CSCI 5100 COMMUNICATING COMPUTER SCIENCE IDEAS

Final Report

Drashti Patel- dr954742@dal.ca

Jay Patel - jy451478@dal.ca

Kavankumar Brahmbhatt - kv689265@dal.ca

Rhushabh Bontapalle - rh364338@dal.ca

Priya Mandyal - pr335751@dal.ca

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Introduction

In the fast-changing world of content creation, content creators are actively looking for newer ways to collect data that enhance the content's relevance for the audience. Comments on social media come as an underutilized means of understanding this relevance. Interestingly, even though comments offer greater insights into audiences' sentiments, they are of little use due to the lack of advanced analytical tools. This leads to a void in the content creation market. The evidence suggests that clearly, there is a need for a sophisticated comment analysis tool among influencers.

HCC is proposing a solution that uses a mix of acquisition and innovation strategies. The company aims to buy an existing comment analysis platform. Further, they would customize features that tailor it specifically for the entertainment industry. This solution provides speed, customization, and superior user experience. This approach rests on the urgent need for such tools, reflecting changing patterns of audience interaction and the need for direct feedback in the content creation arena.

This report provides an analysis of the neglected comment insights in content strategy. It identifies the conditions required to solve this problem and analyzes the practicality of HCC's chosen strategy. It states the goals and restrictions that will ultimately direct the development of the solution. It offers a detailed analysis of the process involving narrowing down choices to the selected strategy. This report provides an overview of HCC's strategy to deliver a solution to content creators. It focuses on their need for practical audience insights to significantly enhance their content's impact and reach.

Alternative 1: Build

Henrietta Cloud Corporation will prioritize the development of a novel product catering to content creators and other individuals engaged in real-time performances. A Comment Analysis Tool (CAT) will be developed as the product. The analysis of comments will be conducted using Natural Language Processing (NLP) and Machine Learning techniques [1]. The software will analyze comments sourced from many social media networks. This platform offers creators the opportunity to access the sentiment and comments expressed by their audience. The analysis will assist content writers in producing appropriate content for their audience and expanding their social media outreach.

An integral part of CAT is its dashboard, which provides designers with up-to-the-minute information on popular subjects and feedback patterns as a whole. This aids artists in making content that resonates profoundly with their target demographic. Also, creators can save time and effort by not having to manually look through criticism on separate sites thanks to CAT's ability to aggregate comments from multiple social media networks into one dashboard.

There have been challenges to CAT's progress, nevertheless. There is a risk that CAT will become obsolete before it hits the market due to the rapid development and incorporation of large language models (LLMs). Due to the global nature of social media, there are unique legal hurdles associated with data protection and regulation, for example GDPR [2].

By providing a direct route to audience perspectives and trends, CAT makes a great tool for content providers. To be a useful tool for digital content creators, it must enter the market quickly and deal with the challenges that come with it.

Alternative 2: Buy and Build

Henrietta Cloud Corporation (HCC) will opt for a mixed strategy by acquiring comments analytics [3] and adding personalized features for the content creators and entertainment industry. Such a strategy helps HCC to capture the market quickly. Additionally, customization leads to a better user experience.

This approach allows for faster progress, instead of building new software from scratch. It also helps to reduce upfront costs and connect with a large user base. Additionally, HCC gains the expertise and experience of the platform's team for integration with existing infrastructure. However, this path may introduce cultural friction from integrating a new team. To address this issue, HCC needs better teamwork and communication to reduce conflicts between different cultures.

Furthermore, HCC benefits from security measures present in comments analytics [4]. Since the acquired system already features encryption protocols and access controls that follow industry regulations such as the General Data Protection Regulation (GDPR) [5]. HCC will implement additional security features to protect content creators' sensitive information from emerging threats such as disinformation campaigns, and financially motivated abuse.

HCC will enhance the platform's scalability by integrating it with its cloud infrastructure. Moreover, it improves performance by using a scalable architecture pattern called microservices. This will ensure real-time scalability which leads to higher uptime and response time.

