HackerSchool Social Web: Facebook posts analysis

André Maurício Baltazar

Learning Report

Abstract—In the report I talk about the process of choosing the activity to be performed. I follow this by talking about contact with the promoter of activity I ended up with, HackerSchool Social Web, and the work performed for it. I analyzed the publications of the HackerSchool Facebook page using PHP and the Facebook PHP SDK. The results of this analysis are the best times that the publications had a good reach in the past and its a way to try to have have a better reach in the future. I finish off with a reflection about the whole activity and the what I learned.

Index Terms—HackerSchool, Facebook Analysis, Facebook Graph API, Facebook PHP SDK, Facebook Publication Reach, LaTeX, paper.

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1 INTRODUCTION

THIS report summarizes what was done for the discipline of Portfólio Pessoal III. The main objective that Porftólio Pessoal III aims to achieve is for the students to develop soft-skills, like communication and language. These are skills that complement the hard-skills learned in the course but make a huge difference in a professional context. The report starts with the different activities available to choose from and talks about the work performed to analyze the publications of the Facebook page. It contains my personal opinions about was done and lessons learned.

2 WHY I CHOOSE THE ACTIVITIES

On the process of choosing the activities I began by filtering out the activities that would require me to do things that I usually do, and do something new but yet related to the course. Even though I did websites before, I applied for EPILSTUDIO: Website redesign and ENTRAJUDA: Create website for Charities

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because we don't have any course related to this in the course and the websites I did outside of Instituto Superior Técnico (IST) where not meant to be used for many people. In the case of ENTREAJUDA it would also allow me to help charities. Both of them where really good candidates for my first activity, but ended up applying with HackerSchool Social Web as my first because Data Analysis is a trending topic in Computer Science and I had never done anything related to it before.

3 CONTACT WITH THE ACTIVITY PROMOTER

After the application period ended on 24th October I was contacted by the Coaching Team on 5th November by e-mail saying that the application was in conformity with what was expected and was forwarded to the Promoter of the activity, professor Paulo Carreira. On the 12th November received other e-mail from the Coaching Team saying that the promoter didn't yet respond, followed by the response saying that it would take a little while. Finally on 17th November I was accepted to perform the activity. It took yet other week but on 26th November, I met briefly with Inês Davim from HackerSchool to know exactly what was expected me to do.

	LEARNING					DOCUMENT						
(**1.0**) Excelent	CONTEXT x2	SKILLS x1	REFLECT x4	S+C x1	SCORE	Structure x0.25	Ortogr. x0.25	Gramm. x0,.25	Format x0.25	Title x0.5	Filename x0.5	SCORE
(**0.8**) Very Good												
(**0.6**) Good												
(**0.4**) Fair	0.8	0.7	2.8	0.8	5.1	0.25	0.2	0.15	0.2	0.5	0.5	1.8
(**0.2**) Weak												

This whole process of contacting the promoter made me realize how long does it take to arrange something different from a group meeting for a school project. It took a lot of time and patience to wait for the e-mails, and maybe could have been speed up by other form of contact.

4 PERFORMING THE ACTIVITY

Despite the activity being presented as a individual activity, after the meeting with Inês, it was decided that that activity would be performed as a Group. There was an exchange of more the fifty e-mails the days following the acknowledgment of the team I was working with. We thought about how to perform the activity, shared tips on how to work with the technology and wrote the report together.

I used the Facebook PHP SDK to get the publications on the HackerSchool page, and wrote a few scripts to process the data and generate some Graphics from it. The main result is that the publications should be published at 1pm, 4pm or 9pm to 10pm, and the full results can be seen in the report sent to the HackerSchool which is attached to the Activity Report.

5 REFLECTIONS ABOUT THE ACTIVITY AND WORK DONE

At the end, I expected more to be done on the activity, and I think the promoter expected it as well. We only achieved one of the tasks that were presented for the activity. The time was short to do the analysis of the publications and the projects for other disciplines of the course. On the presentation it was expected that our proposed strategy would be applied and the results monitored, but this never happened.

While performing the activity, I failed so many times to get a good result. Spent a lot of time writing the scripts and looking at the raw data to see the best way to analyze it and get the best results.

6 WHAT I LEARNED

From a technical point of view, I developed a little more skills on the analysis of data and

PHP programming. This technical skills are something that is important for my studies, but the soft-skills learned are way more important for a professional career.

As far as soft-skills acquired, I don't think that I acquired something new, but certainly improved my persistence, as I failed so many times on the part of data analysis, but kept going to deliver the best I could do. Other thing I am sure I improved as well is communication skills, because I am not used to write so many messages every day as I wrote while performing the activity. The writing of the report for HackerSchool as well as this report also helped improve my writing skills.

7 CONCLUSION

After the execution of the activity, I think the overall success of its execution was pretty good. As I said before, expected more to be done, but I did what was done the best way I could. Wouldn't mind to do it again, but would have done some things differently and for sure would love to apply the strategy and follow the results to see if they resulted in any improvement or a complete failure.

André Maurício Baltazar I am a Computer Science Engineering student at IST aspiring to be a Game Designer. Have been writing code and simple applications for over 8 years. Recently participated on two Ludum Dare events(www.ludumdare.com). The projects can be found at andrebaltazar.com.