Suggested refinements (1 mark)	All addressed in-depth: Could you use different data sources? Could you choose different parameters? Can you think of ways to obtain more relevant data?	All addressed in detail: Could you use different data sources? Could you choose different parameters? Can you think of ways to obtain more relevant data?	All addressed: Could you use different data sources? Could you choose different parameters? Can you think of ways to obtain more relevant data?	One or more requirements of 'Minimal' not fulfilled