Overall, the hybrid approach consists of build and buy providing HCC with a strategic opportunity to acquire the comment analysis market quickly. Meanwhile, it retains control over customization and innovation to align with its quality, brand promises, and customer needs.

Alternative 3: Endorse

Henrietta Cloud Corporation (HCC) will opt to endorse an existing comment analysis platform, using its brand and market reach. This will provide a valuable solution to content creators and corporations for improving content generation based on audience insights. One such option is using HubSpot's service hub [6] which provides industry-leading products to perform comment analysis.

Such comment analysis platforms provide content creators with the ability to extract valuable insights from audience comments. These results can be achieved by performing sentiment analysis, trend spotting, and using various machine learning algorithms. On the other hand, around 17% are inclined to do so after just one unsatisfactory interaction [7]. By endorsing such a highly reputed platform, HCC can quickly enter the market without a huge investment, and this will take very little time to enter the market. Additionally, revenue-sharing agreements with the third-party provider can offer a source of income for HCC while providing a valuable service to its customers.

However, there are some risks in this approach. Because of the because of the third-party HCC, the customer's trust can be damaged. Moreover, dependency on the provider for updates and support could limit HCC's control over the product offering and customer experience.

In summary, endorsing a comment analysis platform aligns with HCC's goal of offering superior products while minimizing costs and time to market. Nonetheless, careful selection of a reputable and reliable third-party provider is crucial to mitigate potential risks and ensure customer satisfaction.

Alternative 4: Build

EngageBot is an innovative IoT solution developed by HCC to boost social media engagement using comments. EngageBot excels in analyzing comments and dashboarding them by using IoT, Natural Language Processing (NLP), Reinforcement Learning. This analysis helps users to stay ahead of the competition by developing content based on real-time audience preferences and ongoing trends. The key feature of Engage Bot is 'Suggestion Analytics' during

livestreaming, which increases the audience participation by incorporating features like adjusting the hall lighting based on comment sentiment, displaying the name of the most active audience member.

EngageBot's smooth integration with HCC's cloud infrastructure ensures the safety and security of the user's data, as well as instant access to the analytics. This integration will offer the content creator real-time information as well as predictive trends, therefore making the content planning audience centric as well as effective. [8]

While the technology is designed to be user-friendly, users may need to spend some time learning how to use the tool effectively. Integration of EngageBot with various social media platforms will also pose scalability challenges. [9]

Despite these challenges, EngageBot's commitment to deliver targeted suggestion metrics as well as meeting audience demands is a huge advantage for content creators.

In conclusion, EngageBot is a perfect tool to revolutionize content development using customized dashboards, intuitive UI and comment analysis. EngageBot is an invaluable tool for content creators to grow rapidly in this competitive digital world.

Alternative 5: Buy

Henrietta Cloud Corporation (HCC) can enter the comment analysis business market faster by acquiring Brandwatch [10], an existing platform. HCC can take advantage of the platform's current user base, technological infrastructure, and market presence to obtain a competitive edge because Brandwatch is good at gathering insights about what audiences believe.

HCC gains access to an established user base and market presence by purchasing Brandwatch, and it also increases its chances of establishing advantageous partnerships as well as collaborating within the industry. By combining Brandwatch's expertise with HCC's current resources and experience, it will be feasible to promote innovation and technological improvements in comment analysis.

This acquisition not only enhances HCC's reputation, but it also establishes a solid foundation for learning how to satisfy the specific requirements of social-media content creators. They can also improve it by adding features like advanced sentiment analysis, trend detection, and personalized content improvement suggestions.

However, this strategy needs significant resource allocation including time, human resources, and financial investment from both HCC and Brandwatch. Moreover, they will also need to work together well to make sure they are not wasting anything, and everyone is on the same page.

Despite these challenges, HCC has a fantastic opportunity to quickly enter the field of social media analysis by purchasing and customizing Brandwatch. Making this strategic move could

help them maintain their leadership position in the market by meeting the always changing needs of content creators and advertisers.

