

# INFO 6210

## Data Management and Database Design

### Social Media Use Cases

### Assignment 4 (Optional)

Professor: Nik Bear Brown

Due April 17, 2019

In this assignment, you will use the social media portion of the database you created a previous assignment. For example, Twitter data. The assignment must be done individually.

This is an optional assignment. Your best three of four assignment scores will be used.

#### *Social Media Questions*

Answer 9 of these 11 questions using the social media aspect of a database you created for a previous assignment.

- i. What are people saying about me (somebody)?
- ii. How viral are my posts?
- iii. How much influence do my posts have?
- iv. What posts are like mine?
- v. What users post like me?
- vi. Who should I be following?
- vii. What topics are trending in my domain?
- viii. What keywords/ hashtags should I add to my post?
- ix. Should I follow somebody back?
- x. What is the best time to post?
- xi. What's my reach?

Up to 10 points for each question you answer. The TAs will rate the answer from 1 to 10. There is a max of 90 points for this assignment.

#### Scoring Rubric

- (10 points) Up to 10 points for each question you answer. The TAs will rate the answer from 1 to 10. There is a max of 90 points for this assignment.

#### Submission of Assignments

Your submission should be a zip file with all of the required work. You will submit your assignments via BlackBoard. Click the title of assignment (blackboard -> assignment -> <Title of Assignment>), to go to

the submission page. You will know your score on an assignment, project or test via BlackBoard. BlackBoard represents only the raw scores. Not normalized or curved grades.