

INFO 6210

Data Management and Database Design

Social Media Use Cases

Assignment 4 (Optional)

Professor: Nik Bear Brown

Due April 13, 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.