Comparative Analysis

Table 1 Analysis table on how compatible the alternatives with HCC's objectives are

Alternative	Innovation	Security	Scalability and Performance	Integration	User Experience	Total
Weights	20%	25%	20%	15%	20%	100%
Scale	1-5	1-5	1-5	1-5	1-5	1-5
Build	4	4	4	5	5	4.35
Buy + Build	5	4.5	4.5	5	4	4.58
Endorse	4	3	4	3	5	3.80
Build	3	3	3	5	5	3.70
Buy	4	4	4	4	4	4.00

This comparative analysis evaluates five alternatives against HCC's core objectives, ensuring an integrated approach to find scalable, secure, and customer-centric solutions.

One of the major factors for HCC is Scalability and Performance, earning the highest weight of 25% to ensure that solutions delivered by HCC are adaptable and responsive to both company growth and changing customer needs.

User Experience, Integration, and Security each have 20% weight in HCC's evaluation criteria. This decision aligns with HCC's focus on user engagement and satisfaction through solutions tailored to the target audience. With customers relying on HCC's solution, ensuring data security and maintaining customer trust is critical. Equally, Seamless integration with HCC's cloud infrastructure for swift delivery is necessary for HCC's operational goals.

While innovation is essential for HCC, it is assigned a lower weight (15%) because HCC's primary focus lies on the security, integration, and scalability of its solution.

Conclusion

Based on the given comparative analysis, the following conclusions can be made:

With a score of 4.58, Buy + Build alternative (Alternative-2) is the highest-scoring alternative. According to the comparative analysis, it provides the highest Security and Innovation. Additionally, it is also good in terms of Integration, User experience, Scalability, and Performance. These alternatives promise to capitalize on current developments while encouraging constant innovation and ensuring HCC maintains its leadership position in the market.

The Build approach of Alternative-1 and the approach of Alternative-5 rank among the second-highest scoring alternatives, with scores of 4.35 and 4.00, respectively. Security, Integration, Scalability, and Performance are guaranteed by both alternatives. However, Alternative 1 performs better because of its new features and better User experience.

The Endorse alternative (Alternative 3) scores moderately for most of the criteria but it is not as innovative or scalable as other alternatives. Though it might work well in catering to some of the advantages associated with user experience, it might not adequately support HCC's objectives related to Innovation, Scalability, and Performance.

Finally, while Option 4 might have some advantages in terms of innovation and user experience, it is clear from its lower ratings in the areas of security, integration, scalability, and performance that it might not be the best option for successfully achieving HCC's goals.

To conclude, we can say that the best way for HCC to enter the Comment analysis market is through the Buy + Build strategy suggested by Alternative-2. In addition to providing strong compatibility with HCC's goals across a range of parameters, it also optimizes benefits by combining the advantages of acquiring an existing platform and customizing it to meet specific needs.

Recommendation

The Internet has become an integral part of our daily lives. Daily millions of people express their emotions on the internet. Understanding them becomes very important for social media personalities and customer centric organizations. To address this problem, Henrietta Cloud Corporation (HCC) can use comment analysis tools and we recommend they use the "Buy and Build" approach to get the best results. HCC can acquire an already established comment analysis organization and make its own features on top of that as required. The primary reason for this recommendation is its excellent score in the comparative analysis. For HCC, the security of customer data is the most critical area and this alternative scores highest among all other alternatives. Also, this approach is easy to implement and integrate with the existing solutions. Because of the acquired organization's already executed functionality, customization and rapid development becomes feasible. In this way, HCC can hold the customer's trust and faith as they are providing attention to every customer's needs.

Here are steps for deploying the "Buy and Build" approach

Through investigation: Searching for the best company to acquire is a very critical step in the whole process. So, HCC needs to find the best firm which will satisfy all the requirements.

Integration with in-house technology: Once the right company is acquired then HCC needs to merge it with its tech platform to provide seamless integration.

Customization: Providing customized solutions to the end user to fulfill their requirements is the next task.

Hiring developers: Getting the right talent in a team to deploy and maintain the product and introducing new updates regularly.

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