

Project - Overview and Format

Overview

The objective of this final paper is to fully exercise the scientific process within the context of social media analysis. You will build upon the work you have done throughout the semester, such as collected data, written scripts, and analysis that you have done. Based on your observations of social media throughout the course, you must form a research question or hypothesis that can be tested. You are required to:

1. Conduct a background literature review to understand what has already been explored relative to your research question (note: you can use course readings and/or search google scholar).
2. Develop a research approach that will utilize data to test your hypothesis. You can collect your own data, use data that you or a colleague have collected during the course, or obtain a data set (i.e., purchase data or find a data set online).
3. Analyze your data using one of the advanced methods learned during the course (i.e., subgroup analysis, sentiment analysis, topic modeling, relational algebra, or statistical analysis of networks).
4. Present your findings and recommendations.

Format

The format of your paper depends on your targeted venue. You are to write this paper as though you are submitting it to an academic conference or journal. Each conference or journal venue will post “instructions for authors,” that outline the specific formatting guidelines required by the venue. Your paper should be appropriate for your chosen venue based on their call for papers. Along with your final paper, submit a *final paper checklist* (see Table 1.) that identifies your target venue. Your paper will be evaluated based on those standards.

Below are some recommended academic, peer-reviewed venues. However, you’re welcome to select any other of your choice. For questions/concerns regarding suitability of the venue, consult with professors.

- **ASONAM** ➞ (http://asonam.cpsc.ucalgary.ca/2015/CFP.php#key_dates): International conference sponsored by IEEE and ACM on social networks and social media. There’s no information on upcoming conferences. Use the 2015 site as an example.
- **Connections** ➞ (<https://www.insna.org/connections>): Official journal of the academic professional society for social network analysis.
- **IEEE SMC** ➞ (<http://smc2017.org/SMC2017.pdf>): The IEEE conference for systems engineering, human factors, and cybernetics. A paper targeting this venue could also focus on the systems engineering process to optimize a social media analysis program for a company or organization.

- **Journal of Social Structure** [↗\(https://www.cmu.edu/joss/content/instructions.html\)](https://www.cmu.edu/joss/content/instructions.html): An electronic/online journal for social network analysis.
- **KDD** [↗\(https://www.kdd.org/kdd2016/calls\)](https://www.kdd.org/kdd2016/calls): A prestigious annual conference focused on computer science and data mining. There's no information on upcoming conferences. Use the 2016 as an example.
- **SBP-BRiMS** [↗\(http://sbp-brims.org/2016/cfp/\)](http://sbp-brims.org/2016/cfp/): An annual conference held in Washington, DC, focused on social computing and behavioral/cultural modeling. There's no information on upcoming conferences. Use the 2016 as an example.